

FIA GIRLS ON TRACK TOOLKIT



 **GIRLS**
ON TRACK

Updated July 2019



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FOREWORD

In 2009, at the start of my first mandate as FIA President, we launched the FIA Women In Motorsport Commission, which was designed to increase the interest of women in becoming drivers, administrators, team personnel, marshals and volunteers.



Chaired by iconic former rally driver Michèle Mouton, the focus of this Commission has been on increasing the participation of women at grassroots level, a challenging objective.

Since January 2018, the FIA has been implementing with nine ASNs the Girls on Track Karting Challenge, with the support of the European Commission. We are very proud of the success of this pilot project, which has already shown that motor sport can easily be accessed by any young woman interested in the sport. In addition, the project has revealed that these young, talented women share an amazing passion and enthusiasm for motor sport, therefore we can be confident that in the future, there will be more and more successful young women.

The Girls On Track programme has shown us the right path to follow. We need a shared sustainable commitment. The present toolkit aims to give you complete guidance on how to implement the programme in your country. This document is a pedagogical and comprehensive tool, designed to be as practical as possible. Our devoted team will help you to make this experience successful in your country.

My dear friends, it is time to “join us and try”¹.

Jean Todt,
President of the FIA

¹. “Join us and try” was the slogan of the campaign implemented in 2018 during the National Selections of the FIA Girls on Track Karting Challenge.

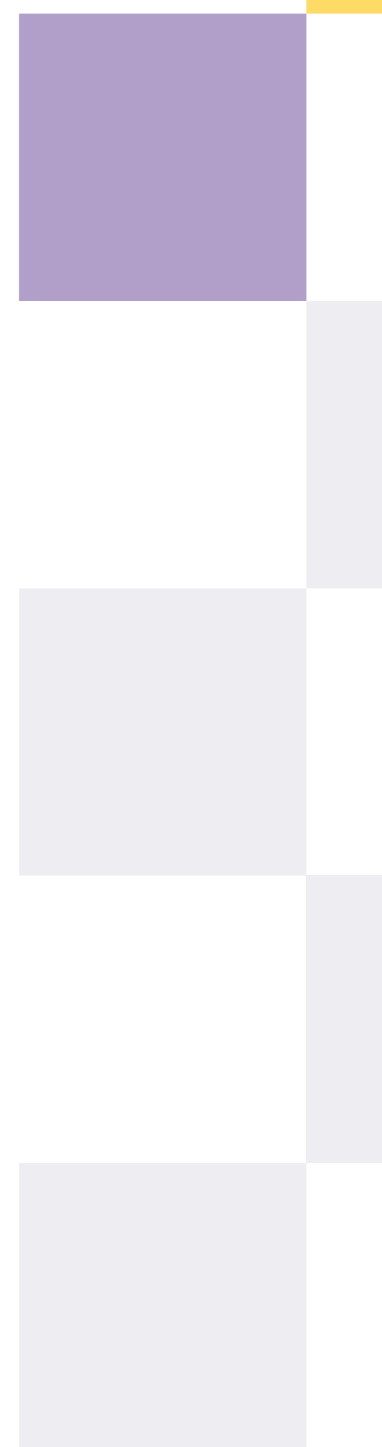




INTRODUCTION

BACKGROUND
OBJECTIVES
LEGACY

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BACKGROUND

The FIA has made it its mission to use motor sport as a platform to foster gender equality, inspiring the next generation to challenge preconceptions and stereotypes in the world of motor sport and careers in Science, Technology, Engineering and Maths (STEM).

In 2018, the FIA launched a two-year programme with support from the European Commission (Erasmus+ Sport Programme), aimed at increasing the participation of women in motor sport. The programme was run across nine European countries, offering a first experience of karting slalom to young women between 13 and 18 years old.

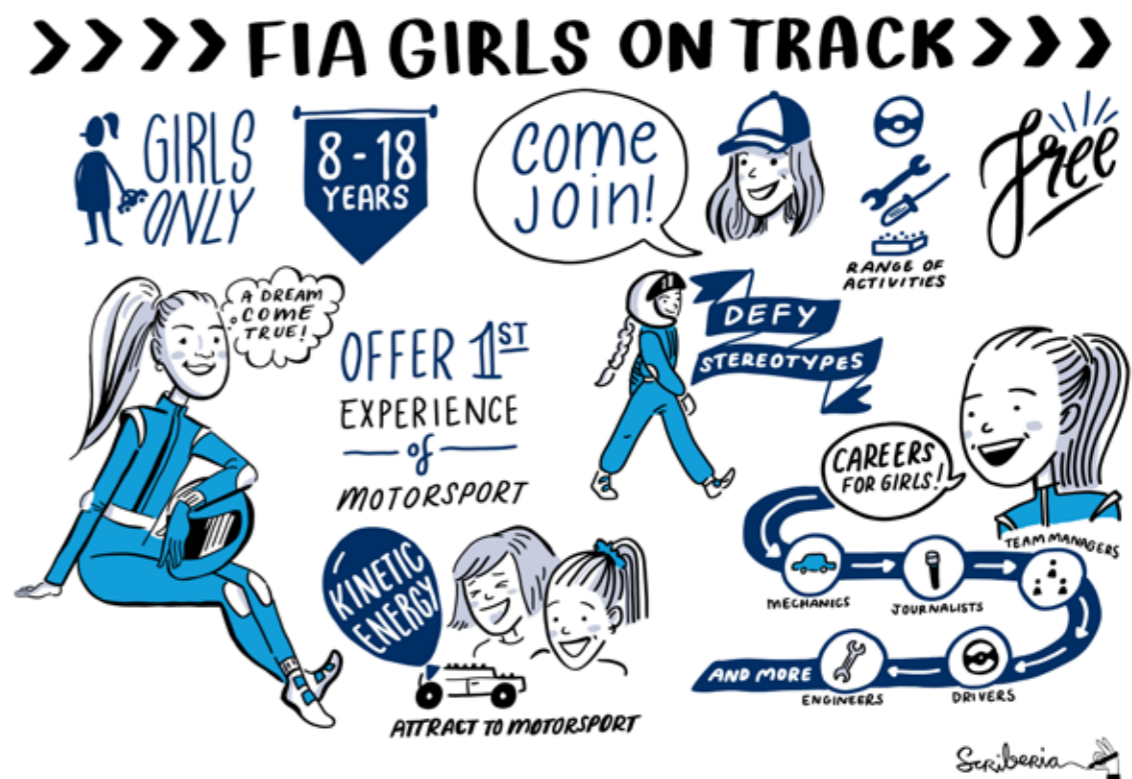
Given the success of the programme, the FIA now wishes, together with its National Sporting Authorities (ASNs) across the world, to take the next step and deliver a truly comprehensive programme aimed at inspiring the next generation of motor sport talents as well as future STEM leaders, covering all careers, from engineering to journalism.

The concept of FIA Girls on Track is presented in this toolkit in a ready-to-use format, offering all tools and information required to implement the programme at national level.



OBJECTIVES

The overarching objective of the programme is to offer a positive experience of the motor sport world to young women between 8 and 18 years old in order, in the longer term, to increase the number of women involved in motor sport.



The programme objectives are organised around four main targets:

- Offering a first experience of the motor sport world to young women;
- Raising awareness of the different careers available for women in motor sport, on and off track;
- Defying stereotypes and empowering young women by giving them confidence in what they can achieve;
- Inspiring the next generation of motor sport fans and growing participation of women in sport.

IN ORDER TO REACH THESE OBJECTIVES,
THE PROGRAMME FOCUSES ON **FOUR LEVERS**.

ROLE MODELS

Participants should be inspired by the great role models they meet and start building a positive attitude towards sport.



NETWORK

All stakeholders should join forces in order to make the programme successful (sporting authorities, ministers, schools, etc.)



FUN

Participants should have a good time and enjoy the experience! This aim easily gets forgotten when we are focused on learning skills and challenging girls to go further.



GIRLS ONLY

Self-confidence issues are a huge barrier to participation in sport for girls. Offering girls-only access to facilities creates a safe environment as well as positive peer pressure to boost self-confidence and team work



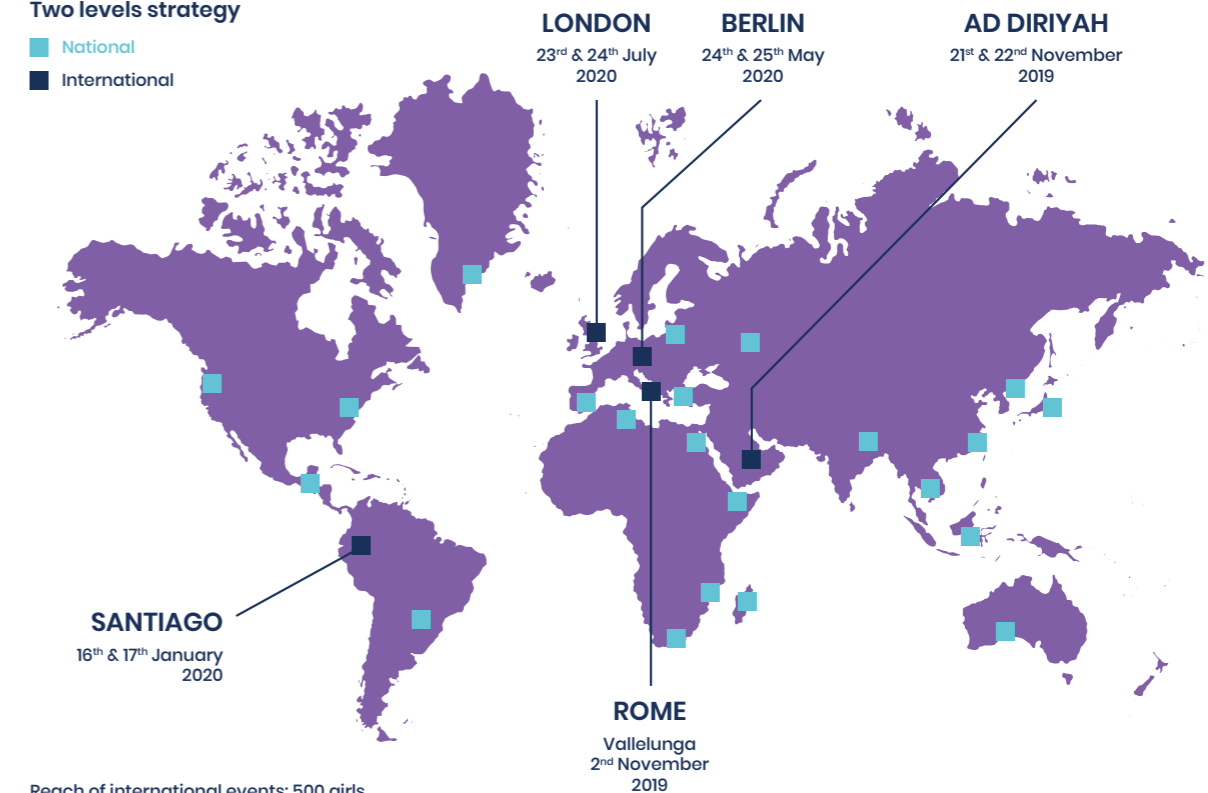
LEGACY

The legacy of the programme is fundamental and will ensure that FIA Girls on Track truly has a sustainable impact on the number of women involved in motor sport.

The programme should be applied on all continents and in all regions in order to reach a maximum number of women and young girls who have never experienced motor sport. The FIA will organise three to four Girls on Track events per year during its championships and counts on the support of its ASNs to join the movement and organise additional national events.

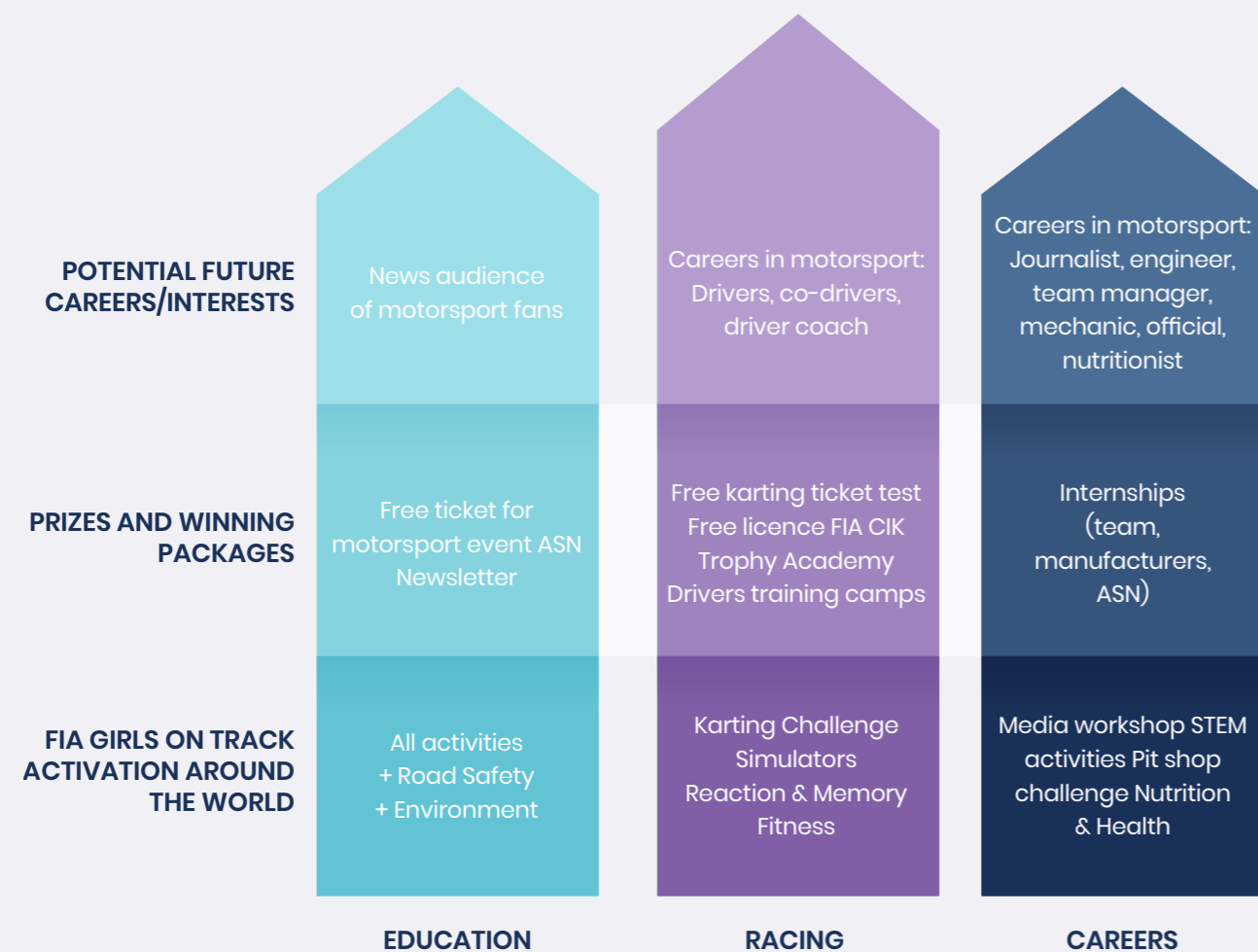
Two levels strategy

- National
- International



Reach of international events: 500 girls
Reach of national events: 200 girls

Once the young women and girls have participated in a Girls on Track event, it will be the role of the FIA family to ensure the most talented and motivated participants can remain in the industry. For that purpose, **winning packages will be available and adapted to the different areas** (future fan, future driver, future career, etc.).



Our daughters have both come away really motivated from this event, and believe that they can achieve whatever they want, if they put their minds to it.”



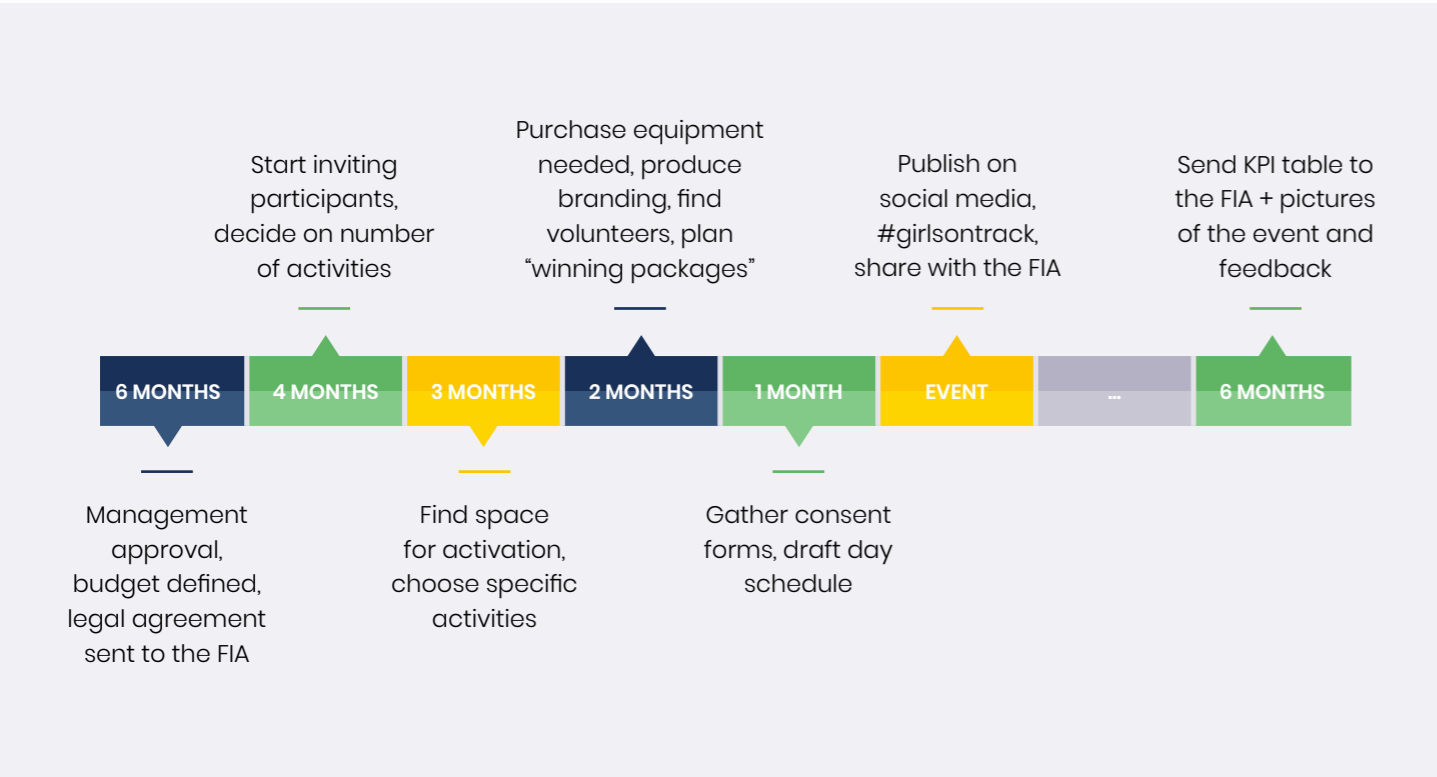
EVENT ORGANISATION

PLANNING	XX
FORMAT	XX
PRIZE GIVING AND WINNING PACKAGES	XX



PLANNING

The planning of the event should start a minimum of four months before it takes place, in order to reach a maximum number of participants and ensure the event is a success.



Throughout the process, the FIA Girls on Track team will be happy to answer any questions and advise you on the best format.

HOW TO GET A MAXIMUM NUMBER OF PARTICIPANTS?

The recruitment process requires substantial effort and should not be overlooked as it is one of the most important criteria for success. It is recommended that different platforms are used to reach the desired audience. Of particular interest:

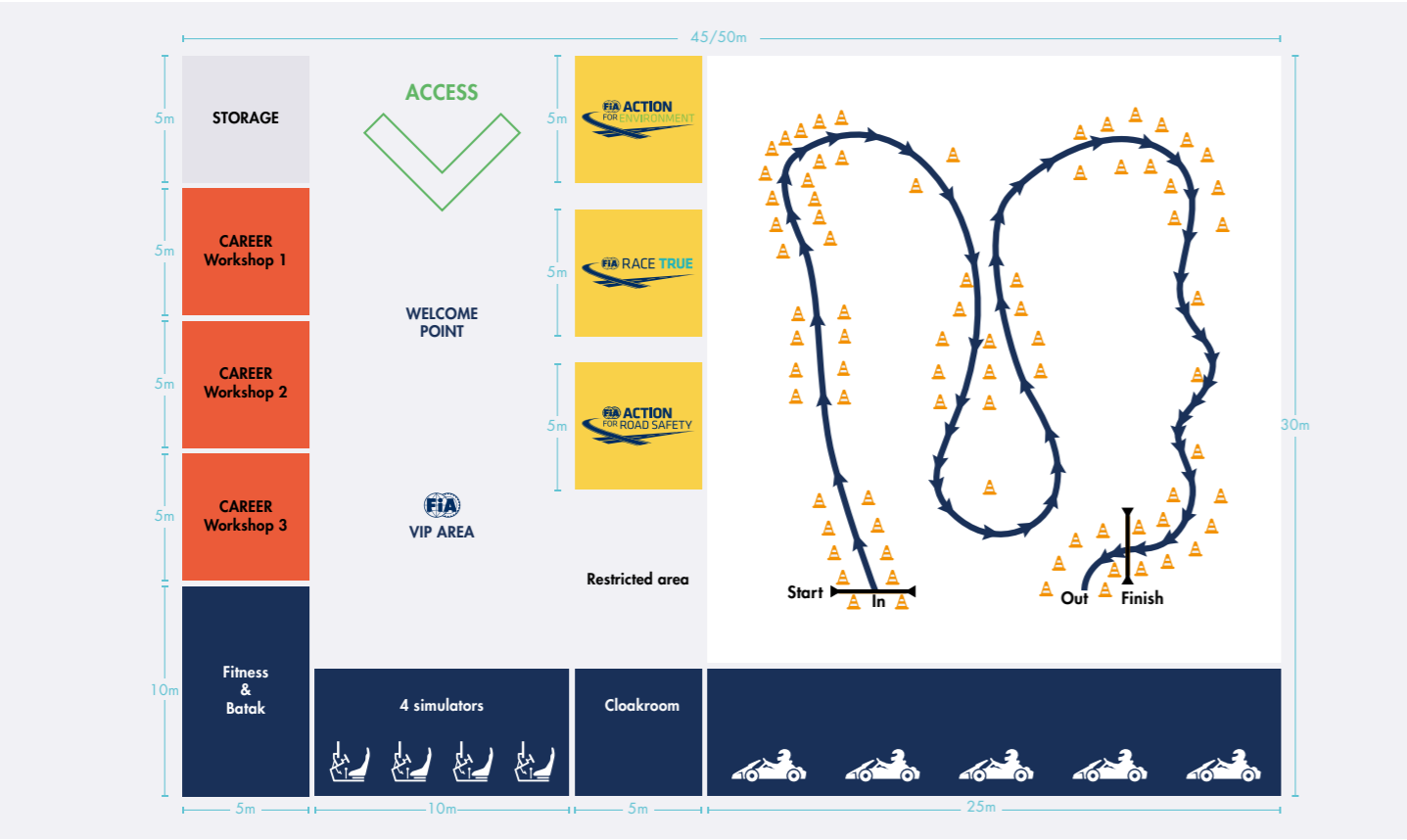
- **Schools**
Contact local schools, describing the strong educational component of the different activities (particularly STEM aspects) and the schedule. If possible and relevant, contact the Ministry of Education.
- **Social media**
Create a sponsored Facebook event to raise awareness about the event. If you already have an active page with followers – create content explaining the programme. Engage local influencers or motor sport champions in promoting the challenge.
- **Sport clubs**
Contact local sport clubs and associations, describing the schedule and the strong sport component of the programme.
- **Network**
Inform your network of the programme and its schedule, with a "bring your daughter" invitation.

Please note that children under 16 should be accompanied by either their teacher, coach, guardian or parent. All participants are also required to complete a consent form before joining the event. All tools related to the participants are available in the supporting documents pack.

FORMAT

The format of the event is easily adaptable, and will depend on the time available and the number of activities chosen. It is suggested that an “FIA Girls on Track” village be created, where all activities are held in the same space so that the groups can rotate.

Example of village, with nine activities.



It is estimated that a minimum total space of 1600 square meters (40 m x 40 m) is required in order to run the karting slalom activity + nine other activities.



The schedule will also depend on the total number of participants and activities. The event can be run during a full day, or half a day. It is recommended that groups are split by age (8-12 years old, 13-18 years old).

Example of schedule – full day, 7 activities, 140 participants

DURATION	ACTIVITY	ACTIVITY	ACTIVITY	ACTIVITY	ACTIVITY	ACTIVITY	ACTIVITY
	1	2	3	4	5	6	7
0:45	Registration / Grouping (distribution of the girls in 20 / group) Welcome and Explanation of the day activities						
0:45	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7
0:45	Group 7	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
0:45	Group 6	Group 7	Group 1	Group 2	Group 3	Group 4	Group 5
0:30	BREAK						
0:45	Group 5	Group 7	Group 8	Group 1	Group 2	Group 3	Group 4
0:45	Group 4	Group 6	Group 7	Group 8	Group 1	Group 2	Group 3
0:15	BREAK						
0:45	Group 3	Group 5	Group 6	Group 7	Group 8	Group 1	Group 2
0:45	Group 2	Group 4	Group 5	Group 6	Group 7	Group 8	Group 1
0:30	Prize-giving ceremony and Farewell						

Should the full programme run for more than three hours, it is recommended that a break of 20 minutes is included in the schedule. Should the full programme run during the lunch hour, it is recommended that a lunch break of one hour is included in the schedule.

More details on schedule are described in the FIA Girls on Track – Activities Guidelines.

PRIZE GIVING AND WINNING PACKAGES

A prize giving ceremony is the perfect way to finish the day! Different gifts can be handled, from certificates of participation, to medals and winning packages.

In order to promote the programme’s legacy, all organisers will be required to suggest a minimum of ten winning packages for the top participants of FIA Girls on Track events. For example, the three winners of the karting slalom, the winning team of the pit stop challenge and the three winners of the engineering activity. These opportunities can include, but are not limited to, the following:



RACING CHALLENGE

- Free national karting championship season (winner)
- Free licence, wild cards
- Full karting equipment (helmet , gloves, overalls, boots)



CAREER CHALLENGE

- Internships (ASN, sponsor, promoter, manufacturers/teams)



EDUCATIONAL CHALLENGE

- Free tickets for national motor sport event
- Karting venue vouchers



ACTIVITIES

RACING CHALLENGE

CAREER CHALLENGE

EDUCATIONAL CHALLENGE

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THE ACTIVITIES ARE ORGANISED
AROUND **THREE PILLARS**:



RACING CHALLENGE

- Karting slalom
- Simulators
- Fitness
- Reaction & Memory



CAREER CHALLENGE

- Media
- Pit stop
- STEM (balloon-powered car)
- STEM (Go-Kart)
- Coding (Break Dancer)
- Flywheeler
- FI in Schools



**EDUCATIONAL
CHALLENGE**

- Road Safety
- Environment
- Nutrition & Health
- First aid & Resuscitation

A minimum of one activity per pillar is required, and activities should include at least karting slalom or simulators.

A full description of all activities, including the resources needed, are further detailed in **FIA GIRLS ON TRACK – Activities Guidelines**. Each organiser is free to choose from the activities suggested, according to local preferences, relevance or needs. It is however required that a minimum of four activities are organised, and recommended that no more than ten activities are planned during the same day.

RACING CHALLENGE

KARTING SLALOM

AGE

8-18

DURATION

30-45 min

Behind the wheel of a kart, the girls will experience first-hand what it is like to be a racer. For many of the girls, this is their first time behind the wheel of a kart, and there is a huge sense of achievement in simply putting on a helmet and sitting in a kart.

The girls are given a safety briefing by the karting instructor and are then given the opportunity to complete one practice and two timed laps to showcase their skills.

To see the girls' faces after they get out of the kart is simply priceless!



SIMULATORS

AGE

8-18

DURATION

30 min

The girls are given a first experience in a simulator before driving a kart. They will learn where the gas and brake pedals are and experience steering on a track for the first time.

All girls complete a test lap and two timed laps (approx. five min per four girls).

While the first group is in the simulator, the other group will get dressed for the karting activity and then they will swap over.

FITNESS & REACTION

AGE

8-18

DURATION

30 min

The girls learn about the importance of being alert and how this is essential when karting/racing. The fitness instructors will also talk about the importance of fitness, not only in motor sport but in all areas of life, and the sort of jobs involved (physical therapists, nutritionists, etc.). The girls will be taught some exercises that they can do at home to keep fit.

A BATAK wall will be on site to assess reaction, hand-eye coordination and stamina. The BATAK competition always motivates the girls, and cheers can be heard across the venue when someone gets the most hits in a BATAK session!



CAREER CHALLENGE

MEDIA

AGE

8-18

DURATION

30 min

With motor sport presenters and journalists as role models, the girls have the opportunity to learn about life in front of and behind the camera. A local motor sport presenter will lead this challenge and will educate the girls about life in front of the camera at a motor sport race. The girls are required to work in small groups of 4-5 and to plan a 3-minute piece that will be filmed.

With microphone in hand, and camera watching their every move, the girls are taken out of their comfort zone and asked to present their rehearsed piece to the rest of the group. This is fantastic for confidence boosting and the presenter reassures any nervous girls and supports them throughout.



PIT STOP

AGE

8-18

DURATION

30 min

Collaboration, quick thinking and teamwork are essential skills that the girls develop when they get to recreate a motor sport pit stop. Standing on their markers, the girls line up until they hear the words 'Box, box, box!'. Upon this command, the girls run into their place and work like a well-oiled machine to try to change the wheels of a bespoke race car as quickly as possible. Using a bespoke car frame, custom-made impact wrenches and go-kart sized tyres, the girls each get the chance to try out the various roles that are required in a pit stop. This is one of the most competitive elements of our events and always leaves the girls wanting to beat the clock!

BALLOON POWERED CAR

AGE

8-12

DURATION

30 min

An interactive activity in which students build their own balloon-powered car and then explore ways to make it go faster and further. Building a balloon-powered rocket car provides opportunities for investigation, teamwork and developing design skills. As well as focusing on science and technology, the activity is a useful vehicle for emphasising the importance of numeracy and literacy.

This activity was created by BLOODHOUND Education.



BALLOON POWERED LEGO® CAR WITH LEGO VEHICLE SETS FOR GIRLS AGED 8-12

AGE

8-12

DURATION

30 min

Working with STEM Ambassadors, the girls have the opportunity to work with some inspirational role models, not only on the activity, but also to hear about the STEM-based jobs that they do in the industry. This is a great way for the girls to learn about the huge number of STEM jobs that are available to the girls. This challenge is aimed at developing the Science Technology Engineering and Maths subjects whilst having fun in the context of motor sport. The girls will need to build a free-flowing LEGO vehicle to run on a set straight line propelled by a balloon.

This activity will also encourage team-building and creativity.

FLYWHEELER

AGE

8-12

DURATION

45 min

This activity is designed by LEGO® Education and uses the 2009686 Introducing Simple & Powered Machines. It enables girls to work as young scientists, engineers and designers, providing them with settings, tools and tasks that promote design technology, science and mathematics. Girls are encouraged to involve themselves in real world investigations and problem-solving. They have to make assumptions and predictions. They must design and make models and then observe the behaviour of these models; they must reflect and re-design, and then record and present their findings.

In the Flywheeler activity, the girls will be asked to build a car and to find out whether the spinning of a spinning top helps a push-along car move, and will it travel further – and for a longer time? The girls will explore the scientific concepts of gearing up, measuring distance, forces, moving energy, friction and air.



F1 IN SCHOOLS

AGE

8-18

DURATION

30 min

F1 in Schools is an international STEM competition for school children, where students have to design and manufacture a miniature car out of the official F1 Model Block using CAD/CAM design tools. The cars are powered by CO₂ cartridges and are attached to a track by a nylon wire.

Spanning the age range of 9 to 19, their main objective is to help change the perceptions of science, technology, engineering and maths by creating a fun and exciting learning environment for young people to develop an informed view about careers in engineering, Formula 1, science, marketing and technology. F1 in Schools is the only truly global educational programme that raises awareness of STEM and Formula 1 among students and schoolchildren in every region, in every country, and on every continent.



EDUCATIONAL CHALLENGE

FIA ACTION FOR ROAD SAFETY

AGE

8-18

DURATION

15-30 min

The FIA Action for Road Safety activity is a distraction challenge and a fun and engaging activity that educates on the dangers of distracted driving in a competitive and fun way.

Participants will have to complete three different laps and exercises with a distraction challenge. Distractions will allow participants to experience the effects of alcohol, fatigue, or multitasking while performing.

At the end of the three laps, an instructor will explain the dangers of distractions while driving and compare the difference between a distraction-free race and a distracted race.



FIA ACTION FOR ENVIRONMENT

AGE

8-18

DURATION

15-30 min

The environment challenge is an innovative educational challenge to teach the girls to sort waste and to raise awareness about the environment, as well as and to inspire them to encourage their families and friends to develop a more sustainable lifestyle.

There are three different lessons:

- **THE SCAVENGER HUNT** - teaches the girls how to sort waste by category.
- **THE ENVIRONMENTAL QUIZ** - focuses on issues raised by the environment, climate change, recycling and human impact on the environment.
- **RACE TO RECYCLE** - a lesson to teach the girls how to recycle correctly.

At the end of the three activities, an instructor will say a few words on environmental awareness and how the activities can reflect on environmental awareness.



NUTRITION & HEALTH

AGE

8-18

DURATION

15-30 min

A healthy, well-balanced and nutritious diet is essential for good physical health and positive mental wellbeing. In order to maintain a healthy lifestyle, our bodies require a variety of vitamins and minerals, which we must obtain from the food we eat. This lesson will teach the girls how to choose and enjoy healthy food along with the benefits of healthy foods on one's body and mind.

A nutritionist will engage with the girls and talks to them about the importance of a healthy and balanced diet.

FIRST AID & RESUSCITATION

AGE

8-18

DURATION

15-30 min

The girls will be taught first aid skills by a doctor and they will practice them using simple steps and key actions. The girls will be encouraged to have the confidence and willingness to act in an emergency situation and understand why people sometimes feel unable to help, exploring why this might be and how to overcome this.

The girls will also practice CPR on a mannequin. In the calm but serious environment of this activity, the girls will learn an imperative skill that could one day be the difference between life and death.

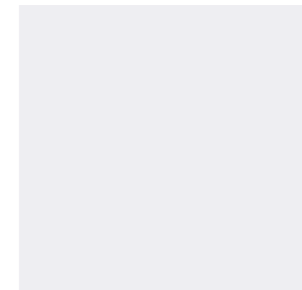
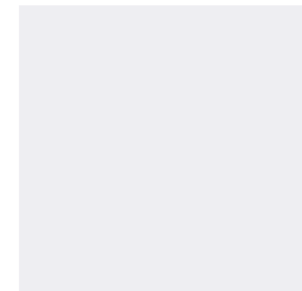




COMMUNICATION

VISUAL IDENTITY
STRATEGY AND OBJECTIVES
SOCIAL MEDIA

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The programme logo has been developed especially for the targeted age group and aims to target both girls that already practice karting and girls that are not familiar with motor sport. To ensure the coherence of the programme, the logo and associated fonts must be used on every communication material promoting or mentioning the programme.

The following section also describes some communication tools and levers that can be used to ensure sufficient impact and participation rates, particularly focusing on social media.

VISUAL IDENTITY

The master logo to be used for the programme is the following:



A dark version can be used on specific supports such as goodies, roll-ups and banners.



Should you wish to create a logo association, you are welcome to do so as per the example below. Please note that all logo associations must be approved by the FIA Marketing Department.



The production of branded goodies is also recommended as it maximises the visibility of the programme and strengthens its identity. Of particular relevance are the following:

- T-shirts
- Caps
- Bags (tote bags or drawstring)
- Badges
- Lanyards
- Stickers
- Pen and paper blocks



The different structures on site (including tents, karts, simulators and barriers) should also be branded.

The FIA will provide ready-to-print:

- Village entrance arch
- Tent branding (back and headers)
- Roll-ups/ banners / beachflags
- Flyers and poster templates
- Photos from previous FIA Girls on Track events



BANNER (3.30 × 0.90 m)



ENTRANCE ARCH (2.90 × 0.40 m)



TENT (5 x 3 m)

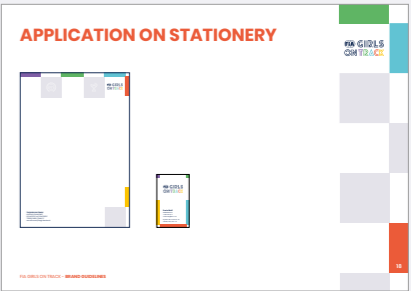
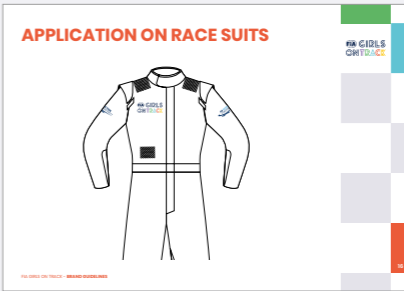
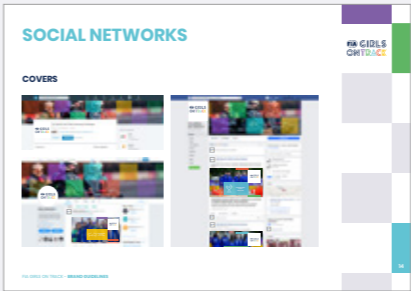
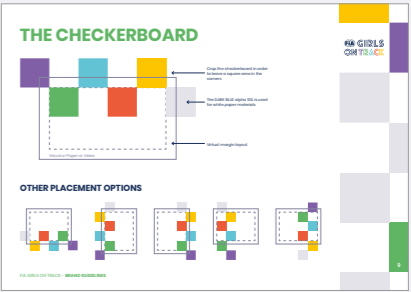


BEACHFLAG



ROLL UP
(80 × 200 cm)

The FIA Girls on Track – Brand Guidelines are available in the supporting documents.



STRATEGY AND OBJECTIVES

Communication will play a key part in the success of the programme. The FIA has already put great effort into creating and building the Girls on Track brand. The brand has been widely communicated on social media (Facebook, Instagram, Twitter), fia.com as well as other key FIA platforms. The communication strategy is mainly based on social media and the involvement of the local press. It aims to:

- Reach and involve the targeted audience, the young women between 8 and 18 years old and their parents;
- Create a sense of community, mainly through the use of social media (focusing on Instagram and Snapchat);
- Be tailor-made and designed to break the existing stereotypes on motor sport.

The FIA will continue to post regular content on its various pages (FIA accounts but also Women in Motorsport accounts). You are invited to follow the pages in order to be up-to-date regarding the programme's latest news. Do not hesitate to retweet/repost/share the content posted in order for it to get more visibility. The content could be news from our website, pictures, videos and events.

You are strongly encouraged to continue building up the brand by posting your own content on your platforms. We invite you to ensure that the content is qualitative and uses the correct hashtags.

#fia #girlsontrack

Social media communication should pursue four main goals:

- Give the best visibility to the local events
- Engage people to sign up to the local events through a call to action
- Highlight the event live
- Highlight the participants and winners after the programme

SOCIAL MEDIA



Facebook is a key communication medium to recruit teenagers as it is a social media outlet that targets both them and their parents. Indeed, it is no longer dedicated to young people as more and more parents are setting up accounts and spending time on this medium.

CREATE A PAGE AND A SPONSORED EVENT

We recommend mainly using Facebook to create a page and sponsored events to promote your local challenges.

FACEBOOK PAGE

Your Facebook page will be a good medium to share your photos and videos from the local events, as well as the events themselves.

The following information is needed to create a page:

- A name, a profile picture and a cover picture
- A call to action at the top of your page (a link to your sponsored event or to the dedicated website)

Tip: keep your page unpublished while you are creating it in order to display a professional page to your audience from the very beginning.

- Start posting right away: it is important to show that your page is active and informative.
- Turn on messaging: it is a great way to show that you can be easily reachable and are available to answer any questions.

You can monitor your page traffic by clicking on Insights at the top of your Page. All details and information available [here](#).

FACEBOOK EVENT

Your Facebook event should make it very easy for the girls to find the registration page. Do not hesitate to emphasise the call to action at the very beginning of your event.

Moreover, Facebook allows you to aim an event at a specific target group. After creating your event from your page, you can boost the post and turn it into an ad by clicking on "boost event". You can select your audience based on gender, age, location and interests. For example, you can decide to promote your event to girls between 8 and 18 years old in or around the location in which the event will take place. All details and information available [here](#).



INSTAGRAM

BASIC INFORMATION

We highly recommend using Instagram extensively to promote the challenge, before, during and after the event. Indeed, Instagram is the most efficient way to address your teenage target, as 41% of the 600 million monthly users are less than 24 years old.

Social media was made famous by two main features:

- The filters that you can easily and quickly add to the files you upload
- The hashtags that you can use to find relevant content in very little time

HOW TO USE INSTAGRAM?

Posts:

You can post pictures and videos (up to 60 seconds) on your feed. These posts will appear on your followers' feed and stay on your profile indefinitely. Posts are a good way to keep track of the different events for girls following the account and to show that your feed is active.

Stories:

You can post pictures and videos that will be available for 24 hours to your followers and other users who check out your account. The stories are a powerful tool to share exclusive footage of your event, as you can post several pictures and videos one after the other, and thus tell a real story.

Many options are available in the Stories to boost your creativity and multiply possibilities:

- **Write**, add **layers** and **effects** on the pictures or videos using nice typography, colours and emojis (from your phone or specific to Instagram)
- **Augmented reality stickers**
- **Poll**: You can create polls in your stories to get feedback or just engage with your followers. The questions can be either fun or serious.
- **Boomerang**: Feature that combines photos into short, one-second videos that play back-and-forth in a loop.
- **Hyperlapse**: Feature that creates tracking shots and fast time-lapse videos.
- **Superzoom**: Feature that zooms in on your target once you press play, with a dramatic sound effect.
- **Live**: There are two options for live videos on Instagram. You can either choose to keep it available for 24 hours after it ended or delete your video right after it ends.

Hashtags:

Hashtags are very important as it brings together all the content on a specific theme. It is essential for:

- Making your content known. By using hashtags, you allow users to find your content through searches. For example, users searching for #girlsontrack content will see your picture if you use this hashtag. You have a limit of 30 hashtags per post.
- Keeping track of relevant content. You can follow a hashtag, just like a regular account. This feature is especially relevant to keep track on the popularity of the #girlsontrack hashtag.

Other tips:

- Finding the most used hashtags: [here](#)
- You can use apps that help you find the best hashtags for your post: Hashtags for Instagram, Focalmark, etc.
- A series of hashtags for an Instagram post about FIA Girls on Track Karting Challenge: #girlsontrack #fia #womeninmotorsport
- Popular hashtags you can use to draw attention to your posts:
 - #TBT: throwback Thursday
 - #Mondaymotivation
 - #Wednesdaywisdom

HOW TO ENGAGE WITH MY TARGET AUDIENCE ON INSTAGRAM?

Instagram is a great medium to engage with the teenage target group as it allows you to play with both words and pictures. Here are a few best practices to keep in mind (see previous section for visuals and examples):

- **Encourage them to tag their friends on posts.**
- **Propose challenges to the followers.**
- **Encourage them to repost your picture.**
- **Create polls in your Stories**, either serious or fun. The goal can be to either get feedback on the events or the initiative or just engage with the target audience by asking an easy question.
- **Post regularly and use Stories**: an active account is more likely to catch the eye of potential followers.

While you should not overuse emojis, they are a good tool for attracting the attention of your target audience and make your post more fun and noticeable on a feed.

Sponsored posts

Just like Facebook, you can sponsor a post (picture or video) in order to boost its visibility to a specific target group. As they are part of the same group, Instagram and Facebook use the same ad management tool from which you can manage your sponsored ads on both social media platforms.

More information and all details available [here](#)



SNAPCHAT

BASIC INFORMATION

- Snapchat is a medium especially popular among millennials, with 71% of its users under 25 years old and an average age of 16.5 years old.
- Snapchat's main concept is to send pictures and messages ("snap") that are only available for a short period of time before they become inaccessible.
- You can either send a snap to one person or a group, or add it to a story that will be available for 24 hours.
- Snapchat is famous for its augmented reality filters and location-specific filters called "geofilters".

HOW TO USE SNAPCHAT?

Stories

For brands and organisations, Stories are the best tool to share moments with an audience. You can document an entire event through Snapchat Stories by posting pictures and videos.

Geofilters

You make your own geofilter and promote your local event. To create your geofilter, you need to go to the [geofilter website](#) and follow the instructions. You will have to determine the filter you want to create, the dates and the perimeter it will be available in. The price will depend on the perimeter and number of days you select.

Important: For now, geofilters are available in Germany, Finland, Netherlands and Sweden.



TWITTER

BASIC INFORMATION

- Twitter is an online news and social networking service where users post and interact via "tweets", short message under 280 characters.
- You can post pictures, videos and GIFs along with your message.
- Using hashtags is a must for Twitter.

TIPS AND BEST PRACTICES

If you decide to promote the programme on Twitter, here are a few tips to keep in mind:

- Tweets with a picture are shared twice as much as those without.
- Always use #girlsontrack to raise awareness about the programme.
- Use the trending topic hashtags in your tweets when relevant to maximise your visibility to other users.

TOOLS TO HELP YOU MANAGE YOUR ACCOUNT

- Use TweetDeck to manage your account. TweetDeck is a social media dashboard application. This dashboard allows you to monitor and tweet from multiple accounts simultaneously and displays the user's Twitter timeline, mentions, direct message lists, trends, favourites, search results, hashtags, or all tweets by or to a single user.
- Use Twitter Analytics to monitor your account statistics: [here](#)

SPONSORED HASHTAGS

In order to maximise the visibility of a hashtag, you can pay for it to be sponsored in a certain area and for a certain period of time. A sponsored hashtag will be visible on the left side of all the timelines concerned, next to the trending topics.

For more information, please visit <https://ads.twitter.com/>

Tip

In order to maximise your visibility, we recommend using cross-channel promotion.

INFLUENCERS

There are two ways to reach influencers:

- Look for the biggest and most relevant communities addressing the issues that matter to you mainly on YouTube and Instagram.
- Work with an agency that will be focused on identifying the right influencers regarding your needs and budget.

The first option will not cost you any money but it will be time-consuming if you are starting from scratch. However, the second option has a price but will ensure relevant profiles of influencers that will address your specific target audience.

Should you require some support in order to create an editorial calendar and/or advice on the best platform to use, please contact us.

In addition to social media, a specific Girls on Track page will be created on the FIA website in December 2019 and will include all required information on the overall programme.





FINANCIAL CONSIDERATIONS

FIA SPORT GRANT PROGRAMME	XX
EU FUNDING (FOR EUROPEAN ASNS ONLY)	XX
SPONSORSHIP AGREEMENTS	XX

In order to obtain the budget required to implement the programme, several funding possibilities are available to ASNs. The below section summarises the grants available as well as sponsorship guidelines.

FIA SPORT GRANT PROGRAMME

The FIA Sport Grant Programme is available to all FIA-sanctioned National Sporting Authorities needing financial help to implement projects related to safety, ASN structure and management, motor sport development and social responsibility.

The fund is overseen by the Sport Funding Commission (SFC), which reviews the annual funding submissions and determines which projects will be awarded a grant.

FIA Girls on Track programmes are eligible to receive funding under the social responsibility pillar for up to 50,000 euros on a “match-funding” basis.

Applications for 2020 will be open from 3 June to 31 August 2019. The outcome of the application will be communicated in late November.

More information is available at <http://www.sport.fia-grants.com/>



EU FUNDING (FOR EUROPEAN ASNS ONLY)

Since 2014, the ERASMUS+ Sport Programme, a funding programme coordinated by the European Commission, is accessible to sport organisations located in EU Member States, FYROM, Turkey, Iceland, Norway, Liechtenstein and Serbia – the so-called Programme countries.

Among the types of projects supported, the EU gives subsidies of up to 60,000 euros to small collaborative partnerships, small projects that will take 1-2 years, involving between three and five organisations, located in three different Programme countries.

Equal opportunities in sport, including gender equality, is a recurrent top priority of the programme. The FIA pilot project Girls on Track is supported by this programme (under the category collaborative partnerships).

Applications for 2021 will open in October 2019 (call for proposals Erasmus+) with a project submission deadline of April 2020. Unfortunately, the deadline for projects implemented in 2020 has already passed.

Please contact the FIA if you are considering this funding channel. More information is available on the Erasmus+ Programme Guide 2019, p. 243-247: https://ec.europa.eu/programmes/erasmus-plus/resources/documents/erasmus-programme-guide-2019_en

6.4 SPONSORSHIP AGREEMENTS

ASNs are encouraged to try to contact any potential sponsors in order to support the programme at national level. The FIA Marketing team has prepared a partnership sales document as a prospect tool for project sponsors. This presentation can be made available to ASNs upon request¹.

In order to avoid any potential conflict of interest, please make sure you inform the FIA Marketing team prior to closing deals with potential sponsors in the following product categories:

- Tyres
- Fuel
- Watches
- OEMs
- Automotive suppliers
- Motor sport Electronic Monitoring Unit
- Banking
- Energy
- Eyewear

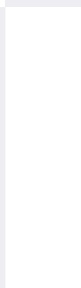
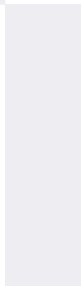
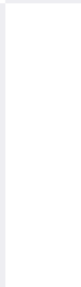
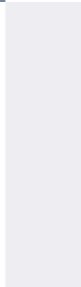
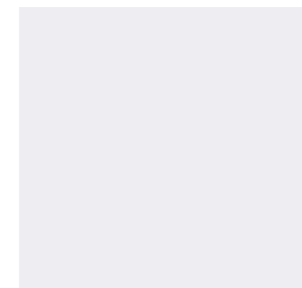
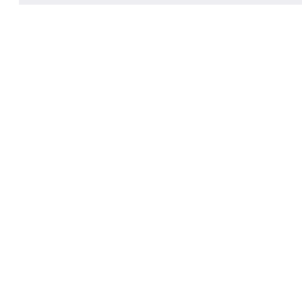
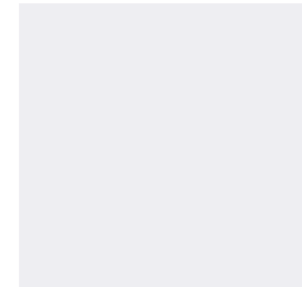
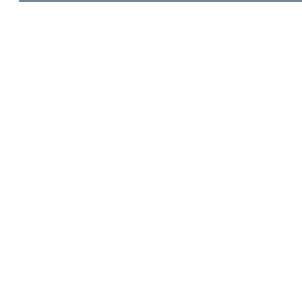
You are kindly asked to pay attention to a potential partner that could be seen as a detriment to the project and/or the partnership, e.g. betting, gambling alcohol, tobacco, etc.

For further information or any questions you may have in regards to sponsorship sales, please contact the FIA Marketing Department.

1. Please send an email to jhough@fia.com and bsilva@fia.com



SUPPORTING DOCUMENTS



This booklet is to be used along with the following supporting documents:

MANAGEMENT

Budget – a ready-to-fill spreadsheet allowing you to easily calculate the budget needed for the chosen activities.

Legal agreement – the standard FIA agreement to be returned signed to the FIA before the start of any FIA Girls on Track activity.

KPIs – the table to be completed and returned to the FIA once the activity has been implemented, in order for the FIA to monitor results worldwide.

ACTIVITIES

Activities guidelines – the full description of all activities available, including duration, resources needed and process.

KARTING SLALOM

Karting slalom guidelines – official FIA karting slalom guidelines for 2019.

Karting slalom tracks – examples of karting slalom tracks with different difficulty levels.

COMMUNICATION

Brand guidelines – the official FIA Girls on Track brand guidelines to be followed.

Brand package – a full package containing ready to use branding material to be printed (roll-ups, tents, headers, beachflags, etc.).

MARKETING

Sponsorship deck – a deck on FIA Girls on Track benefits to be shared with any potential partners.

These supporting documents are available upon request. Please send an email to **Barbara Silva** bsilva@fia.com should you wish to have them sent to you.





BARBARA SILVA

FIA Social Responsibility Programmes

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