

GRAND PRIX MALLORCA



A SHOW NO ONE

WILL EVER FORGET

2014

MALLORCA'S FIRST INTERNATIONAL RACE

WHAT IS THE GP MALLORCA ?

The concept behind it is to promote our Sport, karting to a wider public audience by setting up a race tracks in the center of a town or city, creating a fun atmosphere for public by including free style motocross shows, night time parties, cars shows, fun rides and of course the main event the Karting GP Championship.

What many poeple may forget is that all our Formula 1 stars began their careers in Karts, from Fernando Alonso to Sebastian Vettel, many of which are still highly involved in the sport and contributes by creating race teams, racing chassis and even racing them selves to stay in shape for Formula 1.



SO MUCH MORE THAN A STREET RACE



Michael Schumacher Karting



A young Champion, Sebastian Vettel



Lewis Hamilton & Nico Rosberg testing Chassis



Fernando Alonso



Already a World Champion Jenson Button



The RK kart, Also known as Robert Kubica

WHO WE ARE

The karting GP Challenge has been founded by the same people responsible for creating one of the Worlds most prestigious and successful motorsport marketing and event companies known as RGMMC Establishment, in collaboration with Arbex and Team.

RGMMC are the promoters and organisers of the Rotax Marx Euro Challenge, the Rotax Winter Cup, Intenational Open and the TAG Challenge. Having organized such events for over 10 years RGMMC has successfully organised events in almost every European country, with over 1000 participants a year from some 35 countries.

Having been the first to introduce many of the technologies used nowadays in professional karting events, and supported by many World wide brand names such as Unstopa-Bulls, Thunder Arabia and Sky TV.

From a Vision to Reality was born the Karting urban challenge, in collaboration with Arbex and Team.

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WHAT ARE THE BENEFITS FOR YOUR TOWN

- *At each event there are approx 25000 - 50000 public fans*
- *Over 1000 drivers, mechanics, team support ETC will be in the Town / City, fully booking every hotel and restaurant in the area. (Approx 1000 hotel rooms will be booked just by people involved in the competition)*
- *Good media coverage for your Town as the event will be advertised in all major motorsport news papers World Wide as well as being Televised and Broadcasted over the Globe*
- *Very good for the general economy including shops, bars, stands ETC*
- *Good to re create the public Image of a Town, turn it in to a annual well known event giving local businesses and inhabitants some thing to look forward too*
- *Encouraging other sporting companies to create events in your Town / City*

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***Over 50000 spectators
over a 3 day event!***

-Good for local businesses

-Good for Image

-Good for moral

Generally GOOD FOR YOU

Stockholm, Sweden

EVENT SAFETY

The actual track will be build by the Worlds most professional mobile track constructors in the World TEC PRO.

The same company which builds the tracks for the city Formula 1 Races.

“Our efficiency and seriousness is recognized by the international federations and by the CIK FIA (Motorcar International Federation)” Tec Pro



Apart from these barriers there will be a secondary fencing 2 meters high around the entire track protecting the public from any possible accidents or flying objects.

Before the race starts a FIA (Federation International Automobile) delegate will inspect the track and give it a homologation stamp for the event to ensure the track is safe and minimise any un nesseyasr accidents which may cause injury to public or drivers.

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Monaco Kart Event

EVENT FORMAT

Monday - RGMMC trucks and transporters arrive.

Tuesday - Build office area, and paddock area.

Wednesday - Track build up and surroundings, teams arrive from 9am.

Thursday - Free Practice

Friday - Free Practice and Time Qualifying

Saturday - Warm up and Heats

Sunday - Finals and Podium



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Entertainment and diversion for the public will be an on going process for the entire event, including concerts, parties, free style motocross, car shows, bike shows and exhibitions.

COVERAGE & MEDIA

In order to grow the sport we have to ensure maximum coverage and media attention, our strategy is the following -

- 1. Set up a Live IP TV channel which will be constantly showing the entire event including interviews, races, shows, exhibitions and public enthusiasm.*
- 2. Be in all major motorsport magazines around the World.*
- 3. Advertise around the cities where we will be hosting the events to ensure as much public as possible.*
- 4. Live timing and Commentary web page including free Intranet connection for the public at the event and home. (With a WIFI Intranet there is no need for a internet connection fans at the event will be able to log on using any computer or smart phone free of charge).*
- 5. Radio and Television advertisements*

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rgmmc
television



Unlike any other Motorsport Marketing companies at RGMMC Establishment we have our own Television Production Company which allows us to be flexible and stream our events live through the Internet (IP TV).

With over 20000 viewers per race day it has proven to be an effective way of broadcasting our events to an increasing fan base.

