



ROAD RACE ALLIANCE

R.R.A.i

STRATEGIC PLAN 2024-2027

PLANNING FOR OUR FUTURE



RRAi

Road Race Alliance of Ireland

ROAD RACE ALLIANCE OF IRELAND | [RRAI.IE](https://rrai.ie)

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SUMMARY

The recent insurance difficulties affecting Road Racing both in the Ulster Centre, and the Southern Centre has shone a very disturbing spotlight on our sport and the need to develop and adapt to a changing world. For over 100 years motorcycling racing on closed public roads has endured, however the sport stands at challenging crossroads, with the number of participants dwindling, age profile of club members, the cost and availability of public liability insurance, safety, fundraising and overall governance. It is prudent that our sport reviews status, what has gone in the past and develop a strategic plan for the continuation of the sport over the next few years.

INTRODUCTION

THE SPORT

Since 1923 Motorcycle Road Races have been run on closed public roads in Ireland, with the first Road Race taking place in 1922 in Northern Ireland, the sport has endured through many difficulties on both sides of the border, recessions, civil unrest, a World War, sectarianism, and managed to continue in a spirit of community and sporting heritage.

CLUB PROFILE

At present there are 7 clubs that have facilitated and run race events throughout the Country and hope to continue the sporting tradition over the next number of years. In the years gone by, there were many more Clubs and race events, however as the years have gone by, the clubs face several pressing issues, such as the age profile of club members, fundraising and the loss of club members.

RIDER PARTICIPATION

The hiatus of racing has seen a significant demise of riders participating in the sport with a reduction in applications for specific Road Race Licenses. Increased costs of racing in N.I. and abroad are becoming prohibitive to participants, riders and clubs to attend or continue in the Sport.



Killalane: East Coast Motorcycle Races in Co. Dublin



BUSINESS PRIORITIES

- Conduct comprehensive survey of the sport at all levels.
- Secure strategic corporate partnerships and funding.
- Develop fundraising initiatives throughout the Republic.



ADDED PRIORITIES

- Improve social media presence.
- Raise positive awareness of the Sport in the public consciousness



SUPPORTING RIDERS AND PARTICIPANTS

- Increased Rider Support and Welfare.
- Develop new pathways for participants into the sport.

GOALS FOR Q1

PUBLIC LIABILITY INSURANCE

The reason our Sport is in the crisis at present is the lack of a standalone PL Insurance Policy for our Clubs to run Events. RRAI's immediate policy is to secure a financially viable and encompassing policy to enable our clubs to run Road Race Events.

MAXIMISE SPORTING PRODUCT

Road Race attendances at Events results in approx. 5,000 spectators at each event, many of whom travel to each event and camp at the circuits. There is a huge hunger among the motorsport fans to attend each event, which brings significant branding opportunities for local, national and international companies. Key to accessing these partners is providing a professional and well-run event, with opportunities to showcase the event through media partners and social media channels. To date there has been a lack of direction in selling our sport, which needs to change to secure its future.

CLUB SURVIVAL AND CO-OPERATION

For its entire history, Road Racing has handed over its governance and survival to Motorcycling Ireland which has resulted in a lack of control, direction and investment to ensuring its continued survival and growth. Recent developments have seen the Sport be sidelined, the riders, clubs, spectators and stakeholders. The Road Race Clubs have come together and in a spirit of co-operation have proactively worked together to establish a new company, with the focus on our Sport of Road Racing, while taking the responsibility of taking collective ownership of the Sport for its own good and future.



Orritor Circuit: Cookstown 100 Co. Tyrone



CHANGES FOR THE 21ST CENTURY

TRAINING AND DEVELOPMENT

Road Race Alliance of Ireland will be putting a dedicated Training and Development Office in place to assist clubs, riders, officials and stakeholders. The immediate danger is Clubs will lose decades of experience in running events over the next number of years, therefore the organization will be developing training modules for Clerk of Works, Race Secretaries, Stewards, Health and Safety officers, along with supporting modules for all club roles as well as Event Officers with an emphasis on Community engagement and support. The Organization has already begun developing Training Syllabus' for each role and will roll out training modules, both online and in person over the next number of months. Trainees and participants will be certified with enhanced record keeping of all results and grading for scrutiny of all stakeholders.

**‘Once
you’re on
a bike
you’ve got
freedom’**

Michael Dunlop
(29 TT Wins)

SAFETY AND RISK REDUCTION

Without doubt, a key challenge to our sport is safety and risk reduction for all concerned, the riders, communities, spectators and stakeholders. What makes our sport so unique is the element of risk of racing on closed public roads, however, it is the absolute resolution of all involved within the sport to achieve less injuries, less critical incidents and to ensure that it remains the ultimate test of skill and control. A number of clubs have already conducted prior to their events previously a Health and Safety Plan from a third party vendor, and going forward, all Events run under the RRAI, will be required to have a Health and Safety Plan by a third party, which will be in addition to track certification panel, club safety reviews, and audits to ensure that legislative regulations have been adhered to, but all other safety measures have been enacted prior and during race events. The RRAI, is committed to purchasing additional safety equipment, air fencing, safety bales, ensuring spectators are in safer areas, traffic management plans, developing rider safety measures, such as air-suits, drug and alcohol testing of all competitors and officials, licensing system for support crews and crowd control officials.

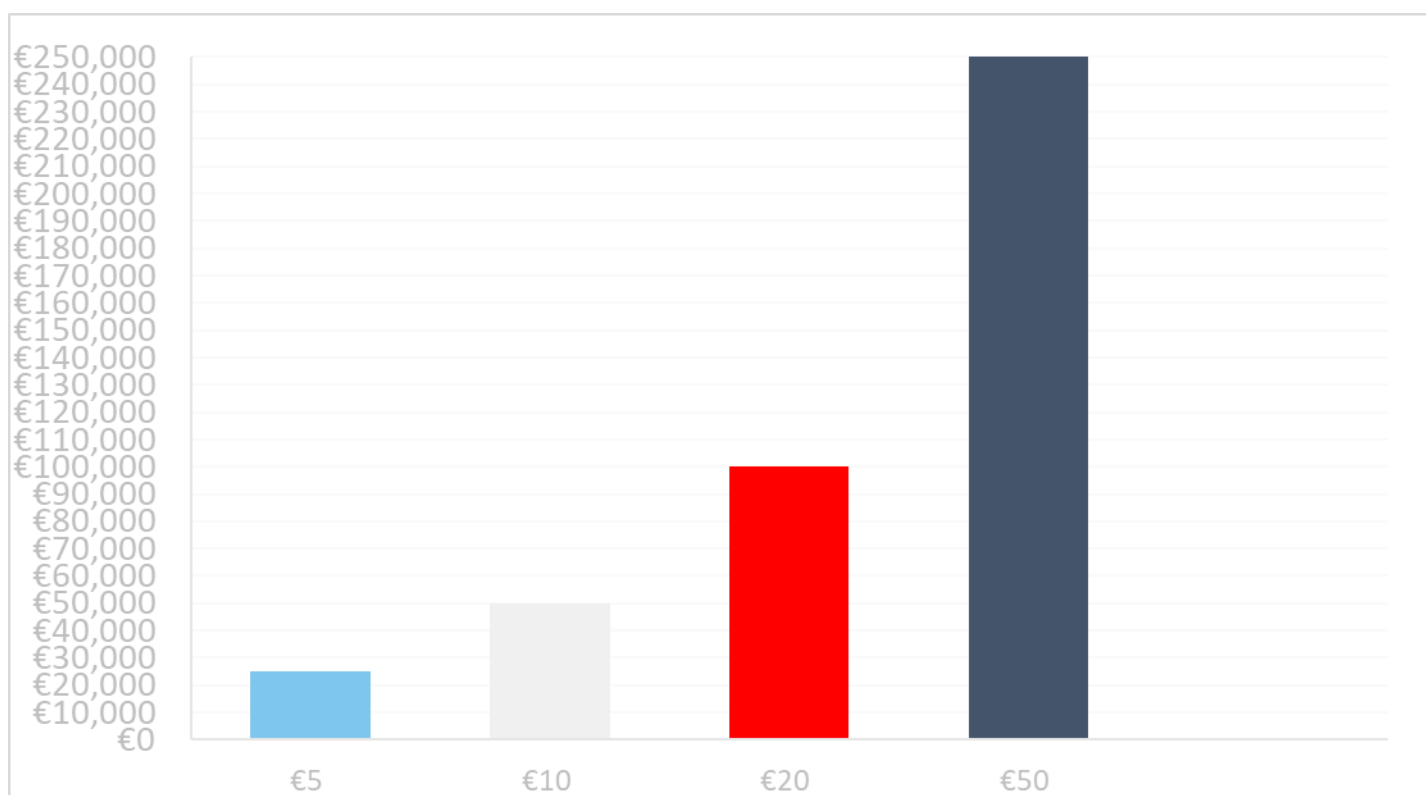
INCLUSIVITY AND RECOGNITION

The RRAI is committed to ensuring there is a wider and more diverse policy in regard to recognizing and including gender quotas, not just at Board level, but throughout all affiliated clubs, officials, and new entrants to the sport, but to also reaching out to all our communities and ethnic groups, which will ensure that every person involved in our sport has a voice equal to each other's, and creating a safe and social scene without discrimination or bias.

FINANCIAL IMPACT TO COMMUNITIES

Like all sporting occasions in Ireland, there are huge and discernible benefits to any community hosting an event in their area. While the local Club organises and run the event, many spectators and participants visit the area. With up to 11 Road Race events on the annual calendar it is not hard to observe that these locations and communities will have their local economies boosted which both benefits the national economy and the local one, sustaining jobs and businesses.

In simple terms, one person spending €20 in the local area can boost the overall revenue and sustain jobs. The Faugheen50 brings approximately 5,000 people into a rural community, and this event is replicated several times over right across the country. A minimum spends of €20, per person equates to €100,000 to a local economy, while a €50 spend, is worth a massive quarter of a million euro to a local economy.



Figures and data compiled with assistance from Carrick on Suir and Clonmel Chambers of Commerce for Faugheen50 Supporters Club Ltd. Co. Tipperary (2023).

YEAR ONE GOALS:

Q4 2024

Unfortunately a number of significant challenges lie ahead for the sport, however, if enough people believe that various issues can be overcome, success too will follow. The crucial part is setting out deliverable SMART Goals as well as developing a formula to return our sport to the heart of our communities and riders.

- i. The setting up of a cohesive and functioning Company that will assist Clubs and Riders to plot and plan a full return of the Sport.
- ii. Submission of a formal Insurance Proposal for the Markets.
- iii. Obtain a meaningful and financially achievable Quote to facilitate a limited return of the Sport for 2025 as soon as possible.
- iv. Call for an Extraordinary Intercentre MCUI Conference for the new Company representing Road Race Clubs to be recognised as the defacto Governing body for Road Racing within the Republic of Ireland.
- v. Commence Club/Rider/Supporter information Programme.
- vi. Publish Website and dedicated Social Media channels for the new Company and 2025 Events.
- vii. Begin fundraising between the last months of 2024 and March 2025 to assist in paying for the particular Insurance Policy.
- viii. Submission of the relevant Road Race Event dates for 2025 to the MCUI.
- ix. Conduct Road Race Survey among the race communities (**ONLINE**).
- x. **Finalise the operations and various Company Panels for the running of RRAI**

YEAR TWO GOALS:

Q1 2025

- i. Fundraising activity drives are put in place:
 - Set up of a GoFund Me campaign
 - Running of Events by participating Clubs
 - Set up of Lotto subscription service
- ii. Application to Sport Ireland as an Irish Sport Governing Body.
- iii. Club affiliations to new Company RRAI
- iv. Begin Targetted Corporate Sponsorships for the Sport, Events and the Company. (**MARKETING**)
- v. Source Start Permission/Repatriation Insurance for riders competing outside of the Republic and Northern Ireland.
- vi. Submission of Training instruments to relevant stakeholders.
- vii. Implement Rider/Team Licences roll out.
- viii. Pay for the Insurance Policy.
- ix. Review of Road Race Survey results, process and implement findings.
- x. Lobby local and national Government officials and TD's.

Q2 2025

- i. Secure safety equipment from either MCI or the MCUI UC Clubs, implement a plan to transport the relevant equipment for Events in the Republic of Ireland.
- ii. Develop the RACEWAYS25 SERIES, begin discussions with the relevant track owners:
 - Kiltorcan Kart Track: Co. Kilkenny
 - Watergrass Hill: Co. Cork
 - Athboy Karting: Co. Meath
 - Pallas Karting, Loughrea: Co. Galway
 - WhiteRiver Park: Co. Louth
- iii. Training and certification of all relevant officials for the running of Road Race Events.
- iv. Issuing of Rider Licences and Rider Training/Assessments.
- v. Meet and discuss with An Garda Síochána/Road Safety Authority the Company's road safety Awareness: Ride Alive
- vi. Development of a dedicated Online Ticketing system for Events
- vii. Meet with Road Race Club promoters/Event Organisers.
- viii. **Road Race Season begins, Season Launch (February 2025)**
- ix. Begin the process of marketing the new season, and advertising holdings for the Events in 2025.
- x. Announce Charity Partners

Q3 2025

- i. Meeting with all Club Promoters of Road Race Events (Circuit Racing)
- ii. Run the following Road Race Events:
 - Walderstown Road Race
 - Faugheen50
 - Athea
 - Munster100
- iii. Critical Review and Appraisal of the Events with Club Organisers/Promoters.
- iv. Setting up of Rider/Team Bursary Scheme to assist with rising costs.
- v. **Launch of RaceWay 25 Pitbike Youth Events in 2026.**
- vi. Submission of Insurance Proposal 2026

Q4 2025

- i. Rider Appreciation and Awards Ceremony
- ii. Annual General Meeting of Road Race Alliance of Ireland (Inter-centre Conference 2025)
- iii. Examine the feasibility of an International Event similar to the Northwest 200 **OR** International Road Race Championship in Europe for 2026/2027.
- iv. Introduction of a RRAI Merchandising/Media licensing Platform.
- v. Begin Marketing Proposals for Corporate Partnerships (2026) following Season 2025

OUR FUTURE PLANS

Increased co-operation between the RRAI and Ulster Centre Road Race Clubs

- Develop one cross border Road Race Championships between the Ulster Centre and the RRAI.

Develop a Road Race Heritage Centre (Road Race Museum) celebrating over 100 years of Road Racing Sport in the Republic of Ireland.

- Work to have our sport of Road Racing designated as an Irish UNESCO Heritage in the same way as GAA etc. which has been a distinctively unique activity on the island of Ireland for over 100 years.
- Protect the heritage and legacy of the Sport.
- Support rural communities and appoint a Community Liaison Office to enhance better relations and support local charitable causes.

With co-operation between the RRAI Clubs, develop an International Road Race along the same line as the NW200, Southern 100 or the International Road Race Championship in Europe (IRRC).

Independent Governance and future direction of the Sport of Road Racing not just in the Republic but between the two jurisdictions on the island of Ireland.

Advocacy and positive promotion of not just Road Racing but work for road safety among motorcyclists using public roads for work, social and as a hobby. Develop motorcyclist road safety initiatives and program- RIDE LIVE ROAD SAFETY CAMPAIGN.

Ensure the sport is not just sustainable but also carbon neutral over the next number of years in line with Government and EU targets.





YEAR THREE GOALS:

Q1 2026: ONE ROAD RACE CHAMPIONSHIP

- i. **Setting up of a singular Road Race Championship incorporating Road Race Events in Northern Ireland: Cookstown 100, Tandragee and Armoy Race of Legends.**
 - **7 Rounds: 3 in Northern Ireland, 4 in the Republic of Ireland**
 - **2 Rounds in Northern Ireland and 2 Rounds in the Republic will carry double Points on offer towards Class Championships. These Events will alternate each season e.g. Cookstown100 and Armoy, Walderstown and Munster100 (Year One), Tandragee and Cookstown, Faugheen 50 and Athea (Year Two) etc. This may encourage riders from the UC and the SC to compete in both jurisdictions.**
- ii. Introduction of SSP300 Class. Supersport 300 is a feeder/entry level class that will feature a range of lightweight sport bikes and is an easily accessible championship on the roads. It features any motorcycle classed as an A2 machine on the road in Europe (excluding A1 class machines).
- iii. Development of RRAI Carbon reduction offset/ECO Protection Programme to include:
 - Planting of Native trees at Circuits being used by affiliated Clubs
 - Introduction of a Sustainability model to reduce carbon emissions at Events, through Energy consumption, camping facilities, wind/solar power where possible, reduction in fossil fuels in creating energy, enhanced traffic management, focus on reusable and recycling products in safety equipment.
- iv. Secure a broadcast Partner such as Greenlight Productions, Virgin Media in developing media products (such as Closer to the Edge/Between the Hedges).
- v. Continue to run Financing options through fundraising activities.
- vi. Secure a reduced premium on the overall Public Liability Policy.

Q2 2026

- i. Commencement of Roadway25 Race Series for youth Riders 4/5 Rounds beginning in March '26 and running through to September '26 (Two Season Project).
- ii. Running of Fundraising Events throughout the Republic of Ireland.
- iii. Purchase of Additional Safety Equipment
- iv. Meeting with Affiliated Road Race Clubs, Rules and Regulation review and implementations.
- v. Road Race Season Launch '26.
- vi. Feasibility study for the establishment of a dedicated Road Race Museum- Transport Musuem.

Q3 2026

- i. Establishment of a dedicated Road Race Alliance of Ireland Office and limited hire Opportunities
- ii. Examine the Potential for an Irish Classic TT Road Race Festival Event for 2027 such as Giddenne or Pre-TT

- iii. Source additional funding from Local and National Government bodies: Tourism Ireland, National Lottery etc.

Q4 2026

- i. Financial and Social appraisal of the entire Sport of Road Racing as a revenue and social impact.
- ii. Review of Roadways25 Series
- iii. Award ceremony for the Roadways25 Race Series.
- iv. Dates for Road Race Events and Roadways25 Race Events.
- v. RRAI Annual General Meeting/Inter-Centre Conference.
- vi. Appraisal of singular Road Race Championship Ulster Centre and RRAI
- vii. Insurance Proposal Submission
- viii. Decision to be reached regarding the feasibility of a standalone International Road Race Event
 - Location-Circuit
 - Date, Race Week etc. Thursday to Sunday, Wednesday to Saturday, evening and day practice/races
 - Volunteers required
 - Finances/Costs

YEAR FOUR GOALS:

Q1 2027

- i. Enhanced Corporate Partnerships and Marketing.
- ii. Decision to be reached regarding the feasibility of a standalone International Road Race Event
 - Location
 - Date, Race Week etc. Thursday to Sunday, Wednesday to Saturday, evening and day practice/races
 - Volunteers required
- iii. Dates for Road Race Events and Roadways25 Race Events to be made publicly.
- iv. Fundraising activities to be planned and implemented.
- v. Sign Insurance Policy if available.
- vi. Update any proposals/rule changes/event parameters

Q2 2027

- i. Proposal for a dedicated Road Race Museum to be decided on, greenlight, cancelled/suspended.
- ii. Launch of Roadways25 Series for 2027.
- iii. Launch of Road Race Season 27.
- iv. Training seminars/Licensing and Certification of officials/riders/club members.
- v. Announcement (if greenlit) International Road Race Event for Q3 (August/September 27)

ROADWAYS25 SERIES

The introduction of a Pit-bike Race Series for 5-8, 9-11, 12-14, 15–17-year-olds on kart tracks across the Republic of Ireland. Currently Motorcycling Ireland do not run or govern this area of the sport and is one way of introducing new younger riders to partake in Motorcycling Racing at a lower entry cost, and hopefully they will compete in Road Race Events when they are older. It is potentially a win-win for new entrants to the whole Sport of Motorcycle Racing and a Pathway to racing on the Roads.

This Series would be run, promoted, governed and overseen by RRAI which would be a feeder system to find and encourage young riders into the overall Sport and to find the next Michael Dunlop or Jack Kennedy.

- 4 or 5 round Series at various Karting tracks nationwide
- 4 Age Categories
- Engine Sizes
- Engine sizes include 50cc, 70cc, 90cc, 110cc, 125cc, and up to 160cc.
- The last round if 4 events (last two if 5 events) carry increased points.

	SHOWDOWN ROUND/S	
○ 1 st Place 20 points		25 points
○ 2 nd Place 18 points		20 points
○ 3 rd Place 17 points		19 points
○ 4 th Place 16 points		18 points
○ 5 th Place 15 points		17 points
○ 6 th Place 14 points		16 points
○ 7 th Place 10 points		12 points
○ 8 th Place 8 points		10 points
○ 9 th Place 6 points		8 points
○ 10 th Place 4 points		6 points

The addition of this as part of the Road Race Alliance of Ireland is to:

- i. To bring new entrants to motorcycle sport in general while fostering a new generation of road racers
- ii. By having a youth element to our sport, it will allow the Company to utilise other forms of grants/sporting grants
- iii. Improves road safety at a young level for future road users
- iv. Gives new outlets for young people in a safe environment which will help with mental health, foster new friendships, and encourage diversity and genders into motorcycle sport.



THE ROLE OF CORPORATE PARTNERSHIPS

By working with private companies instead of jockeying for attention, our Company and Sport can generate interest, brand awareness, donations, and sponsorships for our organization. At the same time, the corporate partner will see a number of benefits too.

Companies invest in sports teams/companies or events in exchange for advertising and brand exposure. These deals provide financial support to the teams/clubs/promoters and help sponsors connect with their target audience.

As part of the running and set up of the Road Race Alliance of Ireland, a dedicated marketing and branding Panel will be set up amongst experienced and knowledgeably members who will formulate and deliver marketing proposals to potential corporate partners.

The RRAI has already begun to devise a strategy and plans to attract Corporate Partners and to ensure the branding will be rolled out as part of a Championship/Club Event/Online Marketing/Social Channels/Company endorsements etc.

Essentially in order to market our Sport, it is obviously critical that the RRAI **CAN** secure a tangible insurance quotation.

The Marketing/Promotions Panel will be assisted in their endeavours by key networking and instruction from potential mentors from a Sports Marketing background.

The Corporate Partnerships will NOT IMPACT on Club/Event Sponsors per se, as there are three tiers of Corporate Sponsorships/Partnerships going forward.

Below illustrates the partners and corporate support we as an organisation must pursue.



TIER ONE SPONSORSHIPS/PARTNERSHIPS

These are the National and International Partners that will provide support to a Road Race Championship, the Main Title Sponsor for each Road Race Event and will feature prominently at **EVERY** Road Race Event.

TIER TWO SPONSORSHIPS/PARTNERSHIPS

TIER THREE SPONSORSHIPS/PARTNERSHIPS

THE RRAI WILL AT ALL TIMES HAVE A STRONG SOCIAL PARTNERSHIP BOTH WITH NATIONAL AND LOCAL CHARITY PARTNERS.

Sponsorship Deals

Sponsorship deals are perhaps the most common form of sports partnerships. Companies invest in sports teams or events in exchange for advertising and brand exposure. These deals provide financial support to the teams and help sponsors connect with their target audience.

Strategic Alliances

Strategic alliances involve two or more sports organizations coming together to achieve common goals. This could include sharing resources, facilities, or even talent. Such partnerships can lead to improved training facilities, enhanced scouting networks, and ultimately, better performance on the field.

Community Engagement

Successful sports teams recognize the importance of engaging with their local communities. Community partnerships involve initiatives such as youth sports programs, charity events, and educational outreach. These partnerships not only create goodwill but also foster a strong fan base.



Media Collaborations

In today's digital age, media collaborations are paramount. Sports teams and media outlets often join forces to create engaging content, including exclusive interviews, behind-the-scenes footage, and live broadcasts. These partnerships boost the visibility of both parties.

THE BENEFITS

Financial Stability

Sponsorship deals inject much-needed funds into sports organizations. This financial stability allows teams to invest in top talent, state-of-the-art facilities, and strategic initiatives, ultimately improving their competitiveness.

For instance, Manchester United's partnership with Chevrolet, which began in 2014, has been estimated to be worth over \$70 million annually. This infusion of capital has enabled the club to remain competitive in the Premier League and global football.

Brand Exposure

For sponsors, partnerships in sports offer unparalleled exposure to a diverse and passionate fan base. Stadium signage, jersey logos, and digital advertising ensure that the sponsor's brand is front and center during every game.

In 2021, during National Football League (NFL) Super Bowl LV, brands paid an average of \$5.5 million for a 30-second commercial slot, according to Statista. This demonstrates the immense value placed on brand exposure in the sports world.

Enhanced Fan Engagement

Community engagement partnerships create a stronger emotional connection between sports teams and their fans. When fans see their favorite team making a positive impact in their community, it fosters loyalty and a sense of belonging.

According to a study by Nielsen Sports, 83% of sports fans feel more positive about a brand when it supports a sports team or league. This statistic underscores the importance of community partnerships in enhancing fan engagement.



Global Reach

Media collaborations transcend geographical boundaries. Live broadcasts and online content reach fans around the world, expanding the reach of both the sports organization and the media outlet.

Navigating the Challenges

While sports partnerships offer numerous advantages, they also come with challenges:

Finding the Right Partners

Identifying the right partners who align with a team's values and goals can be a daunting task. The wrong partnership can tarnish a team's reputation.

A cautionary example is the partnership between Lance Armstrong and the United States Postal Service cycling team. This partnership, initially seen as a win-win, later soured due to Armstrong's doping scandal, causing reputational damage to both parties.

Balancing Autonomy

In collaborations, teams must strike a delicate balance between retaining their autonomy and working together effectively. Maintaining their unique identity while cooperating is crucial.

The partnership between the Boston Red Sox and Liverpool Football Club's ownership group, Fenway Sports Management (FSM), has faced criticism from some fans who feel that the unique identities of both teams have been diluted due to the cross-pollination of ideas and strategies.


Return on Investment

Sponsors often expect a return on their investment. Teams must carefully measure and demonstrate the value they provide to sponsors through exposure and engagement metrics.

A study by the International Journal of Sports Marketing & Sponsorship found that for every \$1 invested in sports sponsorship, companies expect to receive \$4.30 in return. Meeting these expectations requires meticulous tracking and reporting.

Conclusion: Winning Together

In conclusion, partnerships in sports are no longer just a nice-to-have; they're a must-have for success. From sponsorship deals that provide financial stability to media collaborations that reach a global audience, these partnerships offer a multitude of benefits. However, navigating the challenges requires careful planning and execution.



To outrank other websites and secure a winning position in the world of sports, teams must embrace the power of partnerships. By doing so, they not only enhance their performance on the field but also create lasting connections with fans and sponsors alike. In this era of sports, winning is no longer a solo endeavor; it's about winning together.

Companies across industries have recognized this truth, and statistics demonstrate that strategic sports partnerships continue to be a cornerstone of their success.