



## The Background

- Roaring engines, screeching spins, sharp contours, thundering speeds, kissing beauties, flowing champagne...the adventure and glamour of motor sports have always turned on the passions for billions, around the world
- Worldwide, perhaps no other sport matches the frenzy, the drama and the money, which is associated with this sport. And you don't need to get intensive training and scout out sponsors to experience this fun...thanks to Go Karting, the down-to-earth cousin of motor racing



# Go-Karting

- It provides the thrill of motor sports even to those who do not harbor professional aspirations. Go-Karting is not just a sport, it's the only way for anyone who is obsessed with speed, to put his wildest dreams right onto the tracks, as everything here exactly stimulates the actual experiences of participating in a Grand Prix!
- Go-Karts are state-of-the-art driving machines that come equipped with an electronic scorecard that informs the driver of his lap time, speed and other such details



## Concept Details

- Corporate Go-Karting Championship will witness 10 companies from each city participate in it where selected employees (males and females) will be selected for the city rounds
- The final 3 winners from each city will race to be the National Winner of the Corporate Go-Karting Championship which will be held in Mumbai
- City Races:
  - Mumbai – 13<sup>th</sup> June 2009 - Hakone
  - Delhi – 20<sup>th</sup> June 2009 – 32<sup>nd</sup> Milestone
  - Bangalore – 20<sup>th</sup> June 2009 – Torqu3
  - Hyderabad – 20<sup>th</sup> June 2009 – Runway 3
  - Chennai – 20<sup>th</sup> June 2009 – Kart Attach
- Categories:
  - Winning Drivers:
    - Corporate Go Karting Champion
  - Winning Company:
    - Go Karting Champions - Company



# Inside the Corporate



- Engagement Activity:

- A mini race track will be created and setup at a prominent location like the foyer area or the cafeteria
- Employees will be invited to the activity area wherein the employees will be asked to race on the track using the electronic remote controlled cars
- Each employee will get one chance and a fixed time for the game within which they will need to put up their best lap time
- During the race the employees will have to cross each checkpoint as soon as possible



# Call for Entries



Reference image

- A crew comprising of promoters dressed in branded gear will conduct the game and conduct registrations for employees who are interested in participating in the Corporate Go Karting Championship
- The size for this mini track will be 10 feet x 10 feet



# Test Drives



- The Force India & Radio City Corporate Go Karting Championship is presented by Maruti Suzuki Ritz
- We would like to give all the employees an opportunity to take a test drive for the all new Maruti Suzuki Ritz at their doorsteps
- For this purpose we would like to park the demo car in the parking lot along with a standee and conduct test drives for the employees



# Participation



- A maximum of 8 participants per office can represent their organization for the City Rounds
- Participation fees for the Corporate Go-Karting Championship is INR 500/- for each office





## *Corporate Go-Karting Championship*

