



FUNDING AND SUPPORT GUIDELINES

MOTOR SPORT DEVELOPMENT PHILOSOPHY

Motorsports Commission of Malaysia (“MCM”) provides financial support to guarantee the future of motor sport in ways that benefits both enthusiasts in general and those with exceptional talents, by helping to fund programs that provide meaningful benefits to clubs and competitors. MCM focus on two different objectives, namely development of the sport through clubs, and the support of young drivers and riders. The Sports Development Program is administered by **MAM** and all applications must be submitted to MAM.

As this initiative is new, the program is likely to change as it develops. Check MAM's website www.mam.org.my for the latest developments.

It is not our purpose or role to also fund established drivers, commercial events or other commercial projects. Likewise, neither MCM nor MAM are able to provide sponsorship of any kind. However, we may be able to connect with sponsors and assist in other ways such as refining sponsor proposals, development of specific sporting regulations, media and communication strategies and so on. Please refer to “Guidelines for Special Assistance and Projects of National Interest”

For projects of significant national interest some funding may be available and guidelines for submission of proposals are specific. Such projects must be capable of showing increased economic benefits to the country either by way of favourable international media attention or a direct increase in economic activity in one or several industries.

Proposals which can demonstrate sustainable national development in the areas of youth related training and education in motor sport may also be considered. Please refer to “Guidelines for Special Assistance and Projects of National Interest” on Pages 4-6.

FUNDING LIMITATIONS

Even the best funded programs have its financial resource limitations and unfortunately not all funding applications can be approved. There is no doubt that demand will outstrip supply and therefore some people will obviously be disappointed but MCM and MAM will always carefully consider what is in the best interest of motor sport as a whole when making decisions within the funding limitations.

SPORTS DEVELOPMENT FUNDING SCHEME FOR CLUBS

Only MAM affiliated clubs can apply. Different criteria are set depending on the level of funding sought. Generally grants will be for development of amateur level motor sport, especially involving youth. Training and volunteer training programs will also be considered.

All applications will be treated on their merits and highest priority will be afforded to projects in areas aimed at increasing participation, **particularly for young people**. High priority projects are those which are essential or integral to motor sport participation e.g. club development and training.

Funding guidelines for Sports Development - Clubs

- The project or program activity should fit one of the six categories below:
 1. Developmental youth projects and programs
 2. Development of grassroots events (cheap entry level motor sport)
 3. Volunteer/ Officials training
 4. Emergency response and safety in motor sport
 5. Membership promotion & participation
 6. Facilities, infrastructure and equipment

All projects must:

- Benefit the club not the individual
- Be beneficial to the community at large

- Preference will be given to projects/programs with an appointed youth development officer, and/or have an active youth development policy.
- A completed 3-5 year club business plan should be provided.
- Applications must demonstrate that the project/program is viable and can demonstrate long-term sustainability

Sports Development Funding Application including Guidelines (Clubs) can be downloaded from www.mam.org.my

YOUNG TALENT FUNDING SCHEME

The objective of the Scheme is to nurture emerging talent and to assist a higher percentage of talented Malaysian drivers and riders to become world class, and to reach more international events, thereby increasing the chances of reaching a status where the success not only benefits the competitor but also Malaysian motor sport and society as a whole.

MAM will seek out exceptional and outstanding young drivers and riders, who may not yet have been recognised by any significant party but have nonetheless been identified as a rough diamond waiting for a shining career path in their chosen discipline of motor sport.

The Scheme provides financial support to meet some of the operational expenses and costs related to safety gear, coaching and competition. The Scheme also provides non-financial supports, such as access to sports science and career counselling, media presentation training and help with presentations to sponsors.

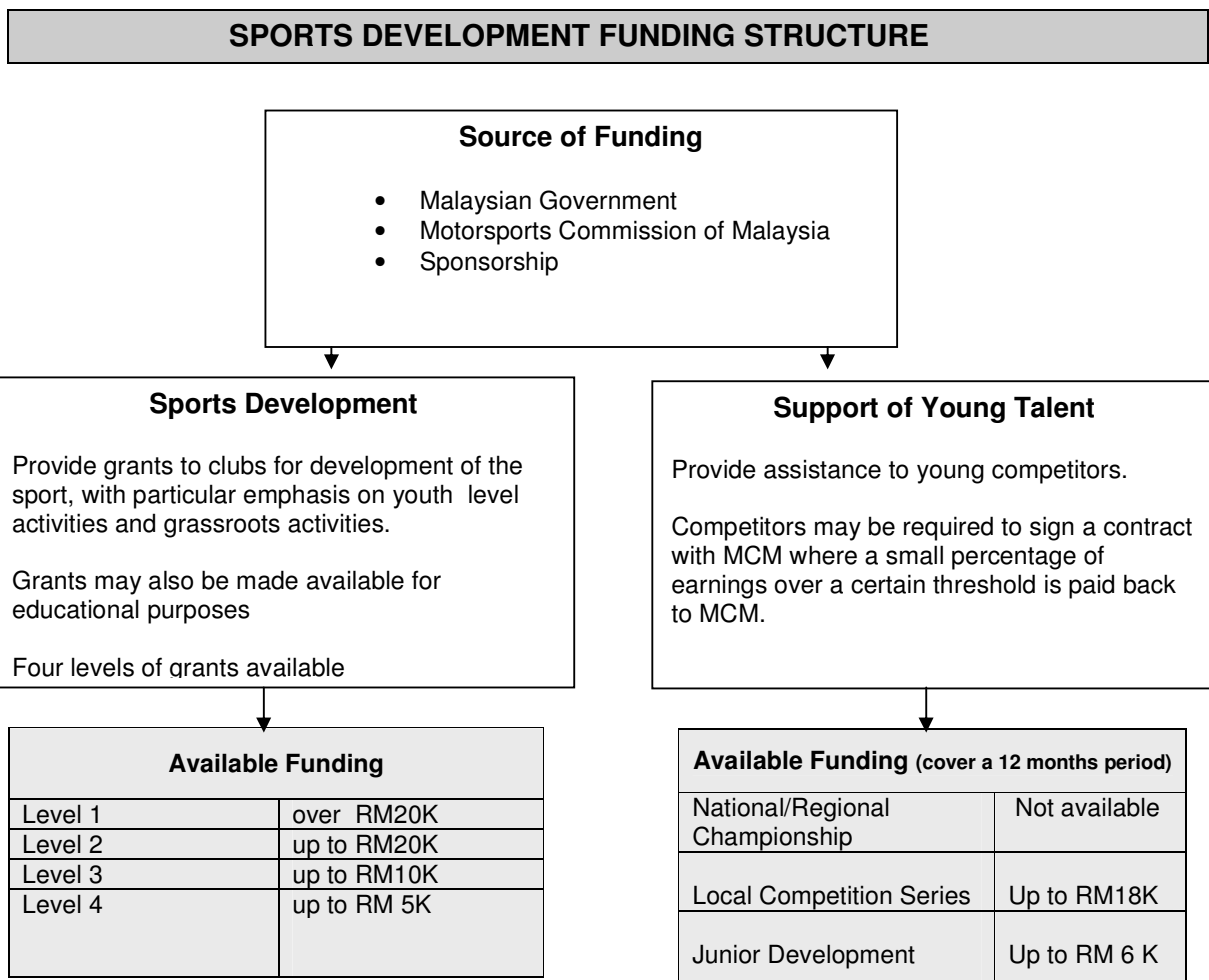
Drivers and Riders who have reached 12 years of age on or before 31 December in the year of application and are a member of an MAM affiliated club, and Malaysian citizen are eligible. Competitors receiving funding may be required to sign a Contract with MAM/MCM.

Funding guidelines for Driver and Rider Talent

- Applications will be assessed on an individual basis and must:
 1. Outline past achievements in general, education, work experience etc.
 2. Past achievements in motor sport including result lists etc.
 3. Identify chosen motor sport discipline and a well-defined 3-5 year development plan indicating a pathway to achieve success, i.e., how do you intend to get there.
 4. Provide a considered budget with future cash projections.

Please note: Funding *is* limited and there is more raw talent out there than money. The scheme is only able to accommodate a limited number of funding applications but competitors are entitled to apply again if their request for funding cannot be met the first time. There will only be funding available for young starters and rising stars on the domestic scene. MAM may maintain a waiting list and reconsider applications should more funding become available.

Please refer to full details and Application Form on www.mam.org.my



SPECIAL ASSISTANCE AND PROJECTS OF NATIONAL INTEREST

It is not our purpose or role to fund established drivers, commercial events or other commercial projects and we are not able to provide sponsorship of any kind either. However, we may be able to connect with sponsors and assist in other ways such as refining proposals, development of specific sporting regulations, media and communication strategies and so on. To be successful in obtaining sponsorship for a driver, a team or an event, or any other project for that matter, it is paramount that the proposal to a potential sponsor clearly states what the sponsorship is for, the viability of the proposal, the benefits to the sponsor and any other relevant information which may support the proposal.

For projects of significant national interest some funding may be available in exceptional circumstances. Proposals must be very specific and detailed. Such projects must be capable of showing increased economic benefits to the country either by way of favourable international media attention or a direct increase in economic activity in one or several industries. Proposals which can demonstrate sustainable national development in the areas of training and education related to youth development in motor sport may also be considered.

Proposal Guidelines - Sponsorship

MCM and/or MAM are not able to provide sponsorship but may help in other ways as described above.

Any proposal must, as a minimum, address the following:

1. Proposal outline - explanation about the competition programme, event or other project details giving a clear overview of the proposed activities.
2. What kind of assistance is required from MCM/MAM and how much sponsorship is required from potential sponsors.
3. Clearly define what benefits, media exposure, marketing opportunities or any other ways the sponsor can leverage the cost of the sponsorship.
It is critical in any presentation to very clearly list the benefits to a sponsor. The potential sponsor's first question is always – "WHAT'S IN IT FOR US" and the proposal must clearly answer that question before the potential sponsor even asks.
4. Media, communication and marketing plan for the proposed activities.
5. Programme/Event/Project Budget.
6. Expected outcome.
7. Financial Particulars

Provide evidence of the proposal's financial viability (its organisation's capacity to deliver). Current financial status and budget must be submitted to MAM/MCM. The financial status of the applicant will be kept confidential.

Without disclosure of appropriate financial information, proposals will not be considered.

Proposal Guidelines for Projects of National Interest

In exceptional circumstances outstanding proposals may be successful and some funding provided with the assistance of the Malaysian Government if the applicant can demonstrate that the proposal can generate significant economic benefits to the country. However, even the best proposals are no guarantee that funding will be made available for the simple reason that funding is not unlimited.

Any proposal must, as a minimum address the following:

1. Proposal outline - explanation about the competition programme, event or project giving a clear overview of the proposed activities.
2. What kind of assistance is required from MCM/MAM and how much funding is required.
3. Provide an economic benefits analysis which states the direct benefits to the country and benefits to one or several industries, for example tourism, or the motor industry. The economic benefits analysis must state the estimated economic impact as per the example shown in the table below. (for proposals related to training and education see Clause 5 below)

Sample Table for Major Event

Economic Impact Activity	Amount	No. of Persons
International visitors Calculate how many international visitors, incl. team members etc. are likely to attend the event and estimate how much they are likely to spend on accommodation, travel, shopping etc.	RM 900,000	900
Additional employment Calculate how much new employment is generated as a result of hosting the event.	RM 670,000	270
Additional economic activity Estimate what other economic activity might be generated as a result of hosting the event. This could be advertising, professional services etc.	RM1,770,000	N/A
Direct event expenditure benefiting the local economy (do not include imported goods and services)	RM 1,350,000	N/A
Total Economic Impact	RM 4,690,000	N/A

Applicants must provide supporting documentation showing how estimates are calculated.

4. The benefits analysis should also detail the expected indirect benefits such as international and/or national media exposure and any other relevant promotional opportunities from which the country and its businesses might benefit.
5. If the proposal is for national development in the areas of training and education related to youth development in motor sport then the benefits analysis as required under clauses 3 and 4 above are not required but a benefits analysis detailing what the project will deliver, i.e. a highly skilled group of competitors or new skills in motor sport engineering and how the programme can benefit the broader community, is required.
6. Media, communication and marketing plan for the proposed activities.

7. Programme/Event/Project Budget.

8. Expected outcome.

9. Financial Particulars

Provide evidence of the proposal financial viability (its organisation's capacity to deliver).

Current financial status and budget must be submitted to MAM/MCM. The financial status of the applicant will be kept confidential.

Without disclosure of appropriate financial information, proposals will not be considered.

Please feel free to contact MAM if you need assistance or clarification on how to comply with the proposal guidelines.

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