

ROUND BRITAIN 2012

WHAT IS IT?

- ▶ RB12 is the largest multi-faceted event to have ever been staged in Britain.
- ▶ It will involve 50 powerboats, 75 cars and 50 aircraft visiting 10 venues around Britain from 21st to 30th June 2012.
- ▶ Not only will this race provide a thrilling spectacle for the public it will also be an exciting challenge for participants, being described as “the toughest powerboat race in the world”.

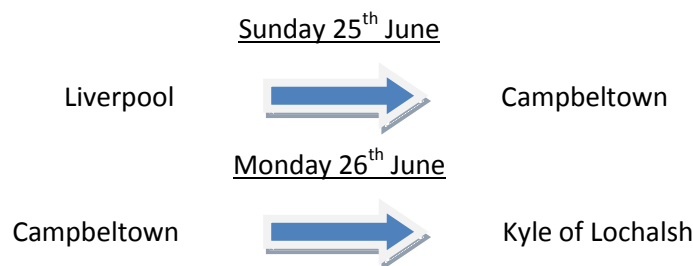
EVENT VISION

“To create a unique British air, land and sea marathon that provides challenging competition and thrilling spectacle, and achieves a place in sporting history.”

AIMS AND OBJECTIVES

- ▶ To use the mass appeal of super-powered air, land and sea machines to provide an engaging and safe event for spectators.
- ▶ To inspire young and old with a display of “British” endeavour.
- ▶ To showcase the British Marine, Aviation and Automotive industries, highlighting training and employment opportunities.

THE ROUTE



WHERE WILL THEY GO?

POWERBOATS: At Campbeltown New Quay

CARS: Lined up on Campbeltown New Quay

AIRCRAFT: Campbeltown Airport

MEDIA

RB12 is unique and as such will merit huge attention from the media. As a very “British” endeavour it is anticipated that it will not only attract UK media, but also from across the world. This will be assisted by the influx of world media for the 2012 Games.

A dedicated media team will maximise the opportunities for PR, for the venues, for the event and for the competitors. They will work with national, regional and local broadcast media to ensure the race arrivals/departures and stopovers are in their media diaries.

SPECTATORS

As the event is unique it is not easy to estimate the precise impact and benefit from its arrival at a venue. However, based on previous Round Britain power boat races and from other air and land events, the organisers anticipate that each of the land, sea and air elements of RB12 will attract over 150 competitors. This will give an expected minimum number of 450 competitors. Each team will also have their own support crews and followers.

There will therefore be a substantial competitor and crew presence in each venue. Being the first place in Scotland that participants arrive into, it is vital we provide them with a good Scottish welcome.

Visitors will travel many miles to see RB12 so it is important that Campbeltown as a venue is well marketed and that there is plenty of entertainment to make it a good family day out before the participants arrive in town.

THE COMPETITION

- ▶ Participants in all three disciplines will be competing for very special trophies with historic pedigrees.
- ▶ The trophies will be presented by sporting celebrities at the conclusion of the race.
- ▶ In addition there will be leg winners and these will be presented at every venue by local dignitaries and personalities.

WHAT CAN WE DO?

Flying/car club displays, street entertainment, open top bus tours, boat trips, live music, children’s entertainment, ceilidh/dance, hotel/B&B package deals, Sunday shop opening???

WHAT NEXT?

The formation of a committee to help plan and take this event forward for the benefit of the whole community.