



Fifth Gear

November 2014



Toronto Autosport Club

2014 EXECUTIVE:

| | | | |
|----------------------|---------------------|----------------|---------------------------------------|
| PRESIDENT | Rob McAuley | (905) 335-3141 | rob@rmcauley.ca |
| VICE-PRESIDENT | Paul Moore | | vicepresident@torontoautosportclub.ca |
| TREASURER | Rita Moore | | treasurer@torontoautosportclub.ca |
| SECRETARY | Graham Tulett | (905) 828-0245 | secretary@torontoautosportclub.ca |
| COMPETITION DIRECTOR | Dietmar Seelenmayer | | dietmar.s@gmail.com |
| SOCIAL DIRECTOR | (position vacant) | | |

2014 COMPETITION CO-ORDINATORS:

| | | | |
|---------------------|-------------------|----------------|----------------------|
| TIMEATTACK /SOLO-I | Carsten Gieschen | (416) 792-2804 | cgieschen@dynamic.ca |
| AUTOSLALOM /SOLO-II | (position vacant) | | |

2014 COMMITTEE REPRESENTATIVES:

| | | | |
|--------------------|-------------------|----------------|-----------------------------------|
| RALLYSPORT ONTARIO | (position vacant) | | |
| MEMBERSHIP | Paul Moore | | registrar@torontoautosportclub.ca |
| WEBMASTER | Brooke Jacobs | (905) 764-1833 | brooke@brooke.net |

Club Mailing Address: 18759 Kennedy Road, RR1, Sharon, On, L0G 1V0

The TAC MOTORSPORT CLUB OF TORONTO Incorporated, (known as the "Toronto Autosport Club") is a general interest motorsport club involved in rallying, Solo I, Solo II, ice racing, road racing and social events. Club Meetings are held on the third Wednesday of each month (**except August & December**) at 8:00 p.m. at the MOOSE AND FIRKIN, 7600 Weston Road at Hwy 7 (SW corner), just west of Hwy 400 in Woodbridge (www.mooseandfirkin.com)...

GUESTS ARE ALWAYS WELCOME !

FIFTH GEAR is the monthly publication of the Toronto Autosport Club. Articles concerning Club members' activities are of special interest and members are encouraged to submit their writings to any member of the Executive or send them to the Editorial Offices. Past issues of FIFTH GEAR are posted for viewing on the club website.

FIFTH GEAR is normally published on the Tuesday preceding the second Wednesday of each month. Certain scheduling changes will be made to accommodate major motorsport events which are of interest to the members.

DISCLAIMER

Opinions and views expressed in this newsletter are for entertainment purposes, are those of the individual writers and do not necessarily reflect the opinions and views of the TAC MOTORSPORT CLUB OF TORONTO, its Executive members, or affiliated governing bodies such as CASC-OR, CARS, RSO, or the ASN (Canada) FIA.

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Please contact the Executive member(s) directly or through the Club Address listed above, for matters not pertaining to FIFTH GEAR.

Advertising rates (per year) : \$150/full page; \$75/half page; \$25/business card size

Toronto Autosport Club is proud to be affiliated with the following sanctioning bodies:



ANNUAL REPORT

FROM THE PRESIDENT'S DESK

Another year is over, and it has flown by far too quickly. Let me recap the year's highlights, and I'll try to make this NOT sound like an annual Christmas letter.

TAC has had a great 2014, with lots of events, and great membership numbers. Our members are as busy as ever, participating in just about every motorsport discipline available in and around the GTA.

We had just wrapped up things for 2013, when Chris Martin won the Tall Pines Rally. Incredibly, during the coldest season in years, our Ice Race date was rained out! Special thanks to organizer and club VP Paul Moore, who scrambled to find volunteers for the make-up date the following weekend. The rain was definitely a fluke, as temperatures dropped the following day, and the event went off without a hitch 7 days later.

TAC members were busy at both Autoslalom and Time Attack. We had a number of members helping at the Time Attack Instructor's School, then we co-organized the regular student's school with OMSC. We've worked with the Oshawa club for years, and this school is always a hit!

Brooke Jacobs and Kim Sparks organized the Discover Ontario Rally in June, and the number of participants was way up over 2013. Their event takes people through some of the best countryside in Ontario.

In July, things were busy with our CTMP barbecue at Mosport, and our Grand Bend Time Attack weekend.

In August, VP & Treasurer Paul & Rita Moore, hosted the Infinite Monkeys fun rally, then we got into planning for the annual Guru Nanak rally and fund-raiser for the Brampton Civic Hospital. They had a special presentation, and thanked Dietmar, who has been involved with them for 10 years. Fred Walker and Jane Worobess hosted the Zonta rally, another charity rally.

Your Board has remained virtually unchanged, with Dietmar returning after his stroke, to once again play the role of Competition Director. He is driving again. It is impossible to keep an avid driver down!

I'm looking forward to more dates for 2015. The tentative Ontario Time Attack schedule has TAC organizing a date at the Toronto Motorsport Park in Cayuga, as well as helping with the school and doing the event at Grand Bend. I'm expecting our other events will run as usual.

We are always looking for help with our old events, and we will never say no to someone with a new idea. Everyone that organizes events has a great time doing it. If you have any suggestions, please let me know! We'll be glad to drum up some interest in the club and with our affiliating bodies!

Looking forward to a great 2015!

Rob,
TAC President

TAC 2014~2015 EVENTS CALENDAR

| <u>DATE</u> | <u>CATEGORY</u> | <u>EVENT DESCRIPTION</u> | <u>CLUB</u> |
|----------------------|-----------------|--|-------------|
| <i>NOVEMBER 2014</i> | | | |
| 14-16 | F1 | MEXICAN GRAND PRIX (Mexico City) | |
| 19 | Meeting | TAC Club Meeting, AGM & Elections, Moose & Firkin, Weston & 7 | TAC |
| 22 | Awards Dinner | TAC Annual Dinner and Awards Night, Santorini, Thornhill (See Flyer Ad) | TAC |
| 28-29 | Rally-CRC/OPRC | Rally of the Tall Pines, Bancroft | MLRC |
| 28-30 | F1 | GRANDE PRÊMIO DO BRASIL (São Paulo) | |
| <i>DECEMBER 2014</i> | | | |
| 6 | Rally-ORRC | ORRC - Northern Lights Rally | KWRC |
| <i>JANUARY 2015</i> | | | |
| 10 | Meeting | CARS AGM, RSO Awards, Mississauga, ON | CARS/RSO |
| 21 | Meeting | TAC Monthly Club Meeting, Moose & Firkin, Weston & 7 | TAC |
| 31 | Rally-ORRC | ORRC - Frostbite Rally, Campbelleville/Milton ON | |
| <i>FEBRUARY 2015</i> | | | |
| 6-7 | Rally-CRC | Perce Neige, Maniwaki Quebec | CPRN |
| 18 | Meeting | TAC Monthly Club Meeting, Moose & Firkin, Weston & 7 | TAC |
| 21-22 | Rally-ORRC | ORRC - Polar Bear Rally, location TBD | MLRC |

More events to appear as 2015 Schedules are released.

For more information on any event, please contact the organizing club or sanctioning body directly.

**TAC MOTORSPORT CLUB INC.
(TORONTO AUTOSPORT CLUB)**

ANNUAL GENERAL MEMBERSHIP MEETING AND THE 2014 ELECTION OF CLUB OFFICERS

Notice is hereby served that the
2014 Annual General Membership Meeting
and the **2014 Election of Club Officers**
will take place following the regular business meeting (which commences at 8 pm.)

on **Wednesday November 19, 2014**

at the MOOSE AND FIRKIN, 7600 Weston Road (Unit 15) at Hwy 7 (SW Corner),
just west of Hwy 400 in Woodbridge Ontario

**It is important that members attend (either in person or by proxy)
so that you can have your say in the running of the club to vote on matters
properly brought forward and for executive positions up for election**

Under the Constitution of the Club, the positions to be filled at the election are:

President, Treasurer, and Social Director (Each for 2-Year Term)

Each of these Executive positions commences immediately after the conclusion of the 2014 elections and runs through until November 2016 . Other positions (not up for election) have 1 year remaining until elections are held, in November 2015.

If you know that you will be unable to attend, please fill out the notice of proxy below and submit it to the Club Secretary before the elections take place (in person by proxy-holder or mail to club address : 18759 Kennedy Road, RR1, Sharon, On, L0G 1V0)

NOTICE OF PROXY – TAC MOTORSPORT CLUB INC. 2014 ANNUAL GENERAL MEMBERSHIP MEETING and ELECTIONS

I , _____ , being a member in good standing of the Toronto Autosport Club, do hereby assign my voting rights at the 2014 TAC Motorsport Club Inc. Annual General Meeting and Election of Officers, to be held November 19, 2014

to _____ , who is also a member in good standing.

Signed: _____ Date: _____

Shake off the snow!! Pick up the challenge!! Volunteer!!



Toronto Autosport Club - Magnum Ice Racing

January 24/25, 2015

Minden Fair Grounds

Be part of the hottest racing on ice this winter! Volunteers are needed to help TAC host round one of the Magnum Ice Racing series. NO experience is needed and there are many jobs to suit anyone in the family! Why volunteer?

*You will be supporting the club and its **major fund** raising effort for the year!

*There are many jobs for the motorsport-neophyte. Most require no previous experience! Bring the entire family!

***Free** accommodation! TAC will reimburse all volunteers for the reasonable cost of their accommodation for the Saturday night in Minden. There are many modestly priced B+B's, motels, hotels, and cottage rentals in the Minden area.

***Free** banquet on Saturday night! All TAC volunteers at the event and their partners are invited to a dinner at a local restaurant on TAC.

***Free** food. TAC pays for all food at the track, which in turn, supports the Minden Kinsmen.

*Have you ever wanted to **ride in an ice racer** during a race? Ice racing is one of the few closed-course forms of motorsport allowing organic ballast (aka a passenger) during the racing! Volunteer and then take some "time off" to really experience the racing. Screaming not required, but allowed.

***Spend the weekend with a great bunch of people!** But you already knew that!

*Here is the best way to find out about your next **motorsport addiction!**

*Chance to **win** the prestigious new trophy, the Andy Hughes Memorial Cup, for volunteering!

Contact: Paul Moore -- vicepresident@torontoautosportclub.ca

Toronto Autosport Club's 2014 End of Year Dinner and Awards Presentation

Saturday, November 22, 2014



Cocktails at 6 pm
Dinner at 7 pm
Awards presentations to follow



AT
Santorini

288 John Street
Thornhill

(Just north of Steeles Ave East, east off Bayview Ave.)

Tickets \$35

(Price includes pasta course, salad, your choice of 1 of 4 entrees, dessert, coffee and tea)

Dinner is partially subsidized by the Club.

Cash Bar

**Deadline for Ticket purchases
Wednesday November 19, 2014**

To order your tickets or for more information e-mail or call
Jane at pitajane@hotmail.ca or 905-918-1819

Choice of Entrees:

Salmon

Filet of salmon topped with a white wine lemon dill sauce

Chicken Supreme

Chicken breast stuffed with goat cheese, spinach & roasted red peppers, topped with a cherry brandy sauce

New York Steak

10 Oz Certified Black Angus, centre cut and charbroiled to your to your liking

Vegetarian Pasta

Whole wheat linguine pasta with seasonal vegetables in an olive oil pesto sauce topped with feta

Vice President's Annual Report 2014

It has been another busy year for TAC with members participating in a diverse variety of motorsports both locally and internationally. From Mosport (yeah, I know, but it is still Mosport) to Monaco, the TAC logo was on cars as our members raced in each of their chosen disciplines.

TAC membership was up in 2014 with a large number of new members joining in the late summer and early fall as most of the racing wrapped up for the season. Those new members joining after the end of the season will be extended until the end of 2015.

| | 2011 | 2012 | 2013 | 2014 |
|-----------------|------|------|------|------|
| Primary Members | 66 | 62 | 60 | 68 |
| Family Members | 39 | 46 | 40 | 47 |
| Life Members | N/A | 6 | 6 | 6 |
| Total | 105 | 117 | 106 | 121 |

The highlight of my year was in September when I “won” a seat at the Bridgestone Racing Academy in the “Thrill of a Lifetime” program. Our sponsors, Ultra 94, provided us four opportunities for the club members to spend the day at the Driver Development Track at the wheel of a Van Damien Formula car. As you have read earlier in Fifth Gear, the seats were given to those who put in the most time volunteering at club events. I was grateful for the opportunity.

Speaking of volunteering, this is my opportunity to jump up on a soapbox that I have been dragging around for a while: the lack of volunteers in the club. Here is a little wake up call, folks: your membership fee does NOT cover the club's expenses which include car levies, affiliation fees and other costs that allow YOU to participate in your motorsport. Entry fees at events also do not cover the costs. In order to pay for YOU to race, the club raises money through a very few events each year. We do two contract rallies for other organizations. We host an ORRC rally, a couple of Time Attack events and a weekend of ice racing. All of these events require volunteers to make them happen.

Ice racing is likely the most volunteer intensive event with between 20 and 25 volunteers needed over the weekend. Historically, it is also our biggest moneymaker for the year. In 2014, we had to borrow more than half our volunteers from other clubs in order to put on the event!! The same TAC members volunteer event after event while close to one hundred members do absolutely nothing towards sustaining the club, helping out with events and ultimately paying the costs which allow those same 100 members to race.

Yes, it kind of sucks. So, do something about it.

For 2015, here is a challenge to each and every one of you. Get off the couch or out of the garage and volunteer for one event. One day. That is all it takes to help out and allow TAC to continue to support your racing.

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Competition Report

**from Dietmar,
November 2014**

The year started with the ice race in February. Unfortunately the event was delayed one week because of warm weather. This caused an increase in our costs as some of the accommodations charged for the original time. The fact that we only got an afternoons notice for the cancellation did not help the situation.

The only regional rally we ran was in June, the Discover Ontario Car Rally ran without a hitch. We had more entries than last year but still lost money.

For Time Attack, we organized the school with OMSC in May and ran two events at Grand Bend in mid July. In the club challenge TAC came second (after SPDA).

TREASURER'S REPORT 2014

This was a difficult year for TAC, as you can see from the financial statements. While standard club operations remained very similar to last year, costing us just over \$2000 overall, our competition numbers were dismal. Usually we have covered our operating costs and even made money on major events like the Ice Race and the ORRC rallies, but circumstances dealt us a heavy blow in those areas.

The worst loss was running the Ice Race this year. This series is of course always weather-dependent, but most of the time when an event is cancelled, the "rain date" puts it over to the end of the schedule, allowing time to regroup the volunteers and their accommodations. However in 2014, TAC was the final scheduled weekend in the season, and as bad luck would have it, a heavy rain flooded the track the preceding week, and that Friday, the track maintenance people declared our weekend cancelled. With less than one day's notice, some of our workers had already arrived in Minden and checked in to their hotels; and all other workers had to cancel their rooms. Those who were still available for the next weekend also had to rebook accommodations, and many people had to be replaced with non-club members for the new date. It was a nightmare for the organizers as well as for the volunteers, but it got far worse when certain motels insisted that the cancellation notice was too short, and charged people for nights they weren't even there for. The bottom line was that TAC ended up paying twice for worker accommodations in many cases. Coupled with the lower entry numbers on the rain date weekend, instead of making our average \$1500, we lost \$336; about \$1800 less income for the club than normal.

Another salient change from previous years was the RallySport Ontario sanctioned rally, Discover Ontario. TAC is proud that this event is the longest-running navigational rally in the province (and quite possibly the best-written!), with a very impressive trophy to the top Novice team in each year proving its importance in attracting new competitors to this sport. Unfortunately in 2014, RallySport Ontario hiked their levies and listing fees for ORRC events, taking their bill from last year's \$25 to this year's \$140. With most of the series' events appearing to get about 10 teams or less, I don't understand how they think this makes the sport sustainable. They need to encourage clubs to present events, don't they? Bills like that do not constitute

encouragement! In any case, TAC came out about \$450 less on this event than last year (loss of ≈\$150 compared to earning ≈\$300).

We continued to receive no dividends from Time Attack this year, as the association decided to invest the surplus rather than pay it out. This is the fourth year in a row that we haven't been paid from Time Attack, even though last year TAC's event made \$1587. OTA of course has their own expenses, the largest of which is deposits on the tracks; but with our total investment somewhere over \$6000, it would be nice to see some regular returns. Maybe in 2015!

Not to be completely negative, here are some good news points from 2014:

Our membership was up this year and the resultant dues really boosted our operations line. In spite of the higher postage prices, the cost of producing our award-winning newsletter Fifth Gear was reduced by the increasing number of members who prefer electronic copies to printed paper versions. Our very popular BBQ social event at the American LeMans/Tudor race weekend cost us about \$500 less than last year.

Nevertheless, it is painful to conclude with a loss of \$2638.10 for the year; but when our normally income-producing events instead produced losses, that is the position we are in. I welcome any suggestions, and of course any questions, you can present me with at the Annual General Meeting on November 19. And please come to the year-end awards dinner on Saturday November 22! I look forward to seeing you all there!

Rita Moore,
Treasurer

TAC finances for the period Nov 1, 2013 - Oct 31, 2014

| | | expense | income | net | balance |
|--|----------------------------------|-----------|-----------|------------|------------|
| account balances on Nov 1, 2013: | | | | | \$18338.76 |
| outstanding payable/receivables at Nov 1, 2013, since cashed | | \$62.64 | \$650.00 | \$587.36 | \$18926.12 |
| membership dues | | | \$3320.00 | \$3320.00 | |
| fees on memberships thru CASC | | \$62.50 | | -\$62.50 | |
| BMO interest | | | \$0.08 | \$0.08 | |
| BMO fees | | \$12.50 | | -\$12.50 | |
| Savings account interest (Tangerine Bank) | | | \$108.66 | \$108.66 | |
| PayPal fees | | \$47.25 | | -\$47.25 | |
| CARS affiliation | | \$226.00 | | -\$226.00 | |
| RSO affiliation fee | | \$100.00 | | -\$100.00 | |
| CASC-OR affiliation | | \$480.25 | | -\$480.25 | |
| ASN FIA insurance: rallies & club insur. | | \$575.00 | | -\$575.00 | |
| operating expenses | conference calls | \$59.30 | | | |
| | postage | \$124.97 | | | |
| | supplies (cheques) | \$51.91 | \$0.05 | | |
| | certif's of incorporation | | | | -\$236.13 |
| website hosting fee | | \$186.45 | | | -\$186.45 |
| Internet domains registrations | | \$45.20 | | | -\$45.20 |
| | | | | | \$1457.46 |
| TAC logo gear: hats/patches | | \$1220.25 | \$230.00 | -\$990.25 | |
| Awards banquet Nov 2013 | ticket sales | | \$315.00 | | |
| | Santorini | \$1297.29 | | | |
| | trophies, door prizes, etc | \$542.15 | | | -\$1524.44 |
| Other expenses/transactions | volunteer/early renewal rewards | \$120.00 | | | |
| | sale of timing equipment | | \$100.00 | | |
| | life member plate | \$251.65 | | | -\$271.65 |
| 5th Gear | | \$2180.24 | \$300.00 | -\$1880.24 | |
| EVENTS: | | | | | |
| ice race | entries + track levies collected | | \$9765.00 | | |
| | track rental | \$800.00 | | | |
| | use of Kinsmen's photocopier | \$50.00 | | | |
| | CASC - OR levies | \$0.00 | | | |
| | CASC - OR permit fee | \$847.50 | | | |
| | worker accommodations | \$2017.18 | | | |
| | worker food | \$540.22 | | | |
| | Kinsmen levies | \$3040.00 | | | |
| | track maintenance levy | \$340.00 | | | |
| | HST paid to Kinsmen | \$549.90 | | | |
| | ice race ASN FIA insurance | \$800.00 | | | |
| | medic | \$350.00 | | | |
| | PMSC fire extinguisher rental | \$100.00 | | | |
| | supplies (batteries, paper) | \$167.20 | | | |
| | Fred car was & fuel | \$119.26 | | | |
| | Clerk of the Course bill | \$150.00 | | | |
| | TAC discounts & coupons | \$230.00 | | | -\$336.26 |
| Time Attack | | | | | \$0.00 |
| Zonta 2014 | payment | | \$650.00 | | |
| | expenses | \$100.00 | | | \$550.00 |
| Guru Nanak 2014 | payment | | \$1200.00 | | |
| | expenses | \$244.85 | | | \$955.15 |

TAC finances for the period Nov 1, 2013 - Oct 31, 2014

| | | | | | |
|---|-------------------------------|------------|------------|------------|-------------------|
| Discover Ontario 2014 | entries | | \$500.00 | | |
| | prizes | \$259.34 | | | |
| | printing, envelopes, supplies | \$40.45 | | | |
| | organizer expenses | \$50.00 | | | |
| | worker expenses | \$160.00 | | | |
| | RSO listing fee | \$40.00 | | | |
| | RSO levy | \$100.00 | | | -\$149.79 |
| fun rally | entry fee: free | | \$0.00 | | |
| | food | \$50.00 | | | |
| | gas for route layout | \$50.00 | | | |
| | prizes | \$28.08 | | | -\$128.08 |
| Mosport picnic | ticket sales | | \$1370.00 | | |
| | Mosport charges | \$1520.00 | | | |
| | food expenses | \$170.00 | | | -\$320.00 |
| other social event - none | | | | | \$0.00 |
| TOTALS for 2014 items | | \$20496.89 | \$17858.79 | -\$2638.10 | \$16288.02 |
| items from previous or next years | 2015 early memberships | | \$150.00 | | |
| | 2015 early renewal fund | \$60.00 | | \$90.00 | \$16378.02 |
| | | | | | |
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| | | | | | |
| Bank balance as of Oct 31/14 (BMO chequing account) | | | | | \$3655.80 |
| Bank Balance as of Oct 31/14 (PayPal account) | | | | | \$302.75 |
| Bank balance as of Oct 31/14 (ING savings account) | | | | | \$12643.74 |
| | | | | | \$16602.29 |
| Receivables | | | | | |
| Payables (as-yet-uncashed) | | | | \$224.27 | <u>\$224.27</u> |
| Total assets of TAC | | | | | \$16378.02 |
| | | | | | |
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Nomination Submission - CARS

To: CARS Secretary

Date: November (YYYYY) 2014

From: (XXXX)

I hereby submit the nomination of (JOE BLOW) as Region Director for the (SELECT ONE OF 5 REGIONS) Region of CARS for election by member vote at the CARS AGM to be held on January 10th, 2015.

Respectfully Submitted,

(MR or MS NOMINATOR - CAN BE SELF)

Submit this form to either

CARS Secretary c/o

P.O. Box 300

Turner Valley,

Alberta

TO1 2A0

Or

westcoast @carsrally.ca

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Announcement



Announcement No.: 2014-11

Subject: CARS Marketing and Communications Update

Issue Date: September 30, 2014

In 2014 CARS embarked on a significant enhancement to our marketing and communications efforts, by engaging Formula Photographic Inc. and partners, Bowes Media and Dean Campbell Editorial in a comprehensive campaign, to increase the exposure of CARS and the Canadian Rally Championship.

Better, more timely content, increased exposure through the use of social media as well as an aggressive video and TV production program has led to increased value to our sponsors, organizers and competitors alike.

This update hopefully provides some insight into our 2014 progress and continued changes.

Starting Oct 12th Perce Neige 2014 will be airing on RDS in Quebec, followed very quickly with premier airings on TSN, TSN2 and ESPN Classic in Canada.

Subsequent 2014 season events will have their premier airings shortly thereafter and are scheduled to complete by January 2015. This will be followed by repeat showings of all events at TSN's discretion, as they have an exclusive deal in Canada through until Sept 2015.

We will have a total of 120 airings of the 2014 season, which is a huge increase over the 56 airings in 2013.

Approximately 10 days after the premier airing of an event is complete on TV, the media team will be posting the full-length TV show to our YouTube/CARSRALLYTV channel for wider distribution and exposure.

As an integral part of our exposure enhancement campaign, Formula Photographic Inc. and Bowes Media have developed a series of video shorts called "inside the CRC". They will have produced over 30 videos highlighting many aspects of the sport by the end of the season. These are being released at about 2 per week and will continue up to Perce Neige 2015 and beyond.

Simultaneously enhancements to Facebook, Twitter, Instagram and the CARS website releases are increasing exposure and followers.

Following is an extract from a recent Formula Photographic audience report that shows some significant growth.

Canadian Rally Championship - Television & Online Audience Report September 24, 2014

TELEVISION

The Canadian Rally Championship (CRC) has a long and consistent history of broadcast television coverage, from the 1990’s to today. Each season, 6 x 23min episodes are aired nationally in English and French on Canada’s largest sports networks, TSN and RDS.

2013 Audience Metrics

Average Viewers per Episode (English TSN): ~125,000
 Average Viewers per Episode (French RDS): ~ 105,000
 Total Viewers over 6 Episodes (English & French): 1.4 Million Viewers

Guaranteed Airtime

CRC broadcast agreements for 2014 guarantee over double the minimum number of air dates and repeats for each CRC episode. A coinciding jump in viewer numbers is expected.

- 6 airings of each episode on TSN (36 plays)
- 6 airings of each episode on TSN2 (36 plays)
- 5 airings of each episode on ESPN Classic (30 plays)
- 3 airings of each episode on RDS in French (18 plays)

120 total airdates on Canadian television (compared to 56 total airdates in previous years)

International Distribution

The CRC has a history of being broadcast in Europe, most recently on Motors TV. Discussions are in place to expand this reach into new markets.

Video on Demand

Ten days after premiering on Canadian broadcast television, the CRC will be distributing each full episode online via YouTube and strategic distribution partners such as Driving Sports TV (available on Roku, Amazon, etc.) and video networks that feed mainstream media sites such as Canoe.ca and SUN Media.

Advertising & Sponsor Promotion Opportunities

The CRC has an inventory of 5 x 30-second commercial spots available to sponsors in each Canadian episode. These commercials can also be inserted in the online versions of the shows if the sponsor desires. The CRC is also developing creative opportunities within the show content – such as branded onboard camera segments and sponsored split time stages.

(Entrants should be aware that these commercial airing spots are available to CRC teams, events, sponsors, communities and supplier companies as well as the traditional advertisers. Keep in mind, that the national broadcast partners require a very high standard of commercial production, including closed captioning, tape output, and CRTC compliance.)

SOCIAL MEDIA AUDIENCE

| Social Media Account | Jan 1 st 2014 | Sept 24 th 2014 |
|----------------------|--------------------------|----------------------------|
| Facebook | | |
| Page Likes | 2035 | 3253 (+60%) |
| Average Reach | 961 | 4207 (+338%) |

| | | |
|---|-------------|----------------------|
| <i>Average Daily Engaged Users</i> | <i>26</i> | <i>2201 (+8365%)</i> |
| <i>Twitter</i> | | |
| <i>Followers</i> | <i>1592</i> | <i>2295 (+44%)</i> |
| <i>Instagram</i> | | |
| <i>Followers (acct created April 11th)</i> | <i>149</i> | <i>377 (+153%)</i> |

Beginning September 22nd, Formula Photographic Inc. has subscribed to a social metric analytical service that will allow much more in-depth reporting

YOUTUBE AUDIENCE

| <i>YouTube Data</i> | <i>September 24th</i> |
|--|-----------------------|
| <i>Number of videos posted to date</i> | <i>15</i> |
| <i>Total number of views (YouTube Only)</i> | <i>22,840</i> |
| <i>Total Minutes of "Inside the CRC" Content</i> | <i>27 min</i> |
| <i>New Subscribers</i> | <i>418</i> |

The CRC's distribution partnerships have seen the series' videos displayed on major media websites in Canada and worldwide, including SUN Media, Canoe.ca, Fox Sports, and many websites (Jalopnik, Speedhunters, NASIOC). The shows are available on many web enabled devices and TV's (Roku, etc) through partnership with Driving Sports TV. Viewership numbers from these extended networks are pending.

CARS Next Steps

As part of the continued changes and enhancements that we're undertaking in an effort to increase sponsorship support of the CRC, because of the huge workload on our one-man marketing department and the need to support this increased workload, we are moving to a different marketing management model.

This will include engaging Warwick Patterson of Formula Photographic Inc. as a CARS and CRC promoter, as well as spreading CARS workload across a sponsorship committee and breaking out the pure communications role.

Effective immediately CARS will separate the marketing effort into its components and establish the following.

1. A sponsorship Committee
2. Utilize a Primary Promoter
3. Have a separate Communications and Media function

The Sponsorship Committee that will include:

1. The CARS President. (John Hall)
2. The CRC series Manager. (Terry Epp)
3. The Communications and Media Coordinator. (TBD)
4. The CARS Treasurer. (ad-hoc) (Martin Burnley)
5. The Promoter. (ad-hoc) (Warwick Patterson)

The sponsorship committee will:

1. Oversee the CARS/Promoter relationship.
2. Manage CARS Commercial and Property rights.
3. Establish goals and targets.
4. Assess value and appropriateness of potential sponsorship relationships.
5. Provide the CARS representative in any sponsorship negotiations and contracts.

The Primary Promoter will:

1. Market CARS and the CRC.
2. Broker sponsorship relationships between potential sponsors and CARS.
3. Sell media and advertising.
4. Co-ordinate other independent sales/marketing people that have sponsorship or sales contacts that support our overall objectives.

The Communications & Media Coordinator will:

1. Work with the media production company monitoring quality and timeliness of deliverables.
2. Be the CARS spokesperson.
3. Manage, Monitor, Direct CARS;
 - a. Media accreditation process.
 - b. Website functionality and content
 - c. Social media activity
 - d. Press releases
 - e. Emergency Management

The investments we have made in media coverage are helping the CRC commercial value increase significantly, to a point where we are outgrowing our ability to manage the workload with our current marketing structure. This is a good problem to have and recognizing this with Keith Morison's assistance has been key in getting ahead of the issue.

With our new marketing structure combined with the media success we are having, it should stand CARS in good stead to attract new interest and support to the sport at all levels. From grass roots rally cross, TSD and Stage Rally participation through to new sponsorship agreements that can help us continue to secure & grow Rallysport in Canada.

We are looking forward to continued support from our long time sponsors Subaru Canada and Yokohama Tire Canada. We will work hard to grow this base and continue the history of exciting rallying in Canada.

If you would like to participate in helping our sport progress, if you know a corporation that might want to sponsor some part of the CARS offering or advertise with us please contact one of the sponsorship committee.

John Hall
President
Canadian Association of Rallysport

Toronto Autosport Club – Minutes of September 2014 General Meeting

Meeting date: September 17, 2014

Meeting opened: 8:00 pm

Attendees: 11

1) President's report:

- a. Ultra 94 came through with four complementary entries to the Bridgestone Driving Academy. The executive decided to award to TAC members with the volunteer hours. Congratulations to Nick Beck, Paul Moore, Brooke Jacobs and Rob McAuley and those who declined and let the spot go to the next volunteer.
- b. CASC-OR is shooting a promotional video at the Celebration of Motorsport Weekend to showcase regional racing, OTA and auto slalom.
- c. CASC-OR AGM & banquet to be held November 15, 2014.

2) VP Report :

- a. Total membership strong - currently 119 = 6 Life +66 primary + 47 family
- b. Zontas Contract rally has been prepared for October 4; thanks to Fred & Jane for volunteering to administer the event.

3) Treasurer's Report:

- a. Account balances - \$12,633.36 savings; \$1,723.29 Chequing; \$302.75 PayPal

4) Competition Report:

- a. Regional auto slalom in Huntsville is last event on calendar; OTA completed; final regional race weekend coming up soon.
- b. Ice race organizer meeting to be held in November. TAC first up and organizer required for January 17, 2015 event.
- c. Zontas want a contract rally around October 3 or 4th
- d. ORRC – TAC DOCR June 21 – checkpoint volunteers are needed

5) Social:

- a. TAC annual banquet tentatively set for Saturday November 22, 2014.

6) Fifth Gear: nil

7) Old Business: nil

8) New Business: nil.

9) Items for Sale: Graham has a surplus ice racer or two if anyone interested in getting started.

10) Loonies in the bus: \$8 won by Keith; gas cards for Nick & Fred.

Adjournment: about 8:40 pm

Minutes recorded by G. Tulett.

Toronto Autosport Club – September 2014 Executive Conference Call Notes

Call date: September 3, 2014

Call time: 8:15 pm

Present: Rob, Paul & Rita, Dietmar and Graham

- President's Report:
 - o CASC-OR is making a promotional video at the Celebration of Motorsport race weekend Sep 27 & 28. Some OTA cars will be invited as well as the regional racers.
- Vice President:
 - o 2014 membership year : 119 = 6 life + 66 primary + 47 family
- Treasurer:
 - o \$12,633.36 savings; \$302.75; PAY PAL; \$2,792.04 chequing
 - o Some expenses may be outstanding from ALMS and Fifth Gear
- Competition:
 - o Guru Nanak contract rally upcoming – check point workers required
 - o Old timing system was sold for \$100 – it still worked.
 - o Ice racing organizers meeting to be held at Annual Banquet around November 15.
- Social:
 - o No report
- Old business: nil
- New business: Ultra 94 has come through with four complimentary entries for a driving school day at the Bridgestone Academy. It was agreed the entries would be offered to TAC members based on volunteer hours. Rob to contact and assign in order.

Call adjourned: 8:45 pm

Notes recorded by G. Tulett.

Toronto Autosport Club – October 2014 Executive Conference Call Notes

Call date: October 1, 2014

Call time: 8:15 pm

Present: Rob, Dietmar and Graham

- President's Report:
 - o CASC-OR Annual General Meeting and discipline workshops to be held November 15/16.
 - o Should a TAC member be elected/acclaimed to a division Director, TAC will provide a complementary membership while the member holds the CASC-OR office.
 - o Rob M was interviewed as part of the promotional video at the Celebration weekend – will see if the footage makes the cut!
- Vice President: vacation
 - o Not updated but estimated 2014 membership year : 119: 6 life + 66 primary + 47 family
- Treasurer: vacation
 - o \$12,633.36 savings; \$302.75; PAY PAL; \$2,792.04 chequing from previous month
 - o Some expenses may be outstanding from ALMS and Fifth Gear
- Competition:
 - o Competition mostly wrapped up for season except final Auto slalom in Huntsville
 - o Final contract rally – thanks to Fred & Jane for day of event and Paul & Rita for preparing package.
 - o Ice racing organizers meeting to be held at Annual Banquet around November 15 along with competitors' workshop.
 - o TAC needs an organizer for 2015 and we are scheduled to be the first race of the season January 17, 2015 and may potentially be delayed if the weather does not cooperate.
- Social:
 - o No report but TAC annual banquet tentatively set for Saturday November 22
- Old business: nil
- New business: Annual awards to be considered.

Call adjourned: 8:39 pm

Notes recorded by G. Tulett.



Membership Application

Mail: 18759 Kennedy Road,
RR#1 Sharon, Ontario, L0G 1V0
Email: registrar@torontoautosportclub.ca

- New Members – Single or Family \$50.00
 Renewal Members – Single or Family \$50.00

(You may PAY ON-LINE or by Cash or Cheque; Please see below...)

- TAC Membership includes CASC-OR (Race, Solo) & RSO (Rally) affiliation for the year
- Family rate is limited to family members domiciled at the same mailing address.
- Renewals : Indicate membership number [#] (if known)
- Assigned membership numbers will be reserved until February 1st.
- All memberships and affiliations expire December 31.
- Please be aware that membership data may be shared with CASC-OR and/or Rallysport Ontario.

Date _____

1st Member _____ [#] email _____

Address _____ Home Phone (____) _____

_____ Bus. Phone (____) _____

Province _____ Postal Code _____

2nd (Family) Member _____ [#] email _____

3rd Family Member _____ [#] email _____

4th Family Member _____ [#] email _____

5th Family Member _____ [#] email _____

PAYMENT METHOD:

Cash Cheque # _____ PayPal Other TOTAL \$: _____

To pay by PAYPAL/Credit Card, please visit the Club website at: www.torontoautosportclub.ca.

This Application Form must also be filled out and submitted so we have your information.

You should begin receiving the FIFTH GEAR newsletter within 2 months. Please let us know if you don't.

FIFTH GEAR is also available on the website. Check here if you do NOT need a mailed copy

TAC works only because volunteers make autosport happen!

So that we know *your* interests (and where you can help out) and can therefore plan the right mix of events – please complete the information checklists below ...

Please indicate your autosport interests for the coming year :

- TimeAttack (Solo 1)
- Autoslalom (Solo 2)
- Navigational rallying
- Performance rallying
- Road racing
- Vintage Racing
- Ice racing
- Karting

Please indicate three areas that you can help with this year :

- Solo (1/2) organizer / worker
- Road Rally/Ralliette organizer
- Contract Rally organizer
- Rally Checkpoint/Green-crew
- Social Event Organizer
- Ice race organizer / worker
- Event timing / scoring
- Performance Rally organizer

Attention Proud TAC Members!

Now you can buy clothes and more with the TAC logo on it, through the Toronto Autosport Club's online store (a partnership with Café Press.com).

Choose from a large selection of shirts, jackets, mugs, bags, even games and toys! Almost anything that Café Press sells, they will sell with the TAC logo on.

Visit the store at

<http://www.cafepress.com/torontoautosportclubgear>

