



The Federation of Motor Sports Clubs of India

Dear Organiser,

We would like to inform you of certain initiatives taken by FMSCI for your benefit and promotion of your event in Social Media / Website / Motorsport India Magazine.

A) Social Media Platforms - Twitter/ FB/ Instagram etc.

M/s. BVK Associates, a well known company in this field, have been given the mandate to look after all our social media platforms . In order to help our social media platforms to show case your events, all you have to do is send them information of your event. Information should be in the form of Name of Event, Status of Event, Dates, Venues, Promoters, Organizers, Main Classes, Teams, Results, action Photos. They will do the pre-event build up , post results and pictures of your event on the FMSCI various social media platforms.

It is possible you may have your own Twitter / FB account of the event. BVK Associates will forward your posts on our platforms giving your event a wider reach and foot print. While there is no charge for this facility to you , the onus is on you as organizer of your event to feed BVK Associates with all the information for the social media platforms .

Their contact details are given below –

Mr. Bobbili Vijaykumar

BVK Associates, Mumbai

email id : bobilli.vijay@gmail.com

Mobile Number : +91 9820090989

All event information can be sent directly to them by email with CC to secgen@fmsci.in & sharon@fmsci.in

Please establish a single point of contact to interact with them.

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B) WEBSITE

Our revamped Fmsci website www.fmsci.co.in is having several new features to add value to your event.

You can send us the SR for uploading under Events. We can post results , photos and videos of your event.

This facility too comes at no extra cost to you but the onus is on you is to provide us the information by email for uploading.

Emails to be sent to secgen@fmsci.in; sharon@fmsci.in. Subject Matter - For FMSCI Website. Our Media Assistant Ms Sharon has been entrusted the task of sending the relevant information to our website team.

Another feature on our website that maybe of interest to you or your sponsor/ participants is the feature showcasing daily reporting system of all Print and Electronic Media coverage that is showcased on a daily basis under News Coverage. For eg. after your well publicized event you can very well access the website and download all the coverage to showcase to your sponsors and stake holders on the publicity of your event Pan India.

C) MotorSport India Magazine

In collaboration with EVO Project, GTO Publishing, Pune, FMSCI is collaborating to bring out a top class Motorsport India Magazine showcasing all the motorsport events and happenings around the country. Presently its bi monthly and in mid 2017 it will become a monthly publication. For coverage of your event in this magazine, send an event report and results along with photos. We will endeavor to have this information published but cannot make any assurance as the editorial board decides the content with special emphasis given to coverage on National Championship Rounds and Iconic events.

D) Additional Facilities being offered by BVK Associates on payment basis

1. PR & Media Coverage.

BVK Sports & Media will generate Press Releases on behalf of Organizers for any of their events, promotions & information as and when required.

BVK will disseminate the Press Release to the local, regional or national media, as required.

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BVK will follow up with the media, as per approved dissemination, to enhance coverage.

The fee for this service is:

- a) Local Coverage : Rs 5,000/ per event consisting of 1 release to all publications
- b) Regional Coverage : Rs 7,500/ per event consisting of 1 release to all publications.
- c) National Coverage : Rs 20,000/ per event consisting of 1 pre event and 1 post event release to all publications .
- d) Applicable Government Taxes extra in each case

2. Personal Social Media Promotion

If the organizer wants to promote his/her event separately in their own social media page and platforms only for a limited period BVK will charge a one-time fee of Rs 20,000 plus applicable taxes. The work will stretch to a maximum of 20 days, including pre and post the event.

For Facebook Live if required by the Organizer, BVK will have one person at the site with access to good wifi. A photographer or videographer will also be needed. BVK will charge a nominal fee of Rs 5,000 plus taxes for this. Travel & Stay will have to be borne by the Organizer at actuals.

3. Press Conference Facility

Fee for conducting the press conference will be Rs 25,000 per press conference. Applicable Government Taxes extra.

If the Press Conference is outside of Mumbai and Delhi, the travel and hotel expense for one person from BVK team will have to be borne by the Organizer on actual.

Akbar Ebrahim
President FMSCI

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