



EFRA IS SEARCHING FOR MEDIA PARTNERS



Being the leading RC Federation in Europe is EFRA (European Federation of Radio-operated Automobiles) committed to making the European Championships the best races of the season in Europe. A high priority for EFRA is that these events are promoted and portrayed in a more professional way.

The Officers within EFRA are doing a great job for our sport but they are not professionals in the World of media. To be seen live on the net in real time are more or less a must nowadays if you wish to be seen serious.

Our ambition is to promote our activities better, have professional covering of major EFRA events and by that spread information to a wider public

During European Championships 2009 EFRA held a couple of well appreciated Press Conferences; we want to continue with this practice in the future, but with a better and increased exposure and in a more professional manner.

The EFRA website www.efra.ws is widely visited for consultation of Rules and Event location details but not for "on the spot" news whilst events are in progress. This is something EFRA wants to improve by using the official EFRA media tool as the platform.

With the above goals in mind, EFRA is searching for PARTNERS among the RC Media that are interested in a partnership relation with EFRA for our major events.

If you are currently in the World of RC Media, you may be interested in collaboration with EFRA, preferably are you able to cover all EFRA EC's but if that not is possible could it be considered to share the task between two parties.

For this purpose have EFRA defined a budget of 30.000 € with minimum requirements mentioned below.

- Attend all EFRA EC's (Preferred)
- Organize press conference
- Immediate report from the event on the EFRA webpage
- Make event report available to all publication
- Support the organizers Press Officer to local coverage
- Priority to the promotion of associate member

Obviously, as the official language of EFRA is English the collaboration and all publications must be done in the English language. EFRA will further insist that competitors from all countries have similar exposure and manufacturers and their equipment used at the event are treated fairly.

If you are a candidate for being an EFRA media partner would we like to know:

1. What you can offer from the above mentioned requirements
2. If you wish to top with own ideas

A contract, valid until EFRA AGM 2010, will be signed after agreement of the terms for the task.

Interested parties are welcome to forward their application to our General Secretary, Mr. Willy Wuyts: secretary@efra.ws no later than January the 12th.

The EFRA board will held a meeting 16 – 17th of January were the received applications will be under consideration for decision.

With hope of future collaboration


E-Dallas Mathiesen
President, EFRA