



INNATE MOTORSPORT +EVENTS

MOTORSPORT & EVENT SPECIALISTS.

Event Management

WHO ARE WE?

MOTORSPORT & EVENT SPECIALISTS

WITH AUSTRALIAN RALLY CHAMPIONSHIP COMPETITOR **ADRIAN COPPIN**
AT THE HELM, INNATE MOTORSPORT & EVENTS IS THE ANSWER TO ALL
YOUR MOTORSPORT AND AUTOMOTIVE EVENT NEEDS.



Our passion runs deep for motorsport. We couple this enthusiasm with an understanding and experience in managing high end events.

'Innate Motorsport' originally formed in 2010 as an entity to manage Adrian's personal racing. With the decision to retire from full time racing and utilise Adrian and Jill's experience and knowledge of the events and motorsport industries, this resulted in a rebrand to Innate Motorsport & Events.

Adrian draws from his personal experience as a professional rally driver, along with managing factory teams for Citroen and Ford, to create successful motorsport events. Adrian's wife and business partner Jill also brings a wealth of knowledge to the company, with over 15 years in the corporate events industry. Jill's experience in corporate sales complements her event management knowledge and enables Innate Motorsport & Events to offer a well-rounded client experience.

Innate Motorsport & Events offers project management services to the rally, motorsport and automotive industries. We focus on the overall event experience, with strengths managing the commercial, operational, sporting and hospitality aspects of a project.

With experience in competitive racing, we also offer corporate and private test day management services to teams and drivers.

We consult to the Confederation of Australian Motorsport (CAMS) and have experience managing a variety of roles for large international events such as Kennards Hire Rally Australia (World Rally Championship round) and National Capital Rally (Asia Pacific Rally Championship round).

EVENT MANAGEMENT

With relevant CAMS Clerk of Course certification, we offer complete motorsport event management services. Our experience covers sporting regulations, developing and management budgets, event infrastructure and operational planning, liaison with governing motorsport bodies, corporate hospitality and local council and government communications.

"INNATE MOTORSPORT & EVENTS ARE HIGHLY QUALIFIED IN EVENT MANAGEMENT, COUPLED WITH INVALUABLE KNOWLEDGE OF RALLYING. THEY HAVE OFFERED A PROFESSIONAL SERVICE TO KENNARDS HIRE RALLY AUSTRALIA FOR A VARIETY OF ROLES ACROSS MULTIPLES EVENTS. THEIR EVENT MANAGEMENT EXPERIENCE ENSURES ALL ASPECTS ARE EXECUTED ON TIME AND WITHIN BUDGET." WAYNE KENNY, RALLY AUSTRALIA GENERAL MANAGER SPORTING AND OPERATIONS

If not the entire event, Innate Motorsport & Events can assist your organising team with certain elements of your event.



CAMS Clerk of Course Certified

Clerk of course qualifications through the Confederation of Australia Motor Sport (CAMS) ensures your event is managed by a highly qualified team.



Budget & Operation Management

We assist by developing realistic budgets for your event and will manage all operational duties including; event itinerary and format, event structure, key locations, supplier engagement, facilitate set up and on event support.



Media Days and Corporate Hospitality

Let us manage your media and corporate hospitality events from start to finish. Our experience in event management includes hosting major stakeholders and ensuring your VIP's are taken care of and made to feel important!

**READY FOR YOUR NEXT
MOTORSPORT EVENT?**

INFO@INNATEMOTORSPORT.COM.AU

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