



2018 DRIVERS HANDBOOK

written by
DAVID EGAN

ARE YOU READY FOR BDC 2018?

In 2018, the British Drift Championship celebrates 10 years as the UK's premier drift organisation. In that time, the sport of competitive drifting has evolved greatly and it now stands as one of the most professionally organised entertainment-based motorsports available to the public.

From hobbyist beginnings to over 3 million online views a year, the BDC has gained an international following as it nurtures rising drift talent from the UK. Constantly striving for mainstream recognition, the British Drift Championship has evolved each year to meet the changing demands from drivers and fans. This season will be no different.

The following handbook outlines the future plans, aims and rewards relative to a driver competing in the series for the 2018 season. Given the historical significance of 2018, it is an appropriate time to introduce a new era for the British Drift Championship.

Ready to get started?

WHO ARE TEAM BDC?

David Egan	CEO	dave@idcnation.com
Cian Leonard	General Manager	cian@idcnation.com
Adam O'Connor	Assistant Manager	adam@idcnation.com
Des Egan	Operations Manager	des@idcnation.com
Mike Leeson	Maintenance Manager	mike@idcnation.com
Josh Holdsworth	Video Content Manager	josh@idcnation.com
Kieran Hynes	Head Judge	kieran_hynes@hotmail.com

All BDC related enquiries - info@thebritishdriftchampionship.co.uk

WORDS FROM OUR CEO

“In preparing for the future, it is important to not forget the past. The sport has evolved a great deal in the past 10 years, under both ownership structures, and is now in a very positive position to advance even further.

The series has broken attendance records for two seasons running and our 2017 livestream accumulated nearly 3 million views. These figures put BDC into the top 5 motorsports in the UK in terms of engagement and audience.

These milestones have been achieved together as a community, without the usual externally gained financial or governmental support. Despite these many successes, there is still a great deal of work to be done to ensure the sport reaches full potential and provides a worthy reward for those who invest time/money in it.

Sustainability is a fundamental issue, with drivers and organisers now spending a great deal for little financial return. The 2018 driver handbook recognises the challenges ahead and provides an optional solution to each. The British Drift Championship will, as an organisation, take further financial risks to ensure each driver can achieve his/her personal goal within this platform.

The future of the British Drift Championship is very much in all of our hands.”

Thank you all for your continued support.

David Egan

CEO (British Drift Championship)

HOW TO CONTACT US?

As the British Drift Championship evolves and becomes a larger, more professional company, please contact our relative BDC department head by EMAIL ONLY for any queries you may have. Facebook, Instagram etc. messages are not guaranteed to be answered, due to the volume of each every day. Email correspondence is preferred as there is a formal log of all requests and conversations.

BDC staff have requested that their personal social media channels remain personal and do not include constant work-related conversations. This change will be enforced for the 2018 British Drift Championship and is something drivers must adapt to immediately.

Please contact info@thebritishdriftchampionship.co.uk for all enquiries and you will be forwarded to the relevant department immediately. We look forward to hearing from you.

WHY DRIFT COMPETITIVELY?

Some people appear to be motivated by competition, whereas others are not. If you want to enjoy the sport of drifting, there are two distinct paths to take. Both are a fantastic way to experience the art of extreme car control and it is important to firstly decide which is best for you personally.

PRACTICE DAYS

Over 40 practice days are run per calendar year in the UK.

Practice days are free-flowing, offer no competitive pressure and ensure extended track-time. They are a great way to hone your skills, test your vehicle and there is no competitive element that may lead to disappointment. Practice days are generally pressure-free and an excellent way to enjoy the sport without outlined criteria or specific challenges.

If you are not competitive by nature, this is our suggested route.

BRITISH DRIFT CHAMPIONSHIP SYSTEM

People who are motivated by competition are motivated for at least three reasons:

- competition allows them to satisfy the need to win,
- competition provides the opportunity or reason for improving their performance,
- and competition motivates them to put forth greater effort that can result in high levels of performance.

Track time is limited at competitive events and there is a 79/80 chance that you will lose at some point during a round. There is little room for error and each run brings with it an element of mental pressure.

If you prefer pushing yourself to the limit with the aim of proving your ability, the British Drift Championship competition system is for you.

In order to compete at any level within the British Drift Championship System, you must first pass **British Drift Championship Vehicle and Driver Regulations**.

British Drift Championship Vehicle and Driver Regulations will be released December 2017.

BRITISH DRIFT CHAMPIONSHIP LICENSING

Before entering a British Drift Championship round, you must first gain a license. You are only eligible for a licence if you can adhere to the **British Drift Championship Vehicle and Driver Regulations**. You must then enter one of four categories:

FIRST TIME COMPETITOR

If you are planning on competing in the British Drift Championship for the first time, you must first earn your BDC license by passing through the Drift Cup competition system. Drift Cup is an amateur drift league that acts as the official feeder series of the BDC.

Drift Cup is run by a different company to the BDC, so all enquires must be made directly to Drift Cup via email to info@driftcup.co.uk.

RETURNING DRIVER (NOT HOLDING A CURRENT BDC LICENSE)

If you have previously held a British Drift Championship Pro-Am or Pro license in the past, you must enter an application process to regain a license. Each license renewal is assessed on a case-by-case basis to decide which class suits the application best.

For further information please contact: info@thebritishdriftchampionship.co.uk

CURRENT BDC LICENSE HOLDER

Entries for the 2018 British Drift Championship will open in early February 2018 and each driver must pay a logging fee of £181.50 (including booking fee) to be granted a license.

For further information please contact: info@thebritishdriftchampionship.co.uk

INTERNATIONAL GUEST

If you are planning on competing at select BDC events and compete regularly in a different country, single event licenses are assessed on a case-by-case basis to decide which class suits the application best.

For further information please contact: info@thebritishdriftchampionship.co.uk

2018 EVENT CALENDAR

Welcome to the finalised 2018 British Drift Championship Calendar.

ROUND 1 - CONCRETE JUNGLE

We kick off the most anticipated year of the British Drift Championship at the venue that broke attendance and viewership records in 2017, Rockingham Motor Speedway. A custom circuit, numerous concrete walls and the most insane UK drivers. What more could a drift fan ask for?

Something special happened here last season, don't miss the chance to witness it again.

Get ready for another Rumble in the Jungle.

Date - March 31 & April 1

Venue - Rockingham Motor Speedway

Class - Pro & Pro-Am

Saturday - Competition Day (Pro-Am) Practice (Pro)

Sunday - Competition Day (Pro)

Competition format - Pro Am (Top 32) Pro (Top 24)

** Top 4 Pro-Am drivers will compete at Pro main event **

ROUND 2 - RETURN TO THE AUTODROME

The British Drift Championship began an incredible journey 10 years ago that changed the landscape of competitive drifting in the UK. This season, we celebrate that heritage by returning to where it all began – Teesside Autodrome – with a vastly improved event structure and competition that showcases the unrivalled passion and determination within the growing UK drift community.

Will you be there to celebrate with us?

How much has changed in 10 years? Time to find out...

Date - June 2 & 3

Venue - Teesside Autodrome

Class - Pro & Pro-Am

Saturday - Competition Day (Pro-Am) Practice (Pro)

Sunday - Competition Day (Pro)

Competition format - Pro Am (Top 32) Pro (Top 24)

** Top 4 Pro-Am drivers will compete at Pro main event **

ROUND 3 - DRIFTLAND TAKEOVER

No season would be complete without a visit to the mecca of UK drifting, Driftland.

This purpose-built drift circuit takes no prisoners and creates an atmosphere like no other venue. Every British Drift Championship event in Scotland has been incredible spectacle, so expect more memorable moments and heart-stopping action when the BDC grid go to war once again.

Time to take the fight North ...

Date - July 13, 14 & 15

Venue - Driftland

Class - Pro & Pro-Am

Friday - Practice Day (Pro-Am & Pro)

Saturday - Competition Day (Pro-Am) Practice (Pro)

Sunday - Competition Day (Pro)

Competition format - Pro-Am (Top 32) Pro (Top 24)

** Top 4 Pro-Am drivers will compete at Pro main event **

ROUND 4 - BACKLASH

The championship fight heats up at a newly resurfaced and renovated Three Sisters Race Circuit in September.

The most technical layout on the calendar will prove a great equaliser of horsepower and grip, so this is anyone's for the taking. The British Drift Championship will also utilise the most unique drift layout ever attempted at the Wigan circuit, meaning drivers will certainly be heading into the unknown at the penultimate round of the series.

Time to find out who is the best DRIVER. This should shake things up a bit...

Date - September 15 & 16

Venue - Three Sisters Racing Circuit

Class - Pro & Pro-Am

Saturday - Competition Day (Pro-Am) Practice (Pro)

Sunday - Competition Day (Pro)

Competition format - Pro Am (Top 32) Pro (Top 24)

** Top 4 Pro-Am drivers will compete at Pro main event **

ROUND 5 - THE INVASION

Two Championships. 5 Countries. One Event. One Winner.

The British Drift Championship and Irish Drift Championship go head to head at Rockingham Motor Speedway with the pride of each nation on the line. BDC championship hopefuls will have to overcome their bitter overseas rivals and the rest of the BDC roster in order to claim their £20,000 championship prize fund.

Could the finale of a drift series be more intense than this? We think not. This is the event British and Irish drift fans have been waiting for!

Which nation will win? Be there to support yours...

Date - October 20 & 21

Venue - Rockingham Motor Speedway

Class - Pro & Pro Am

Saturday - Competition Day (Pro-Am) Practice (Pro)

Sunday - Competition Day (Pro)

Competition format - Pro Am (Top 32) Pro (Top 24)

** Top 4 Pro-Am drivers will compete at Pro main event **

WHAT DOES THIS MEAN?

4 brand new layouts to challenge drivers and open up the championship chase. We believe this is the most varied and technical set of layouts ever conceived for the British Drift Championship.

Will we see two new champions when the dust settles in October?

CHAMPIONSHIP FEES

Championship round entry fees are £181.50, paid online prior to an event.

Similarly to other motorsport governing bodies in the UK (who unlike BDC, are MSA backed), the British Drift Championship has been hit with major insurance increases each year since 2014 (albeit with no claims). Couple this with increased costs in every operation and production area, the British Drift Championship now costs twice as much to run as in 2014.

BDC drivers do not have to bear these costs with increased driver fees (unlike other UK motorsports)

ENTRY ENTITLEMENTS

LOGGING FEE

Each driver's logging fee (£181.50 including booking fee) entitles them to:

- BDC License for BDC Pro-Am/BDC Pro
- Optional entry to all British Drift Championship events (Events without restriction)
- First set of BDC visor and door cards
- All driver-related administration for the 2018 season.

Drivers not paying an initial logging fee will be charged £50 on top of their entry at each round.

GET THERE EARLY AND SAVE

Choosing to pay all entry fees and logging in one payment (£939.00) will save drivers £125 on per round payments. This option is open to drivers from early February 2018.

ENTRY FEE

Each driver's round specific entry fee (£181.50) entitles them to:

- Adequate paddock space
- Necessary pre-event information pack
- Necessary competition briefing
- Safe and controlled competitive environment
- Practice session
- Qualifying session
- Twin-Battle tournament (Given a driver passes qualifying session)
- Un-biased judging system
- HD Livestream broadcast of each competitive run
- Applicable prize-fund or media incentive rewards

ENTRY FEE DOES NOT ENTITLE A DRIVER TO

Each driver's round specific entry fee (£181.50) does not entitle a driver to:

- BDC social media promotion from each event (photography/videography)

THREE WAYS TO PLAY THE GAME

So you have decided to compete, received a license, paid your logging fee and are ready to enter the championship for 2018. What approach will you take to the season?

1. PERSONAL REWARD

Most drivers are self-funded and privateers. This means you can approach an event anyway you want.

If you want to have fun competing, are not concerned with results or image, this is perfectly acceptable. Once you are competing within your own self-determined budget and not expecting any financial support, you can enjoy each event stress free. The social aspect and personal challenge of a British Drift Championship event is enough for most drivers.

If your driving ability and marketing skills are not a strongpoint, ensure you are prepared to self-fund your competitive drifting. At this level, spending large amounts of money on your car may be counter-productive. It will generally lead to stress and disappointment the more you spend.

Building a relatively cheap and reliable car (within BDC safety regulations) will ensure you get maximum return at this level. In the past, it has been proven that increased expenditure, without adequate ability or planned self-marketing, decrease a driver's lifespan within the sport.

The choice is, once again, yours.

2. REWARDS BASED ON RESULTS

Regardless of social media prowess or creative ideas, recognition and financial reward can now be gained from competing at the highest level within the British Drift Championship system.

THE BRITISH DRIFT CHAMPIONSHIP SYSTEM

For the first time since its inception 15 years ago, the sport of competitive drifting now introduces a promotional system providing drivers the means to compete at any level worldwide. On-track achievements now result in a financial reward when progressing to the next level.

Due to new alliances with **Drift Masters GP** and **Formula Drift**, BDC drivers will be provided the financial support to aid progress through this international system. Zigen Promotions (the parent company of the British Drift Championship) are solely responsible for this system coming into existence and have very much pushed for the opportunities now presented to British drivers.

Now, the **dream** is very much a possible **reality**.

BDC / INTERNATIONAL PROGRESSION SYSTEM

STEP 1

Drift Cup

Top 8 drivers at each Drift Cup round will be given an opportunity to qualify at the following BDC event.
Qualifying for the Top 32 at a Pro-Am BDC event will return a BDC Pro-Am license.
Top 4 drivers at the end of the season gain BDC Pro-Am licenses.
Drivers finishing 5th to 8th at the end of the season have the choice of a BDC Pro-Am license.

STEP 2

British Drift Championship (Pro-Am Championship)

Top 5 drivers receive Pro licenses. (Extra licenses dependant on Pro License numbers)
Championship Winner receives £5,000 prize fund to compete at BDC Pro.

STEP 3

British Drift Championship (Pro Championship)

Top 3 drivers receive Drift Masters GP license.
Championship winner receives Formula Drift Pro 1 license.
Championship finishers 2nd & 3rd receive Formula Drift Pro 2 license.
Championship winner receives £20,000 prize fund to compete at Drift Masters GP.

STEP 4

Drift Masters GP European Championship

Top 3 drivers receive Formula Drift Pro license.
Championship winner receives €40,000 prize fund.
Championship winner receives Formula Drift Scholarship.

STEP 5

Formula Drift competition

PRIZE MONEY - PRO CLASS

The 2018 British Drift Championship introduces the **highest prize money** in the history of the BDC. This per round prize money is applicable to the Pro Class only and the event specific prize money is broken down as follows, with the total BDC Pro Class prize fund coming to **£11,000**.

Round 1:

1st - £1,000

2nd - £700

3rd - £500

Round 2:

1st - £1,000

2nd - £700

3rd - £500

Round 3:

1st - £1,000

2nd - £700

3rd - £500

Round 4:

1st - £1,000

2nd - £700

3rd - £500

Round 5:

1st - £1,000

2nd - £700

3rd - £500

PRO-AM CHAMPIONSHIP WINNER

The Pro-Am championship winner receives a **£5,000** prize fund. The aim of every Pro-Am driver should be to make it to the Pro Class. This is the ultimate goal.

PRO CHAMPIONSHIP WINNER

The Pro championship winner receives a **€20,000** prize fund, containing:

- €10,000 prize fund to compete at **Drift Masters GP**
- €7,000 Brian James Race Transporter 4 trailer
- €3,000 of Link Engine Management products

WHAT DOES THIS MEAN?

The total prize fund that will be competed for on-track is **£33,750**. This means that on-track rewards are greater than any previous season of UK competitive drifting. The majority of driver entry fees are now returned to the driver grid in the form of an increased prize fund.

3. REWARDS BASED ON SELF-PROMOTION

Some drivers may not have the means or ability to win each event. Even if you do, there is a much easier way to guarantee sponsor interest, financial return and recognition each season.

Winning is not everything.

BRITISH DRIFT CHAMPIONSHIP DRIVER PROMOTION

As mentioned previously, all driver entry fees are returned to drivers as a combined prize fund. The biggest asset to driver self-promotion is the BDC official social media channels.

The BDC is under no obligation, other than on-track achievements, to promote any individual driver. The BDC official social media channels exist to portray the sport in the best light to current and potential fans. Therefore there are certain things that will affect your promotion on these channels.

BDC DRIVER PROMOTION REQUIREMENTS

- Unique and creative high-quality content
- A presentable/unique competition vehicle
- A positive pro-BDC attitude
- Constant promotion of BDC events
- Co-operation with BDC team

REASON FOR NO BDC DRIVER PROMOTION

- Poorly presented competition vehicle
- Negative attitude towards BDC
- Lack of promotion of BDC events
- Lack of uniqueness or creativity
- Lack of enthusiasm for self-promotion

2018 BDC LIVE NEWS INCENTIVE

For the 2018 season the BDC media team will attempt to constantly engage fans with online news stories that promote drivers on the BDC grid.

If you wish to be regularly in the public eye, email the BDC media team with any stories you feel are exciting enough to be promoted through our online channels. Have you a new title sponsor? A new build? Have you a blog story relating to the sport, your journey or an event?

We are always looking for exciting content, so why not create some?

Email info@thebritishdriftchampionship.co.uk with all your off or on season antics.

CREATIVE CONTENT INCENTIVE

Many drivers struggle to gain the individual exposure that potential sponsors are looking for. Creating a driver fan page and sharing readily available public content generally leads to diminishing returns. The sure-fire way to gain online exposure and increase your online profile, is to create unique content only available through your social channels.

In the past, this was not possible for all drivers, due to the extensive cost of hiring a personal photographer/videographer. Due to advancements in technology, the answer to this issue is now easily available to everybody, for minimal (if any) financial investment. Video Blogging, Live Video Broadcasting and Website Blogging are the easiest and most cost affective way to create your own unique content. Fans can now follow your detailed journey through the sport and you can tell your own unique story.

Video Blogging, Live Video Broadcasting and Website Blogging cost nothing if you (at minimum) have a camera phone and basic editing software. We have always encouraged drivers to create personal Video Blogs to self-promote, create a larger fanbase and offer a creative media plan to sponsors. For 2018 we are now introducing a financial reward for time spent creating you own online vlog series.

The British Drift Championship will award **£500** each event to the most improved, interesting or promotable vlog series created by an BDC Pro-Am or Pro driver.

Making a great vlog now rewards the same financial return as finishing 3rd at a Pro Class event.

The combined investment from BDC in this scheme is **£2,500**.

WHAT DOES THIS MEAN?

This scheme introduces the idea that winning isn't everything and self-promotion can financially return from sponsors or the championship itself. Attempting to be creative, innovative and personality-based and you can achieve a great deal in the BDC system.

Time to start making a media plan.

THE CHALLENGE AHEAD

“One Championship, One Community, One Team”

2018 will be a critical year for the British Drift Championship. Despite production value, driver ability, professionalism and vehicle specifications rising year on year, the return on investment for both drivers and organisers has been limited. Professional competitive drift events are notoriously expensive and time consuming to run, as opposed to practice days/amateur events which rely on driver entries alone. For the past two seasons, the BDC has operated as an unviable business, in the hope that the short term loss would return a long term gain.

In 2017, the entertainment-value and standard of BDC events rose dramatically, pushing the BDC livestream to a new international audience (over 3,000,000 views last season). While these figures show a growth in online popularity, attendances have not risen at the same rate. With event costs rising (including some venues doubling the rental rate), we rely on sponsorship and attendance to keep the boat afloat. In the UK, it seems most fans conveniently watch BDC livestream and choose not to attend the events personally. This is a major issue, as livestream is also the most expensive service we provide, and current sponsorship does not cover this cost. Essentially we are caught in a catch 22.

Livestream must attract increased sponsorship for the championship and drivers alike, or it is not viable. Likewise, without livestream, sponsorship and promotion of the sport outside the current BDC community is not possible. We must strive to convince the UK drift community that they must physically support, not just casually watch, the BDC championship or it will not progress. If drivers wish to attract new financial sponsors, an increased audience/fan base is also necessary.

A rise in attendance would increase our seasonal budget and allow us to do more exciting events in the future, such as stadium events/custom circuits, etc. Greater attendances would also promote positive partnerships with new venues, which at the moment we are struggling to find/afford. This increased revenue would also allow us to reward drivers greatly with new ticket-based incentive schemes and increased prize money.

There seems to be an underlying opinion in the UK that the BDC is a corporate establishment, and this in turn makes it uncool. Given that the BDC has been operating as a pure passion-project for over two years, this is certainly not the case. We need the help and support of all drivers, teams and fans to take this championship to the next level. We certainly cannot do it alone, and now more than ever, we need your help in creating the best season of BDC possible. We have all the correct components on and off track, now it's time to promote them to the mainstream masses.

The Irish Drift Championship (with limited resources and population base) is now the most financially rewarded, highest attended and corporately sponsored motorsport in Ireland, proving that any championship, working as one unit (staff, drivers, fans, media etc.) can achieve great things with a combined positive belief. The British Drift Championship has a better opportunity to become a greater success than IDC and it would be a shame to not realise that potential.

The BDC team will do everything possible to promote you guys this season, we are just requesting the same in return. It's time to start believing in where this sport can go in the future.

A rising tide lifts all boats, drivers and championship alike.

IN CONCLUSION

“THE TIME FOR A CHANGE, IS NOW”

“Some people drift just for fun, placing minimal importance on self promotion or results. Others want to receive financial support or achieve recognition within the sport. The important thing to remember is you can’t do, nor are entitled to, both.

Competitive drifting is relatable to anything in life; hard work, risk-taking, confidence and positivity always leads to results. This championship puts your future within the sport very much in your hands.

The British Drift Championship rewards those who achieve on or off track, meaning the return equals effort in either area. It is important to also recognise that success within this system is often based on increased time, not money, spent. Doing what you have always done, will get you what you have always got. It may be time to change the approach and set new goals.

In 2018, the British Drift Championship will do everything possible to evolve, innovate and take creative risks. We are committed in promoting this amazing sport to the UK public. We recommend that each driver uses this world-first platform to do the same. If the championship and drivers all pull together, with one common aim, the possibilities are limitless.

I advise you all to shake your preconceptions, embrace this new opportunity and become the master of your own destiny. Get creative, get innovative and shatter that glass ceiling.

We’ve made it further than anybody thought possible. Giving up now is not an option.

I’ll see you all at the start-line for an incredible year ahead.”

Thank you all once again

David Egan

CEO (British Drift Championship)