



# SWS REGIONAL CUP

Presentation





# SUMMARY.

1. History « SWS Continental Final ».
2. New format « **SWS Regional Cup** ».
3. Edition 2024 « **SWS Regional Cup** ».
4. Contact.





**SWS REGIONAL CUP**

Presentation

# HISTORY

« SWS CONTINENTAL FINAL ».



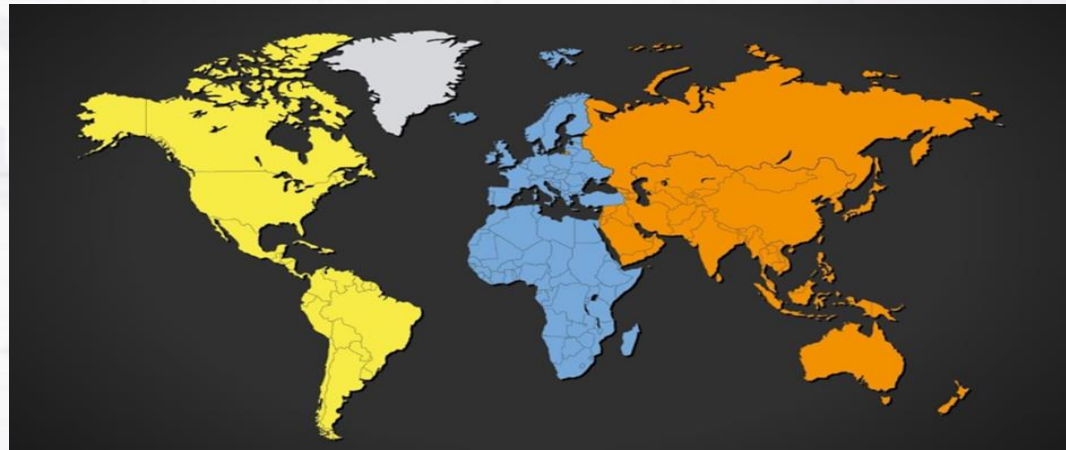


# SWS REGIONAL CUP

## HISTORY « SWS CONTINENTALE FINAL »

The SWS Continental Final is an event organised by SWS - 3MK Events on a chosen partner circuit. The aim of this Continental Final is to offer 'regional' events based on a division of the world into three distinct zones. When this "Continental Final" project was set up, the zones defined were as follows:

- Europa + Africa.
- Asia (including Middle East) + Oceania.
- America.



### Key dates:

- Integration into the regulation : **2020**.
- First planned organization : **2021 >> Annulation COVID**.
- First and only SWS Continental Final held : **2022 >> KartCenter, Campillos, Espagne**.

### Drivers selection:

- Drivers and teams selection is based on a minimum number of races completed in the qualifying year.

SPRINT	JUNIOR	ENDURANCE
8 races	6 races	3 races
6 drivers maxi / country* (*during registrations)	6 drivers maxi / country* (*during registrations)	4 drivers maxi / country* (*during registrations)

### Participation in the 2022 Continental Final :

- Junior : **23 drivers**.
- Sprint : **25 drivers**.
- Endurance (duration => 10H) : **15 teams**.





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# NEW FORMAT

« SWS REGIONAL CUP ».





# SWS REGIONAL CUP

NEW FORMART « SWS REGIONAL CUP »

In order to maintain this project of "regionalising" zones and offering events accessible to the SWS community, we have been working on a new model for setting up these events.

## Creation of a new label « SWS Regional Cup »

- The event is not a Final.
- New areas defined to select the organizing tracks.
- There may be multiple events in each area (especially in those where there is high activity and participation in SWS races).
- Maintain the current qualification model by integrating the SWS Regional Cup.

## Objectives of the SWS Regional Cup events

- Creation of a new, specific SWS label.
- Rely on the global network, know-how and experience of SWS partners (tracks and/or private organizers).
- The organization of the events is ensured by the chosen SWS partners (tracks and/or private organizers).
- Supervision of events labelled SWS Regional Cup by the SWS team – 3MK Events.
- Allocation of additional places for the current year's SWS International Finals.

## New qualification process for the SWS International Final





# SWS REGIONAL CUP

NEW FORMART « SWS REGIONAL CUP »

The main goal of these events labelled *SWS Regional Cup* is to be able to allocate additional places in the SWS categories below:



## Current continents

1. Africa
2. America
3. Asia (including Middle East)
4. Europe
5. Oceania

## Merging continents to define new zones

- Africa + Europe.
- America.
- Asia (including Middle East) + Oceania.

## Definition of zones within merged continents

- Africa + Europe :
  - Zone : Northern Europe + Eastern Europe.
  - Zone : Southern Europe + Western Europe + Africa.
- America :
  - Zone : North America.
  - Zone : South America.
- Asia (including Middle East) + Oceania :
  - Zone : Asia.

## Number of SWS Regional Cup organized per zone

Zones	Number of Regional Cup
Zone Northern Europe + Eastern Europe	1
Zone Southern Europe + Western Europe + Africa	1
Zone North America	1
Zone South America	1
Zone Asia	1
<b>Total</b>	<b>5</b>





# SWS REGIONAL CUP

## NEW FORMART « SWS REGIONAL CUP »

Taking into account the division made previously, these **SWS Regional Cup** events will be organized according to the following stages:

### Selection of an SWS partner (track or private organizer) per zone according to criteria

- Validated SWS partner complying with current regulations.
- SWS partner with a fleet of karts allowing an optimal organization of the event.
- Active, experienced SWS partner with extensive know-how.
- SWS partner involved in the SWS community.
- Geographical location of the partner, etc..

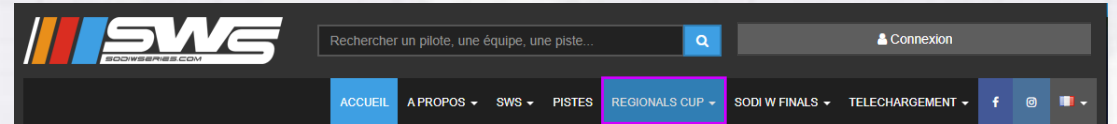
### Organization of the **SWS Regional Cup** event

- Organization of the event by the SWS partner in each zone.
- Drivers' registrations with the SWS partner in each zone.
- Management of registrations by this SWS partner with the provision of a database of drivers meeting the criteria.
- SWS – 3MK Events monitoring before, during, and after each zone's event.
- Validation of the rules of the event by the SWS team – 3MK Events.
- No involvement of SWS – 3MK Events in financial transactions between drivers and SWS partners.

The event will be jointly promoted by SWS and the partners. Some visibility of events will be provided:

### Promotion of **SWS Regional Cup** events

- Targeted RS (social media) posts in collaboration with SWS partners in each area.
- Announcement of events on the website and social media channels.
- Direct communication to drivers (mailings, etc.).
- Creation of a **SWS Regional Cup** section on : [www.sodiwseries.com](http://www.sodiwseries.com).



### Official identification of **SWS Regional Cup**

- Logo series can only be used by partners organising events with the **SWS Regional Cup** label.





# SWS REGIONAL CUP

NEW FORMART « SWS REGIONAL CUP »

The main criteria for participation and the important points of the events labelled *SWS Regional Cup* are as follows :

## A minimum of events carried out

- A driver who has achieved a minimum of 6 SWS results in the *Sprint Cup* category during the qualifying year is free to participate in one or more *SWS Regional Cup* events.

## "Unlimited" participation

- A driver is free to participate in one or more *SWS Regional Cup* events with no zone restrictions.

## "Last chance" to qualify for this year's *SWS International Finals*

- A driver who is not directly qualified via the rankings can participate in one or more *SWS Regional Cup* events.

## Participation fees

- Participation fees for *SWS Regional Cup* events are the responsibility of the driver and are to be paid directly to the organizing partner SWS.





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# 5<sup>th</sup> EDITION 2024

## « SWS REGIONAL CUP ».





# SWS REGIONAL CUP

EDITION 2024 « SWS REGIONAL CUP »

For this year 2024, the events labelled **SWS Regional Cup** will only concern the **Sprint Cup** category.



## Main criteria for participating in events labelled **SWS Regional Cup 2024**

- ✓ Have a minimum of 6 SWS results in the **Sprint Cup** category in 2023 (qualification year).
- ✓ A driver who has already qualified for the **SWS International Finals 2024** via the rankings is free to participate in the **SWS Regional Cup** events. In case of parallel qualification via the national ranking: the driver will be qualified for the **SWS International Finals 2024** via the **SWS Regional Cup**. His place in the National classification will then be awarded to the next driver in order of ranking.

In order to promote and develop the SWS brand around the world, drivers may be invited to participate in SWS Regional Cup events via "Wild Cards".





# SWS REGIONAL CUP

EDITION 2024 « SWS REGIONAL CUP »

## Tickets to be won for the SWS International Finals 2024

- The top drivers from each **SWS Regional Cup 2024** will win their place in the **SWS International Finals 2024**.
- It is also the "last chance" to participate in the **SWS International Finals 2024**.

Zones	Number of places to win for the SWS International Final 2024
Zone Northern Europe + Eastern Europe	2
Zone Southern Europe + Western Europe + Africa	2
Zone North America	1
Zone South America	1
Zone Asia	2
Total	8





# SWS REGIONAL CUP

EDITION 2024 « SWS REGIONAL CUP »

The calendar for the 2024 season is as follows:

Registration for *SWS Regional Cup* events  
is done directly with the tracks.

Southern Europe + Western Europe + Africa



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# CONTACT





# SWS REGIONAL CUP

CONTACT



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# SWS REGIONAL CUP

**SEE YOU ON TRACK!**

