

# RSFRACING

## A Sponsorship Opportunity



# INTRODUCTION

RSF Racing is a UK based, amateur motorcycle racing team competing at British Championship level, in association with the Army Road Race Team. In 2018, RSF Racing will be entering a bike in the Ducati TriOptions Cup riding a Ducati 959 Panigale. This is a popular and prestigious one-make series, held in exceptionally high regard within the motorsport community.

The Ducati TriOptions Cup will continue to feature as a support race at MCE British Superbike Championship events in 2018, with an agreement in place between Ducati UK and series organisers MSVR to extend their current partnership. The agreement strengthens the presence of the iconic Ducati brand on the MCE British Superbike (BSB) programme as the one make Cup continues to grow.

The MCE Insurance British Superbike Championship (BSB) continues to assert itself as the greatest domestic bike series in the world and a producer of some of the sport's hottest properties.

We thank you for taking the time to read this short presentation that sets out what we can offer potential sponsors, in return for their support. Within this media pack you'll discover many different sponsorship options allowing you access to unique exposure for your brand.

*What's different about this proposal is that we can offer affordable sponsorship opportunities yet deliver value far in excess of what you might expect in return. This is primarily due to the fact the TriOptions Cup runs alongside the super-high profile MCE British Superbike Championship.*





# THE RIDER – RICHARD SPENCER-FLEET

Our Southampton born rider left his family home at the age of 16 and joined the British Army. Having served for 18 years, he has completed operational tours of Afghanistan and Iraq and travelled all over the world. A vehicle mechanic by trade, he has a passion for building a fast bike and riding it faster. Riding motorbikes started at very young age with schoolboy motocross. Richard didn't start track based riding and racing until 2004 when he returned from a tour of Iraq, having saved enough money to buy his first 600 bike. Richard has raced and won in numerous championships, he is now looking to step up and assault the Ducati Trioptions Cup for the 2018 season.



**2017** - ACU National 1000 Endurance Championship with Podiums.

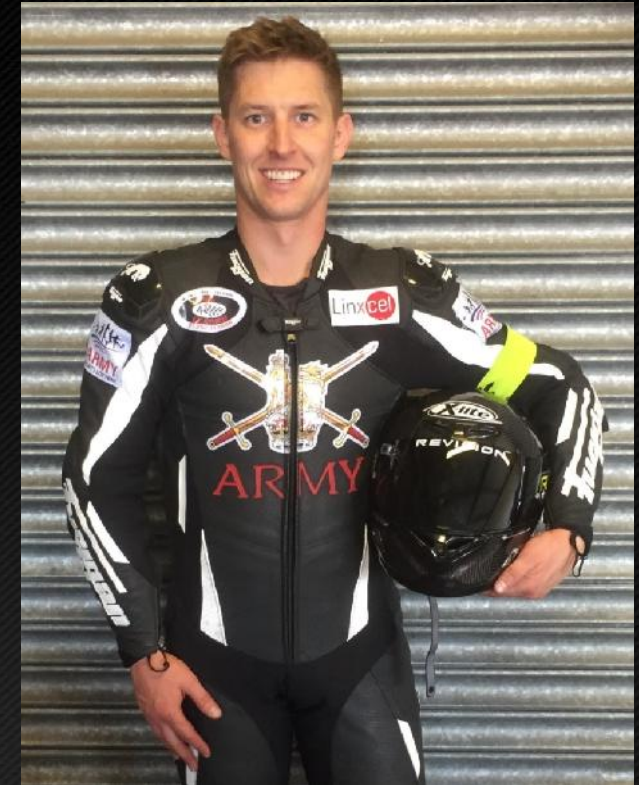
**2016** - ACU National 1000 Championship and Finished 6<sup>th</sup>.

**2015** - ACU National 600 Championship leaders with podiums.

**2014** - ACU Clubman 600 Endurance Championship Winners, winning every race in the series. Also raced in Michelin Powercup with numerous Podiums.

**2012** - DUCATI Desmodue race series with numerous Podiums.

**2009** - British 140 Supermoto Pit bike Championship Winner.





# RIDER IN ACTION



**DUCATI**  
TRIOPTIONS  
**CUP**



**RSF RACING**





# 2018 RACE CALENDAR

The 2018 race calendar is as follows, with 8 rounds of high action, close, fast racing. Every weekend includes free practice, qualifying and 2 races. Watched by thousands at the trackside and also on Sky's Eurosport channel.

31 March - 2 April	Donington Park GP*
13 - 15 April	Brands Hatch Indy
5 - 7 May	Oulton Park*
15 - 17 June	Snetterton 300
22 - 22 July	Brands Hatch GP
17 - 19 August	Cadwell Park
7 - 9 September	Silverstone GP
28 - 30 September	Assen (Holland)

\*denotes bank holiday weekend



# TV COVERAGE and SOCIAL MEDIA

The MCE British Superbike Championship will be screened on Eurosport until 2020 after a new long-term deal was confirmed. Eurosport retains exclusive live TV and digital worldwide rights for every round of the BSB championship, which will be shown in HD. The new agreement increases live coverage of the premier and support classes in the UK specifically, extending to Saturday's qualifying sessions.

Eurosport broadcasts in 54 countries in Europe and 17 countries in the Asia-Pacific region. They understand bike racing and the BSB series, have a strong, growing and loyal viewing audience and they understand how they want the series to grow. Podium riders are interviewed LIVE on TV, granting visible sponsors huge exposure to a Europe-wide audience.

Ducati UK and Ducati TriOptions continuously post videos, photographs and create page posts about the race series on their various social media pages. The pages have a combined following of over 17,000 loyal Facebook supporters.

Naturally the rider will post their activities and race summaries on their respective Facebook pages also.

During the race weekends, our dedicated marketing and PR representative, creates LIVE updates for our social media platforms as well as producing Press Releases, thanking sponsors, significantly boosting and enhancing our sponsors exposure.





# RACE TEAM COSTINGS

The Ducati Trioptions cup is the entry level championship into BSB. Whilst The costs involved are a fraction of those in the headline BSB championship, they are still substantial. Please see below the estimated costs to run a team over an 8 round race season.

Ducati 959 standard road bike - **£13,795**

Ducati Trioptions membership - **£750**

Ducati Trioptions race entry fees - **£2800**

Race Suspension and damper - **£3200**

Tyres - **£5000\***

(4 tyres permitted per round, 1 front 3 rears £615 plus wets if required)

Fuel - **£1000\*** (Race fuel @ £2.46L/ 50l per weekend)

Akrapovic Race exhaust - **£2500**

Upated Brembo front discs - **£1000\***

Engine check beginning of season - **£2000\***

Engine Refresh mid-season - **£2000\***

Race fairings - **£750**

Race parts - **£2000\*** (modifications/parts required to race)

Spare wheels - **£1500\***

Oil - **£320\*** (oil change per round @£39.99)

Brake pads - **£1000\*** (Brembo ZO4 pads @£250 a set)

**Total - £39,615**

\*estimated costs



# SPONSORSHIP PACKAGES

We have many different levels of sponsorship. Your brand logo or website address can be placed on the riders leathers, team branded pit clothing, pit advertising, the Ducati 959 racing machine and transportation vehicles. Sponsorship packages can be tailor made from as little as £150 up to £40,000. The primary sponsorship opportunities are based around cash donations. However, if you think your company could offer the team a product or a service instead, this is also of interest to the team.

## Main Title Sponsor (full season)

Title sponsor gives you the opportunity to have the team name (\*Brand\* Race Team)

The bike and riders Leathers can have your added chosen colour(s)

2 x Large Premium Logos on the bike (option to choose position)

2 x Small Premium Logos on bike (option to choose position)

1 x Large Premium Logo on riders leathers (option to choose position)

Large advertising spaces on all pit advertising boards, team vehicles, promotional clothing & all media outlets including televised shows and race programs

4 x VIP Passes to all races





# SPONSORSHIP PACKAGES

## First Tier Sponsor (full season)

2 x Medium Logos on bike (option to choose position)

2 x Medium Logos on rider's leathers (option to choose position)

Medium advertising spaces on all pit advertising boards, team vehicles, promotional clothing & all media outlets

2 x VIP Passes to 4 rounds of your choice

## Second Tier Sponsor (full season)

2 x Medium Logos on bike (option to choose position)

2 x Medium Logos on riders leathers (option to choose position)

Small advertising spaces on all pit advertising boards, team vehicles, promotional clothing & all media outlets

2 x VIP Passes to 2 rounds of your choice

## Third Tier Sponsor (full season)

2 x Small Logos on bike (option to choose position)

1 x Small Logos on riders leathers (option to choose position)

Small advertising spaces on all pit advertising boards, team vehicles, promotional clothing & all media outlets

2 x VIP Passes to 2 rounds of your choice





# SPONSORSHIP

## Leather Sponsorship (full season)

1 x **Small** Premium Logo

1 x **Medium** Premium Logo on riders leathers

Social Media mentions/posts free with all sponsorship

## Fuel Sponsorship (per round)

Social Media mentions/posts

## Tyre Sponsorship (per round)

2 x VIP Passes to the race/round that you sponsor

Social Media mentions/posts

## Visor Sponsorship (full season)

1 x Visor-wide Logo Banner

Social Media mentions/posts





# LEATHER AND HELMET SPONSOR AREAS



SMALL LOGO AREA, MEDIUM LOGO AREAS,  
LARGE LOGO AREAS, VISOR LOGO AREAS

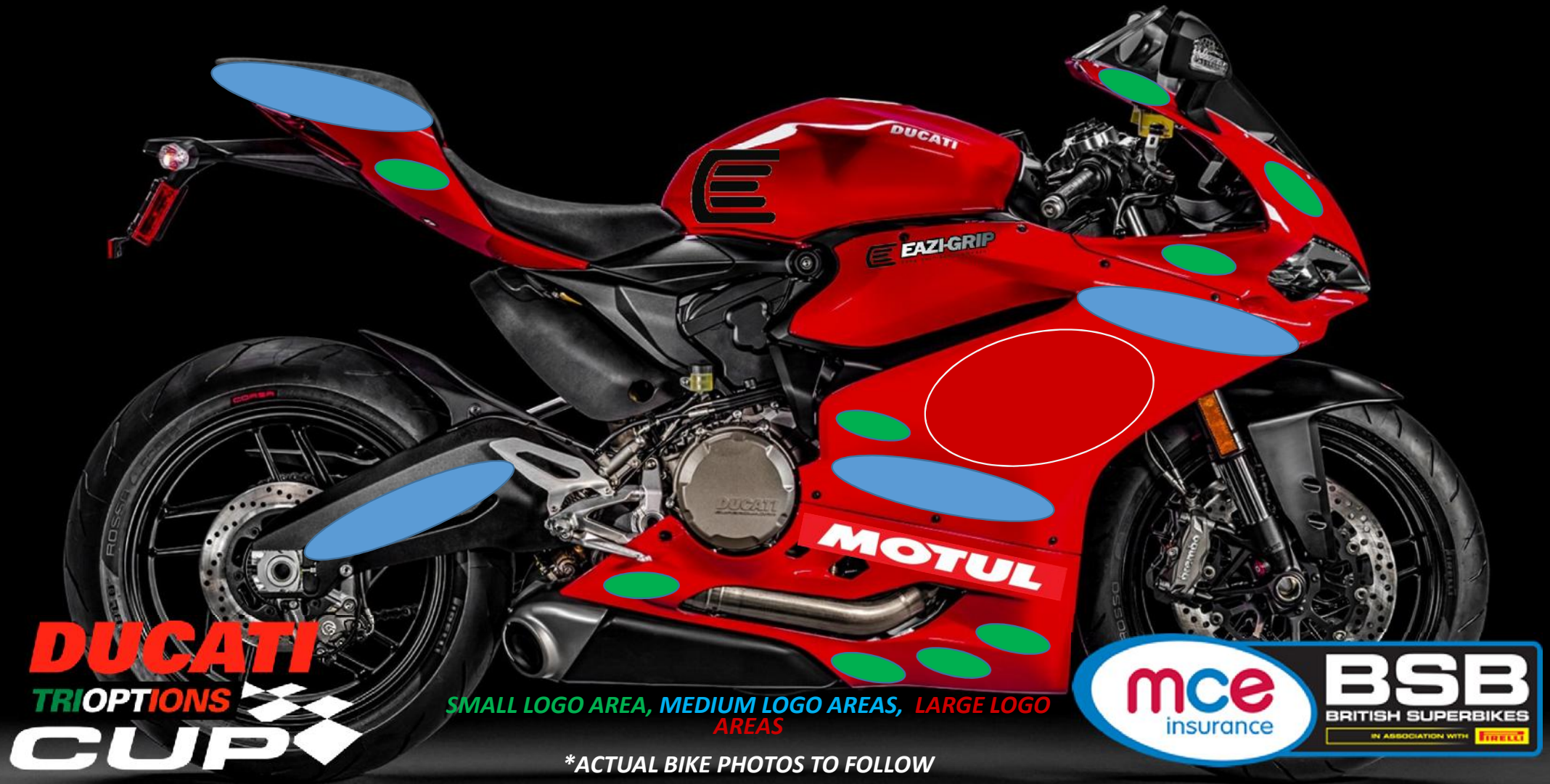
**DUCATI**  
TRIOPTIONS  
**CUP**

**RSF RACING**





# DUCATI 959 PANIGALE RACE BIKE SPONSOR AREAS



# 2018 TEAM SPONSORS



Your logo here



RSF RACING





# 2018 PRODUCT SUPPORT



We'd be delighted to hear from you if you're interested in discussing how RSF Racing could collaborate with you in 2018, to mutual benefit.



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