

72ICKY



Ricky Tarren – Sponsorship Proposal

2016 Motorpoint British Supersport Championship

www.rickytracing.com



INTRODUCTION

My Ambition

I am Ricky Tarren, I am 25 years old and from Tamworth, West Midlands. I race in the Motorpoint British Supersport 600cc series which is one of the support classes for the MCE Insurance British Superbike Championship.

I have progressed through the ranks of racing in various motorcycle classes at National Club level and now competing into the Motorpoint British Supersport Championship.

In 2012 I won the Darley Moor 125 GP Championship where I won all but one race. I also entered 6 BSB Rounds in the 125 class where I found that riding against the best in the country I improved race after race, resulting in my first points scoring result at Silverstone.

In 2013 I competed in my first full season in the British Superbike Series riding for Cresswell Racing in the Motostar British 125cc Championship. My aim was to get into the top 10 in my first year and I did it!! 2013 was to be my last year on a 125 as I wanted to step up to the Superstock 600's on a Yamaha R6.

The plan for 2014 was to use this as a learning year using the Pirelli National Superstock 600 and EMRA Championships to gain experience. I had a successful year doing this and achieved every goal I set myself.

I am riding in the 2016 Motorpoint British Supersport Series for Ricky T Racing as the experience I gained last year was invaluable and feel am I am now ready to make an impact. I feel it has increased my confidence, consistency and race craft, proving that I really can compete at this level and show my potential.

I look forward to meeting with you soon.....



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BIOGRAPHY



Place of Birth: Burton on Trent, England.

Age: 25

Date of Birth: October 2nd, 1991

Nationality: British

Hobbies: Training, Cycling, Go Karting, Snooker

Nickname: Ricky

Racing History

- 2016 Motorpoint British Supersport Championship
- 2015 Motorpoint British Supersport Evo Championship
- 2014 Pirelli National Superstock 600 Championship (Wildcard entries)
EMRA 600cc Championship
- 2013 Monster Energy Motostar British Championship
- 2012 Darley Moor 125 gp champion and Motostar British Championship rounds.
- 2011 Darley Moor 125gp Championship 3rd
EMRA 125gp championship 3rd
- 2010 Competed in two Darley Moor races.
- 2009 Thundersport GP3 (125gp)
- 2008 Darley Moor, EMRA and new era 125gp races
- 2007 Darley Moor, EMRA and new era 125gp races
- 2006 First season on a Derbi 72cc road bike. 5 Rounds.



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DEMOGRAPHICS

British Superbike and Series Overview

The MCE British Superbike Championship and its supporting classes are seen as the most exciting in the world.

The Motorpoint British Supersport Series is seen as the feeder class into the larger classes which include the Pirelli British Superstock 1000 Championship and where all riders are looking to aspire to, the pinnacle which is the MCE British Superbike Championship.

Current riders who have progressed through the classes into the British Supersport, Superstock 1000, BSB and into respective World classes include the likes of... Kyle Ryde, Ben Wilson, Lee Jackson, Keith Farmer, Sam Lowes, Leon Haslam, Neil Hodgson and many more.

This is how important the Motorpoint British Supersport and supporting classes are, to replenish and move riders up and through the various British Championships.

Ultimately, the World racing stage is where all riders aspire to be.



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TELEVISION

TV Coverage

The series has a total audience of over 9 Million viewers.*

Eurosport UK - 4.6 Million

ITV and ITV4 – 4.7 Million

Air time throughout the season is in excess of 344 hours.*

Year on year, viewing figures increase on average more than 18%.*

Average weekend onsite attendance for a season totals over ½ Million people.

BSB attendance figures have increased over the last 2 years by an average 8% per year.

* Figures are UK only and do not include International Eurosport or online viewing through ITV or Eurosport playback facilities.



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BRANDING

British Superbike Series - Team and Rider Personal Sponsors

BSB and all of its respective classes present an opportunity to get your company and brand in prime position for maximum exposure.

Other companies who have seen this potential and invested in the series and its riders come from quite a diverse mix of industry sectors. Electronics, Construction, Food and Beverage, Power Tools and Equipment, Solicitors and Factory Automation.

These include the likes of Tsingtao, Samsung, Milwaukee Power Tools, Tyco Electronics, Haribo Starmix, WD40, Monster Energy, SICK (UK) Ltd, Rapid Solicitors, Buildbase, Oxford Rider equipment, just to name a few.....

All riders, have their respective loyal personal sponsors – family, friends, local businesses and equipment sponsors. We all rely on this to get us on the grid to follow our ultimate passion, Motorcycle Racing.



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OPPORTUNITY

Sponsorship Potential

Please see below what we could potentially provide for you as a prospective sponsor in the Motorpoint British Supersport Series:

A cost effective advertising platform to target your customers with regular coverage in local newspapers and various motorcycle publications in addition to the Motorpoint British Supersport Series which receives coverage on ITV, ITV4 and Eurosport UK.

Coverage on Social Media sites including Facebook, Twitter and LinkedIn.

A direct involvement in the paddock to reflect your company's engagement in the sport using imagery and artwork for your product and brand awareness.

Being an ambassador for your company and products.

Branding potential on leathers and the race bike for prominent and professional corporate presence in the paddock.



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BENEFITS

How it will work

Promotion of your products and services. Brand association with one of the most talked about up and coming young riders in the series for 2016.

A fantastic way to entertain your corporate clients on Race day – a day at the racing doesn't get any better than a weekend at the British Superbikes!!!.

An opportunity to be apart of the series and show your support for a young local British rider.

A link to your company's website and advertising on the Ricky T Racing website.

Brand exposure with followers on Social Media sites and TV exposure during interviews. Regular tweets and blog updates.

We look forward to discussing the proposal further and being a potential partner in 2016.

Lets go racing!!.....



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CONTACT

For more information, please contact:

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Chloe Blanchard

Position – Rider Manager

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Cork Commercial



www.gettagged.co.uk



MR KANG



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