



# Commercial Partner Proposal



## INTRODUCTION

We are delighted to present to you the official commercial partner proposal for IDWe Moto 2 Race Team and rider Sam Wilford.

This proposal will present you with some facts and figures including background information on the championship and insight into the IDWe racing as well as Sam Wilford on the road to MotoGP in the FIM CEV Repsol European Moto 2 Championship.

Our document is designed to give you a feel for what is available in return for yourself by commercially partnering in the 2020 season.

We hope you enjoy the imagery and all the information given. Please do not hesitate to get in contact at any time.



**GROW YOUR BUSINESS THROUGH MOTORSPORT**



## Join Sam's journey as he strives to reach the World Championship.

22-year-old, Sam Wilford has been racing since he was 13 years old and has successfully raced in Aprilia Superteens, Aprilia 450 Super-twins (Double Champion), European Junior Cup, British Supersport 600 and GP2 Championships.

In 2020 Sam will compete the full season in the FIM CEV Repsol European Moto 2 Championship which is a highly competitive series populated by World Championship junior teams and in the past seasons, has seen the top riders in the series consistently move on to the world championship stage as well as wildcard in the Moto 2 World Championship.



## OUR OBJECTIVE



**Our objective** is to offer you an opportunity to connect with a young talented British rider, gain brand exposure through a new and innovative channel, connecting with a forward-thinking and dynamic motorcycle race team.

Target new audiences through your increased visibility and benefit from the insiders view of an exciting, competitive sport. Entertain and network with your new clients and business associates.

**INCENTIVISE AND ENTERTAIN YOUR STAFF  
THROUGH CORPORATE HOSPITALITY AT  
SOME OF THE MOST ICONIC RACE TRACKS**





WE CAN HELP YOU



**We can help you** increase Brand exposure and increase Brand awareness, through connecting your Brand image with an exciting, highly technological sport.

Take advantage of plentiful new data capture opportunities both at-track and digitally. Stand out from your competitors and form an association with a highly marketable brand ambassador and influencer delivered through a mutually beneficial commercial partnership.

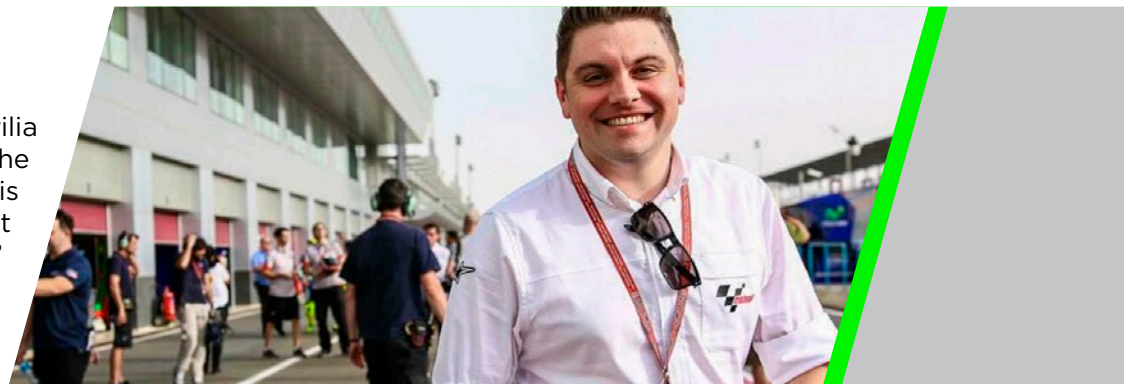
**PROMOTE YOUR PRODUCTS AND SERVICES  
TO A TARGETED DEMOGRAPHIC**



## TESTIMONIALS

"From a novice Superteen, Sam grew into an Aprilia 450 Champion almost overnight, defeating some of the finest young talent around. It was a pleasure to cover his races and witness a shy lad grow into a fierce and fast competitor with a charming personality to boot."

**STEVE DAY**  
Moto GP Commentator /Host

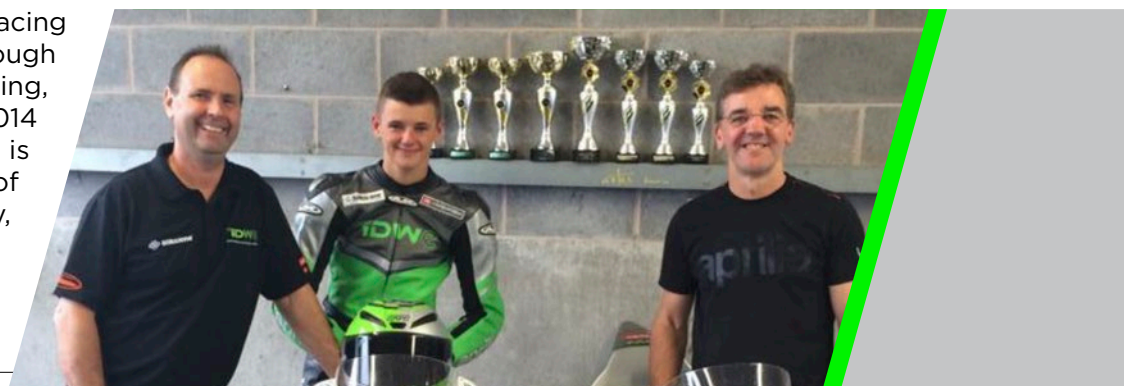


"I've known Sam since he first started racing in the European Junior Cup, which ran as a support category to the FIM Superbike World Championship. Talented on track I was also massively impressed by Sam's off track approach. He has always represented himself, his sponsors and the series in which he is racing positively and clearly sees the importance of media and promotion in addition to results. With the right support he is destined for a long and successful career in the sport."

**MICHAEL HILL**  
WorldSBK Paddock Show Co-ordinator & Host

"I have known Sam for 6 years both personally and in the racing world. He is one of many young riders who has come through the Aprilia Race Series and stood out right from the beginning, winning the Thundersport GB Supertwin Championship in 2014 and the Thundersport RRV450 Championship in 2015. Sam is committed to his racing, his approach is different because of his English/German upbringing this being in a very positive way, he works hard both on and off the bike to achieve his goals."

**IAN NEWTON**  
IN Competition Aprilia Superteens Championship Organiser







The FIM CEV Repsol European Moto 2 Championship is the most competitive race series outside of the MotoGP world championship.

With a diverse entry list consisting of world championship junior teams and international academy teams racing to put themselves in the spotlight and potentially move on to the world championship.

Racing at MotoGP standard race tracks throughout Spain, Portugal and France the racing is highly visible to the MotoGP teams and is an excellent training ground for the riders looking to make the next step in their careers.

The Championship is televised live throughout 30 countries including BT Sport in the UK, Eurosport in Germany, France and Belgium and Movistar in Spain as well as on social media and YouTube giving high viewing figures across all platforms and high visibility.





World class television production with English language commentary broadcast in over 30 countries.

Race, interviews, highlights and more content on the official YouTube channel.



REWARD YOUR TEAM WITH EXPOSURE TO THE  
BEHIND-THE-SCENES VIEW OF MOTORSPORT,  
GETTING CLOSER TO THE ACTION





KEEP UP with the ever-changing marketplace by clearly communicating your brand is up to date and connected with young talent competing in an exciting, highly technological sport.

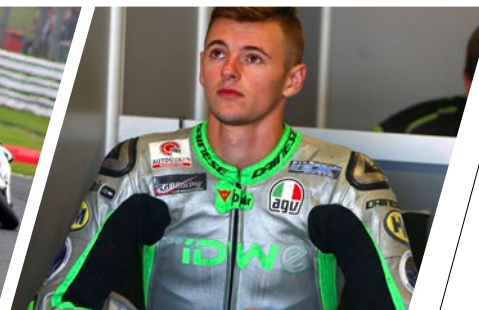
NEW PRODUCTS and BRANDS successfully launch through motorsport marketing campaigns, building brand awareness and creating first adopters quickly for market research and product sampling to a specific demographic.





Motorsport marketing campaigns are highly MEASURABLE showing you great returns on investment through a hugely brand loyal audience base.

ENHANCE YOUR BRAND IMAGE by connecting with young brand ambassadors and social media influencers racing at the front of the pack, in a fast, technological, precise and entertaining sport.





## INVESTMENT LEVEL

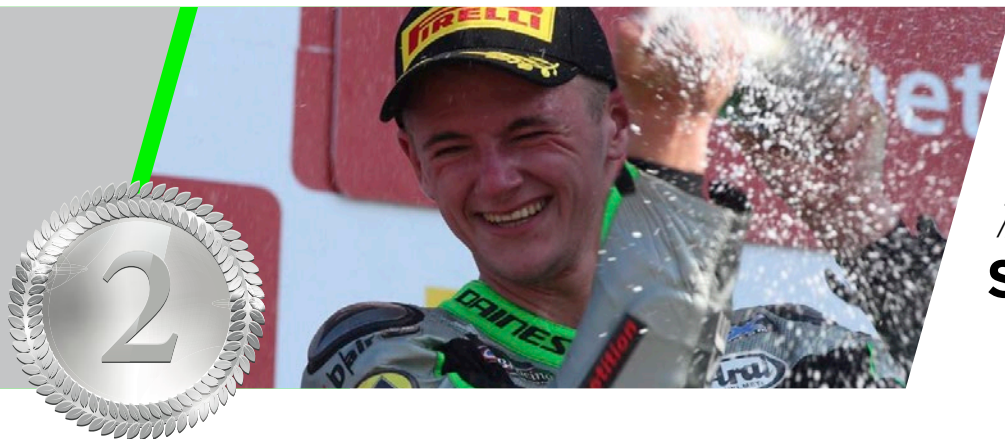
The team runs in Your Name and Colours //  
Full Leathers Branding //  
Full Motorcycle Branding //  
Moto 2 & Rider Appearances at Your Events //  
Corporate Entertainment //  
Social Media Collaboration //

## GOLD INVESTMENT



// Partial Leathers Branding  
// Main Motorcycle Branding (Both sides front nose and tail unit )  
// Full Team wear Branding  
// Social Media Brand Promotion (updates and mentions)  
// Product Launch Activity

## SILVER INVESTMENT



Partial Leathers Branding //  
Partial Motorcycle Branding (main logo both sides) //  
Partial Team Wear Branding //  
Social Media interaction //

## BRONZE INVESTMENT



THANK YOU

Thank you for taking the time to look over the IDWe Racing 2020 Commercial Partnership proposal.

We would be delighted to discuss the possibilities of working together in greater detail.

Craig Muirhead  
email: [racing@idwe.co.uk](mailto:racing@idwe.co.uk)  
Tel: 07500 808088

@wilf35





