

2018 SPONSORSHIP PROPOSAL

MX Athletics



YOUR LOGO COULD BE HERE!

All sponsorship programs can be customized to meet your specific marketing budget and advertising needs.



Thank you for taking the time to consider a New Marketing Program for your business. It involves world-class athletes in a sport that takes the nerve of a soldier, the will of a marathon runner and the fitness level of many other sports combined.

WELCOME TO THE SPORT OF MOTOCROSS AND SUPERCROSS RACING.

THE SPORT



Supercross is a type of motorcycle racing that involves the use of off-road bikes on man-made dirt courses that are often held in a stadium or arena. Supercross riders must be skilled not only at maneuvering a motorcycle around sharp turns and at high speeds, they must also be capable of successfully negotiating the jumps that are built into the dirt track. Though supercross is very similar to motocross, the two sports are separate entities.

While many riders compete in both supercross and motocross, there are some key differences in how each event is carried out. Supercross is typically an indoor event held in a stadium, while motocross takes place at an outdoor track. Another difference between supercross and motocross is the fact that the supercross track is completely man-made, from the jumps to the turns, while a motocross track is partially man-made, but assisted by the presence of preexisting natural areas.

The races are also slightly different. Supercross has a set of heat races and then a 20 lap main event race. Motocross has two time-qualifying races and two 40-minute main event races. Additionally, Supercross events take place early in the calendar year, typically starting in January. Motocross events are typically run through the summer months after Supercross is over.

A typical Supercross race held at around twelve stadiums events a year are attended by around 120 -150 riders per event and care the same support teams with them varying between one to twenty members of their team.

2017 Live Event Total: 831,000 attendees
2017 Live Event Average: 52,000 attendees per market
2017 Pit Party Total: 329,000 attendees
2017 Pit Party Average: 29,000 attendees per market

BEHIND THE VICTORY: THE ATHLETE



The heart rate of a rider can reach upwards of 180 to 190 bpm and beats around 165 bpm thru the 35-minute race.

Practice is done twice a day with an addition of two 15 min practice sessions per event. Riders can burn an average of 1500 to 2000 calories per event. The riders diet intake and workout program is crucial. Riders are always looking to find that best nourishment.

Typical week for a motocross athlete

- Gym 3-4 days a week
- Ride 3-4 days a week
- Cycle or crosstraining 1-2 days a week
- Cap it off with racing on the weekends!



SPONSORSHIP PROGRAMS

PROGRAM CRAWL

What you Get....

- Logo on motorcycles rear fender and side air box covers (3) @ 4 sq. inches each.
- Logo on Race Jerseys. (1) 6 sq. inches
- Logo on hero cards (associate level)
- Tagged in social media platforms
- Mentioned in interviews

What We Get...

- \$1,500 per rider per race weekend.
- Total of (8) 2017 west coast Supercross Races
- Total of (12) 2017 AMA outdoor motocross National Races

SEE ATTACHED SCHEDULE FOR RACES

PROGRAM WALK

What you Get....

- Custom Helmet design
- Logo on custom canopy at race events
- Logo on motorcycles radiator shrouds (primary sponsor location)
- Logo on race Jerseys. (1) 6 sq. inches
- Logo on hero cards (associate level)
- Tagged in social media platforms
- Mentioned in interviews
- (2) Guest credentials per race

What We Get...

- \$15,500 per rider (covers (2) custom helmets and (2) 12x20 custom canopies, fresh bike graphics per race)
- \$1,500 per rider per race weekend.
- Total of (8) 2017 west coast Supercross Races
- Total of (12) 2017 AMA outdoor motocross National Races

SEE ATTACHED SCHEDULE FOR RACES

PROGRAM RUN

What you Get....

- Primary sponsor on custom vehicle rap on Team Hauler
- Primary sponsor on custom race canopy off Team Hauler
- Primary sponsor on custom helmet design
- Custom canopy at race events
- Logo on motorcycles radiator shrouds (primary sponsor location)
- Logo on Race Jerseys.
- Logo on hero cards (primary sponsor level)
- Tagged in social media platforms
- Mentioned in interviews
- (4) Guest credentials per race

What We Get...

- \$382,000.00 in (2) payments (October 10, 2016 and April 10, 2017) for (3) Rider Team (see cost break down on next page)
- Total of (8) 2017 west coast Supercross Races
- Total of (12) 2017 AMA outdoor motocross National Races

SEE ATTACHED SCHEDULE FOR RACES

PROGRAM RUN - BREAKDOWN

Travel Cost for 3 Riders - \$1500 each x 26 events	\$117, 000
Truck Driver / Mechanic	\$27,000
Team Manager Travel	\$14,000
Fuel for Team Haul	\$26,000
Fuel for bikes	\$20,000
Team Hauler vehicle wrap and canopy	\$25,000
Credentials	\$6,000
Race Bikes	\$40,000
Engine Mods	\$60,000
Suspension	\$35,000
Wheels & exhaust	\$12,000
TOTAL	\$382,000



2018 SCHEDULE



Date	Venue	City
January 6	Angel Stadium	Anaheim, CA
January 13	NRG Stadium	Houston, TX
January 20	Angel Stadium	Anaheim, CA
January 27	University Of Phoenix	Glendale, AZ
February 3	Oakland Alameda Coliseum	Oakland, CA
February 10	PETCO Park	San Diego, CA
February 17	AT&T Stadium	Arlington, TX
February 24	Raymond James Stadium	Tampa, FL
March 3	Mercedes-Benz Stadium	Atlanta, GA
March 10	Daytona Intl. Speedway	Daytona, FL
March 17	The Dome at America's Center	St. Louis, MO
March 24	Lucas Oil Stadium	Indianapolis, IN
April 7	CenturyLink Field	Seattle, WA
April 14	U.S. Bank Stadium	Minneapolis, MN
April 21	Gillette Stadium	Foxborough, MA
April 28	Rice-Eccles Stadium	Salt Lake City, UT
May 5	Sam Boyd Stadium	Las Vegas, NV

West Coast Circuit

East Coast Circuit

Supercross Finals

CONTACT



We understand the importance and value of creating great relationships with our business sponsors. All sponsorship programs can be customized to meet your specific marketing budget and advertising needs.

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