



## RPM Racing Team 2015 Sponsorship Proposal





## INTRODUCTION:

Welcome to RPM Racing Team.

We are a KTM Factory Support Off Road motorcycle race team seeking financial sponsorship and or product support in return for promoting your company's product and or service.

Our focus is on 4 major series. ESPN X Games, Geico EnduroCross, FIM World Super Enduro and WORCS. We will race some limited National Hare & Hound, GNCC and National Enduro events.

RPM Racing Team was formed in 1980 and has been a successful motorcycle, car racing and NASCAR Truck racing business.

Team Owner Mike Hurlbert started racing motorcycles in 1974. Then raced cars and NASCAR Trucks from 1980 to 1996. Hurlbert accumulated 11 Championships in various series before hanging up the helmet up to build his own motorcycle race team for the future.

## OUR ACCOMPLISHMENTS:

Since the start RPM Racing Team riders have accumulated over 50 Local, Regional and National Championships in the U.S. Canada and Mexico. As well as several other countries with our Bronze, Silver and Gold Medal riders from ESPN X Games and International Six Days Enduro competition (ISDE).

Our first major championship in 2004 was won by Maria Forsberg in the World Off Road Championship Series (WORCS). Maria repeated in 05,07 and 08. Maria also won Gold medals in ISDE in 08 and 09. She won XGames Gold 2011 as well as the GNCC Championship.

In 2010 Kacy Martinez won the WORCS Women's Championship and repeated in 11. Kacy was also AMA Woman rider of the year in 2010. Kacy moved on to race for the KTM factory team in 2014 and won the GNCC Championship & XGames Gold Medal.

Ivan Ramirez won the WORCS Pro 2 Championship for us in 2012. Eric Yorba repeated for RPM in 2013. Justin Jones finished 3<sup>rd</sup> at WORCS championship points as a rookie in 2013. Bobby Prochnau from Canada won the 2013&14 Canadian Enduro Championships. Chantelle Bykerk won the 2013 Championship in the Geico EnduroCross series.

For 2014 Travis Coy has the WORCS Pro2 Championship locked up after 5 straight victories. Our newly signed Woman Pro Rachel Gutish finished XGames with a Bronze medal. Eric Yorba is 2014 Big 6 Champion.



*Past WORCS Championship with  
Kacy Martinez*



*Past WORCS Pro2 Championship with  
Ivan Ramirez*



*2014 WORCS Pro2 Champion  
Travis Coy*

## 2015 RPM RIDER HIGHLIGHTS:

**Cody Webb** – Currently 1<sup>st</sup>. in EnduroCross points. Former men’s National Trials Champion. Multiple AMA EnduroCross wins, XGames Silver Medalist.in 2014. Winner of Last Dog Standing, Tennessee Knockout, Las Vegas, EnduroCross.



*Cody Webb*

**Ty Tremaine** – Youngest rider in history to qualify for XGames final in LA and TX. Top 10 EnduroCross competitor. Will race all EnduroCross and World Events with Cody Webb in 2015.

**Bobby Prochanu** – Multi-time Canadian Enduro and Off Road Champion. Consistent top 10 competitor at EnduroCross. Won the last 4 out of 6 Desert 100’s.

**Chantelle Bykerk** – 2013 Women’s EnduroCross Champion. XGames Bronze Medalist in 2012. Canadian Women’s Off Road Champion.

**Travis Coy** – 2014 WORCS Pro2 Champion. 5 years with RPM Racing Team. Moving to WORCS Pro in 2015. Long time girlfriend Kacy Martinez is Women’s GNCC Champion and XGames Gold Medalist.

**Eric Yorba** – 2014 Big 6 Pro Champion as a rookie pro. Currently 5<sup>th</sup> in WORCS Pro Points. 2013 WORCS 450A Champion. 2013 WORCS Pro2 Champion. Eric has won a very impressive 7 out of 10 WORCS Pro2 events in 2013. Will race WORCS, Baja and Hare and Hound events in 2015.

**Rachel Guttish** – Currently 2<sup>nd</sup> in 2014 EnduroCross points. Won Bronze Medal in XGames. 4.0 grade average student. 2<sup>nd</sup> in 2013 Women’s EnduroCross points. Won the Las Vegas final in 2013. ISDE 6 days Silver Medalist in 2013. Will race EnduroCross, XGames, ISDE and GNCC in 2015.



*Rachel Guttish*



*Travis Coy*



*Ty Tremaine*



*Eric Yorba*



*Chantelle Bykerk & Bobby Prochnau*

# GREAT EXPOSURE

In 2015 ESPN X Games Enduro X will be in Austin, TX. The exposure for sponsors has tremendous potential.

Television, internet and social media will reach over 100 million households worldwide with all of our racing activities in 2015.

Live attendance, travel, and direct exposure will reach millions more from coast to coast and worldwide.



## MARKETING VALUE AND EXPOSURE:

- Direct fan based exposure.
- Brand loyalty from team and rider exposure.
- Worldwide television, internet and media exposure.
- Website and social media exposure.
- Press releases, event and media reports.
- Sponsor promotions and advertising.
- Rider postcards and autograph sessions.
- Event promotions and displays.
- Hospitality for clients, special guests and employees.
- Apparel and souvenirs to provide added exposure.
- Race transporters, rolling billboards.

## 2015 EVENT DESCRIPTION:



### ESPN X GAMES

- Three-Day Action Sports Event in Austin, TX
- **Live ABC or ESPN Television Coverage**
- 1,500,000 TV Viewers
- 160,000 Spectators for X Games
- ESPN Online and Social Media Coverage
- Huge Mainstream Media Reach



### AMA EnduroCross

- 12 Round Series
- February – November
- 100,000 Spectators and Participants.
- Live Webcast
- Television Broadcast on MavTV



### **FIM World Indoor SuperEnduro**

- 6 Round World Series in Germany, Finland, Poland, Brazil, Mexico and France.
- December – March
- 100,000 Spectators and Participants.
- Television Broadcast on Speed TV in the US, additional sports networks worldwide.
- Worldwide print media, electronic media and social media exposure.



### **WORCS Racing**

- 9 Round Series in Western United States – CA, AZ, NV, UT, WA
- January – October
- 30,000 Spectators, fans and participants.  
Print media, electronic media and social media exposure.

**GNCC – Team riders will compete in 3 to 5 GNCC events.**

**Columbia EnduroCross – 1 time indoor event in Medellin, Columbia.**

**Erzberg Rodeo – 1 time special extreme event. Austria.**

**King Of The Motos – 1 time special extreme event. California.**

**Tennessee Knockout – 1 time special extreme event. Tennessee.**

**Desert 100 – 1 time special extreme event. Washington.**

**Canadian National Enduro Series – Prochnau and Bykerk, Canadian Off Road Champions.**

## CLOSING SUMMARY



My life has been filled with racing. From motorcycles to race cars to NASCAR trucks and back to motorcycles. From 1974 to 2001, racing myself. In 2001 to current, I decided to take my lessons learned and wealth of experience to start building this motorcycle race team. Our team has evolved into one of the best in the world. We are surrounded with great riders, personnel, sponsors, family, friends and fans.

We will again compete for Off Road race wins and championships in 2015. We are getting bigger and better with live audiences, television, radio, social media, press releases, newsletters, race reports. A full range of added promotional value and exposure for our sponsors.

We currently have a great group of men and women riders all ready and capable to win future races and championships. All professional representatives for our sponsors.

Six of our events will be World rounds in 2015. Four more will be in Canada. The other 20 plus events are in all regions of the U.S., from Seattle to Florida.

We have been a KTM Factory Support Team with many of the same team sponsors for over a decade.

Our team slogan says it all. "SUCCESS IS OUR ONLY OPTION". It's the only option for everyone involved.

Please consider joining us for a great future of results, exposure and ultimately increased business from all of us working together.

### **Michael Hurlbert - Owner**

461 E. Pole Rd.  
Lynden, WA 98264

**P:** 360-398-1316

**Cell:** 360-927-3841

**E** MikeHurlbert@msn.com

[www.rpmracingteam.com](http://www.rpmracingteam.com)

