

ROB HOYLES RACING

SPONSORSHIP OPPORTUNITIES FOR 2010



#59

ROB HOYLES RACING

SPONSORSHIP OPPORTUNITIES FOR 2010

INTRODUCTION

First of all, thank you for taking the time to read this. Unless you're as excited as I am about racing motorcycles, then you've done well to get this far and I'm truly grateful.

For 2010, I'm looking to compete in the Metzeler National Superstock Championship. After four seasons spent racing at the sharp end of the club scene, I feel that I've accumulated the experience required to compete at this high level along with all the equipment needed to run for a season.

From my ten-year-old van, even older caravan, tools and kit all the way through to the best bit – a freshly built Honda CBR1000RR backed by my main sponsor Paul Counce (who has since become a good friend and an integral part of the team), everything is in place.

Motorcycle racing is an expensive sport. I've been lucky to have attracted help over the years with product support from myriad companies with everything from consumables to paintwork. Hopefully they've enjoyed the coverage and being part of the fun as much as I've enjoyed using their products.

Every year I work as hard as I can to fund my sport. I put everything I can into it and unfortunately, quite often more than that. The result is an untenable level of investment that I can't maintain on my own for much longer.

Any financial help through sponsorship is always appreciated and hopefully shown through various activities and events that sponsors can enjoy along with their friends and clients.

I've included a (fairly) brief history of what I've been up to until now. Don't feel too bad if you get bored with that – just skip to the back to get the hard facts and figures!

I look forward to answering any questions you may have and, hopefully welcoming you into the wonderful world of motorcycle racing for 2010...

Thanks again,

Rob #59

ROB HOYLES RACING

SPONSORSHIP OPPORTUNITIES FOR 2010

A (FAIRLY) BRIEF HISTORY

I competed in my first season of road racing in 2006, having left *Fast Bikes Magazine* as Road Test Editor to work for myself as a freelance motorcycle journalist and sports writer.

I was determined to try my hand at road racing, so I invested my time and money into a series of articles that I managed to get published in *Motorcycle Racer Magazine*. The brief was a fairly simple one: to first turn a tired track bike into a potential race winner and to then find out as much about racing in the UK as possible by competing at different clubs, giving the reader an insight into what it's like from a newcomer's viewpoint.

Winning first time out at Mallory Park was the surprise reward for the hard work that had gone on through the winter at Rhencullen Racing's Hinckley workshops – I went on to take ten wins and twenty podium finishes in my first season of competition – think that's what got me hooked...

I started the year as a raw novice and set a personal goal of attaining my National road racing licence in my first year of competition.

I managed to do this in the minimum number of required meetings meaning that I can now compete in any race class in the UK and now, three years on, even have scope to ride at international events.

For the 2007 season, I transformed a bog standard 2006 Yamaha YZF-R6 road bike into a Supersport race bike at RJS Superbike's new Mallory Park workshops. This ran as a 'project bike' feature in *Motorcycle Racer Magazine* over several issues as I worked together with Rob Simpson, showing the reader what can be achieved on a limited budget.

Following on from a fairly successful debut season, I decided to try my hand racing in the hyper competitive MRO Supersport Championship.

A pre-season crash left me with a fractured pelvis and torn groin ligaments, but just two weeks later I competed at the first round at Brands Hatch. It was pretty sore, but I was happy to come away joint fifth in the championship.

Budget constraints resulted in a few mechanical non-scores during the season, including missing the entire sixth round at Snetterton.

The 2007 season was a huge learning curve for me and, having achieved a pole position and three podiums that took me to a creditable fifth place in the championship in only my second year of competition, I looked forward to 2008.

2008 was a good year, both in terms of results and developing my skills. I proved that I could run at National level pace, ending the season on a par with the vastly more experienced Gary May as a close runner-up in the Thundersport 600 championship posting new lap records at both Anglesey and Donington National as well as having qualified and raced in the British Supersport Championship. To gauge my improvement I rode in selected MRO Supersport rounds, scoring eight podiums including three wins from ten races.

2009 saw me take up the challenge of racing a 1000cc machine for the first time. Thanks to help from Newark-based businessman, Paul Counce, I was able to build a new Honda CBR1000RR into a Superstock-based machine to compete in Thundersport GB GP1 with the view to moving up to the British Championships in 2010.

2009 started brightly, with regular visits to the podium despite the bog-standard engine and minimal chassis modifications. A crash at Oulton Park left me with a dislocated right collarbone, though just five weeks later I had both my bike and body fixed in time for Snetterton, finishing the weekend with my best results of the year.

Poor tyre choices cost me points at both Pembrey and Donington, while pushing too hard after setting a new club lap record at Brands Indy (47.8s) resulted in two crashes, chasing down the full-blown Superbikes of the leaders.

The run of bad luck continued at Anglesey after tangling with less experienced riders in practice - avoiding an impact resulted in crashing, breaking my left collarbone and putting me out of the penultimate round and ultimately the title chase.

Things didn't really improve at the Rockingham finale. Still suffering pain from the left collarbone injury, I was sideswiped at the first turn of the first race, rendering my bike a wreck and leaving me battered and unable to continue.

But it's been an encouraging year. With too many riders with big budgets now club racing, I'm keen to try my luck in the National Superstock Championship where tyre use and machine modification is limited to keep the costs down and the level of racing up.

Having spent four hugely enjoyable seasons racing at club level, the time has come to up it a gear. As a friend of mine recently said: "It's better to be at the back of the best than at the front of the rest."

I couldn't have put it better myself!

ROB HOYLES RACING

SPONSORSHIP OPPORTUNITIES FOR 2010

PACKAGES

Sponsorship packages start from as little as £500 all the way up to £15,000 for full title sponsorship to race in National Superstock.

Principle benefits include:

- A cost effective and taxable advertising platform to target your customer with regular coverage in local newspapers and various motorcycle publications in addition to the National Superstock series receiving fantastic television coverage on both *ITV* and *Eurosport*.
- A fantastic way to entertain corporate clients – a day at the races doesn't get any better than a weekend at a British Superbike meeting!
- A direct involvement in one of the most exciting sports on earth – reflect your company's dynamism using imagery and artwork from your racing involvement.
- Use of the race machine for corporate displays, shows etc. This will be delivered and chaperoned, meaning no hassle for you or your staff.
- Branding on team clothing and race bike for a prominent and professional presence in the paddock.
- Your company's logo on the team's Mercedes Sprinter van – a mobile advert driven every day covering 30,000 miles all over the country annually.
- Branding on helmet/leathers used in a variety of magazines in Rob's role as a freelance magazine road tester – ensuring even more coverage for your money.
- A link to your company's website from the robhoyles.com website.

Tailored packages

We understand that every business is different and has different needs. We also understand that any involvement and investment with the race team has to bring with it a benefit to you, the sponsor. Packages can be tailored to suit your needs wherever possible. To discuss your requirements, get in touch and ask us what's in it for you!

ROB HOYLES RACING

SPONSORSHIP OPPORTUNITIES FOR 2010

THE RACER

Name: Rob Hoyles
Born: Southampton, August 9th, 1974
Height: 5ft 9ins
Weight: 11.5 stones
Lives: Yaxley, Cambridgeshire
Marital Status: Married to Nicky
Nickname: Hoylesey
Hobbies: Mountain biking, road cycling, enduro, trials



CONTACT DETAILS

Home: 01733 242176
Mobile: 07812 247412
Email: rob@robhoyles.com
Website: www.robhoyles.com

ROB HOYLES RACING

SPONSORSHIP OPPORTUNITIES FOR 2010

THE RESULTS – 2006

ROOKIE YEAR – Yamaha YZF-R6

Date	Club	Venue	Conditions	Class	Results
05-03-06	EMRA	Mallory Park	Cold, sunny	Formula 600	10 th , 5 th
05-03-06	EMRA	Mallory Park	Cold, snowing	Novice Open	1 st
02-04-06	AUTO66	Cadwell Park	Wet and windy	Rookie 600	1 st , 2 nd
02-04-06	AUTO66	Cadwell Park	Wet and windy	Clubman 600	2 nd , 2 nd
22-04-06	NG Racing	Donington Park	Sunny	Formula 600	6 th , 7 th
22-04-06	NG Racing	Donington Park	Sunny	Open 1300	2 nd
13-05-06	Bemsee	Brands Indy	Sunny	Rookie 600	5 th , 1 st , 1 st , 1 st
28-05-06	Derby P'nix	Donington Park	Overcast	Formula 750	1 st , 1 st
28-05-06	Derby P'nix	Donington Park	Overcast	Open 1300	1 st , 6 th
10-06-06	Bemsee	Snetterton	Sunny	Rookie 600	1 st , 2 nd , 1 st , DNF
8-07-06	New Era	Oulton Park	Wet	Formula 600	19 th , 18 th
29-07-06	Bemsee	Brands Indy	Sunny	Clubman 600	11 th , 8 th , 5 th , 6 th
19-08-06	Bemsee	Snetterton	Wet and windy	Clubman 600	7 th , 6 th , 5 th , 3 rd
27-08-06	MRO	Pembrey	Cool, dry	Supersport	9 th , DNF, 6 th
16-09-06	Bemsee	Brands GP	Warm, dry	Clubman 600	6 th , 2 nd , 2 nd , DNF
7-10-06	Bemsee	Brands Indy	Overcast	Clubman 600	3 rd , 4 th , 3 rd , 3 rd

THE RESULTS – 2007

MRO SUPERSPORT – Yamaha YZF-R6

Date	Venue	Conditions	Qual	Results	C/ship Pos
11/12-03-07	Brands Indy	Cold, sunny	7 th	6 th , 5 th , 8 th	=5 th
21/22-03-07	Lydden Hill	Cold, wet, dry	9 th	7 th , 5 th , 4 th	4 th
28/29-04-07	Cadwell Park	Dry, sunny	6 th	11 th , 2 nd , DNF	4 th
12/13/05/07	Brands Indy	Dry, cold, wet	7 th	7 th , 8 th , 9 th	5 th
26/27-05-07	Pembrey	Wet, windy	6 th	4 th , 5 th , 5 th	5 th
7/8-07-07	Snetterton	Dry, sunny	DNS	DNS	6 th
21/22-07-07	Brands GP	Dry, overcast	4 th	7 th , DNF, 6 th	6 th
11/12-08-07	Cadwell Park	Mixed	7 th	6 th , 6 th , 7 th	5 th
26/27-08-07	Mallory Park	Dry, sunny	Pole	3 rd , 3 rd , 4 th	5 th
15/16-09-07	Snetterton	Dry, sunny	6 th	5 th , 5 th , 4 th	5 th

THE RESULTS – 2008

THUNDERSPORT 600 – Yamaha YZF-R6

Date	Venue	Conditions	Qual	Results	C/ship Pos
16-03-08	Mallory Park	Cold, damp	2nd	2 nd	2 nd
5-04-08	Oulton Park	Cold, sunny	4th	4 th	3 rd
17/18-05-08	Cadwell Park	Dry, sunny	4th	4 th , 4 th , 3 rd	2 nd
31/01/06/08	Brands Indy	Warm, sunny	3rd	2 nd , 2 nd , 3 rd	2 nd
28/29-06-08	Snetterton	Dry, windy	4th	2 nd , 1 st , 2 nd	2 nd
27-07-08	Mallory Park	Hottest day of year!	2nd	3 rd	2 nd
23/24-08-08	Pembrey	Variable	2nd	DNS, 2 nd , 2 nd	2 nd
13/14-09-08	Anglesey	Warm, sunny	2nd	1 st , 1 st , 1 st	2 nd
18-10-08	Donington	Cold, sunny	2nd	2 nd , 2 nd	2 nd
19-10-08	Mallory Park	Cold, sunny	2nd	2 nd	2 nd

MRO SUPERSPORT – Yamaha YZF-R6

Date	Venue	Conditions	Qual	Results
22-03-08	Donington Park	Cold, snow, sleet	Pole	3 rd , DNF
26-04-08	Cadwell Park	Dry, sunny	3rd	3 rd , 2 nd , 2 nd
19/20-07-08	Brands Indy	Dry, overcast	5th	1 st , 2 nd
15/16-08-08	Oulton Park	Dry, cold, drizzle	Pole	1 st , 1 st

THE RESULTS – 2009

THUNDERSPORT GP1 – Honda CBR1000RR

Date	Venue	Conditions	Qual	Results	C/ship Pos
15/16-03-09	Mallory Park	Cold, damp	3rd	2 nd , 3 rd , 3 rd	3 rd
12/13-04-09	Cadwell Park	Variable	2nd	3 rd , 4 th , 2 nd	3 rd
17/18-05-09	Pembrey	Dry, sunny	7th	6 th , 6 th , 3 rd	3 rd
06-06-09	Oulton Park	Wet, cold	12th	DNF	3 rd
11/12-07-09	Snetterton	Dry, cold	4th	2 nd , 2 nd , 3 rd	3 rd
26-07-09	Donington GP	Wet	6th	10 th	3 rd
30/31-08-09	Brands Indy	Warm, sunny	3rd	3 rd , DNF, DNF	2 nd
12/13-09-08	Anglesey	Warm, sunny	N/A	OUT INJURED	3 rd
17/18-10-08	Rockingham	Cold, overcast	7th	DNF, INJURED	3 rd



#59