



ROB HOYLES RACING

sponsorship opportunities for 2011



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 2011, I'm looking to compete in the Metzeler National Superstock Championship. After four seasons spent racing at the sharp end of the club scene, last season I took the plunge and despite limited resources, at the time of going to press had already scored three top twenty finishes despite running a three-year-old bike on a shoestring budget.

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 I've given them through the various publications I write for 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 a bit 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 2011...

Thanks again,

Rob #59

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.

Determined to try my hand at road racing, I invested my time and money into a series of articles that were 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 – I went on to take ten wins and over twenty podium finishes in my first season.

I started the year as a complete novice and set a personal goal of attaining my national road racing licence in my first year of competition. This I achieved within seven months.

Following on from a very 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. I was sore, but happy to come away joint fifth in the championship.

During the 2007 season I 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 despite missing two rounds due to a lack of finance.

2008 was a fantastic year, both in terms of results and developing my skills. I proved that I could run at National pace and ended the season on a par with the vastly more experienced Gary May as a close runner-up in the Thundersport 600 championship posting new club lap records 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 Caunce, I was able to build a Honda CBR1000RR8 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 bike and body fixed in time for Snetterton, finishing the weekend with my best results of the year.

Some poor tyre choices cost me points at both Pembrey and Donington, while a freak accident at Anglesey avoiding taking down a fellow rider resulted in a broken left collarbone, putting me out of the penultimate round and ultimately the title chase.

I recovered quickly for Rockingham. Still suffering pain from the left collarbone injury, I qualified well but was sideswiped at the first turn of the first race, rendering my bike a wreck and leaving me battered and unable to continue. Despite all of this, I finished third in the GP1 Championship in my first year on a 1000cc machine.

2010 has been my best year to date by far. With a lack of budget making it hard to compete at the level I'd really like to, I've accepted my first year racing in the Metzeler National Superstock Championship as a learning year and have thoroughly enjoyed improving my technical skills as well as my riding.

I'm riding better than ever before, I'm training harder than ever and know that with a little backing and support, 2011 could be a fantastic year for everyone involved – I hope that you too want to be a part of what I can promise to be a very exciting year!

PACKAGES

Sponsorship packages start from as little as £500 all the way up to £36,000 for full headline sponsorship.

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 coverage on 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!



THE RACER

name	Rob Hoyles
born	Southampton, August 9th, 1974
height	176cm
weight	73kg
lives	Yaxley, Cambridgeshire
marital status	married to Nicky
nickname	Hoylesey
hobbies	road cycling, mountain biking enduro, trials



CAREER HIGHLIGHTS

2006 (Rookie year - 2005 Yamaha R6)

Best result: 10 race wins
Podium finishes: 21
Pole positions: 8
Number of fastest laps: 11

biggest achievements: *earning my National Licence in the minimum number of meetings having started the year as a novice*

2007 (MRO Supersport - 2006 Yamaha R6)

Best result: Second place at Cadwell Park
Podium finishes: 3
Pole positions: 1
Number of fastest laps: 3

biggest achievements: *finishing in the top five of a competitive national championship on a fairly standard machine.*

2008 (MRO & TSGB600 - 2006 Yamaha R6)

Best result: 7 race wins
Podium finishes: 24
Pole positions: 3
Number of fastest laps: 1

biggest achievements: *finishing the TSGB600 Championship as runner-up and setting the outright 600cc lap record at Donington National circuit.*

2009 (TSGB GP1 - 2008 Honda CBR1000RR)

Best result: 4 second-place finishes
Podium finishes: 10
Number of fastest laps: 1

biggest achievements: *finishing the TSGB GP1 Championship in third place despite missing rounds due to injury and setting a new club 1000cc lap record at Brands Hatch Indy circuit.*

2010 (Various - 2008 Honda CBR1000RR)

Best result: 4 race wins
Podium finishes: 4
Pole positions: 2
Number of fastest laps: 2

biggest achievements: *qualifying for every British Championship race entered and regularly finishing inside the top twenty running on a shoestring budget.*



#59

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RACING

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