

# IRNIERACING SPONSORSHIP INFORMATION



***irnie racing***

p: 250-869-2515 e: [info@irnieracing.com](mailto:info@irnieracing.com)

155 Holbrook Rd W Kelowna BC V1X 1S1

[irnieracing.com](http://irnieracing.com)

January 30, 2011



## Sponsorship Proposal Request

Marcel Irnie offers a cutting-edge multi-media marketing opportunity for 2011 sponsors. Irnie's unique approach to racing, and video production has made him a fan favorite, creating exciting action on and off the track.

[Irnieracing.com](http://Irnieracing.com) reaches an international audience, targeting motorsports and video enthusiasts. The website traffic has doubled over the past six months, and continues to grow in the off-season. For example, November 2010 brought 13,092 unique visitors with 40,947 page views. A Feature Film is produced for each race, or event weekend, to complement the Press Releases / Newsletters. The Newsletter mailing list currently consists of 1549 motorsport enthusiasts.

[Irnieracing.com](http://Irnieracing.com) is a great investment for sponsors. Yearly motorcycle sales alone in the USA are over 15 Billion Dollars, and over 1.5 Billion in Canada. Motorcyclists are enthusiasts and are a very attractive demographic, including active lifestyles with significant discretionary income. Every race weekend gives Marcel an opportunity to directly engage racing fans and promote sponsors' brands. Irnie Racing is improving brand awareness. Canadian and USA National exposure includes: TSN televised races, SPEED TV televised AMA races, Cycle Canada Magazine feature article, Roadracing World Magazine Advanced Motorcycle Gear advertisement, Race Club DVD Films, Online HD videos, Guest Film appearances, Radio spotlights, Global News TV features, event photography, and on-site displays, all with exciting action you just can't beat.

Marcel Irnie brings a professional commitment to both his racing and promotion of sponsors. Some of his strengths include perseverance, planning, and a talent for racing. He has a Fine Arts Diploma from Okanagan University College, with a Major in Video Production, and a minor in Marketing.

Irnieracing is thankful for the help and support from 2010 Sponsors: AMSOIL Synthetics, Advanced Motorcycle Gear, Blue Streak Racing, British Columbia Trailer, EBC Brakes, Fluid Suspension Science, Go Pro Camera, Kreater Customs, Magna-Tech Services, Muller Motor Sports, Munro-Cylinder Heads, Oneonedesign, Pinnacle Physiotherapy, Valley Moto Sport, and World Gym Kelowna.

Please find enclosed further information with respect to Irnie Racing's proposal.

Sincerely

Irnieracing

p: 250-869-2515 e: [info@irnieracing.com](mailto:info@irnieracing.com)

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## IRNIE RACING IS SEEKING SPONSORSHIP

### VISION:

Make an enjoyable, profitable career in motorsports, and video production.

### MISSION:

Professional commitment to excellence in racing and marketing of sponsors.

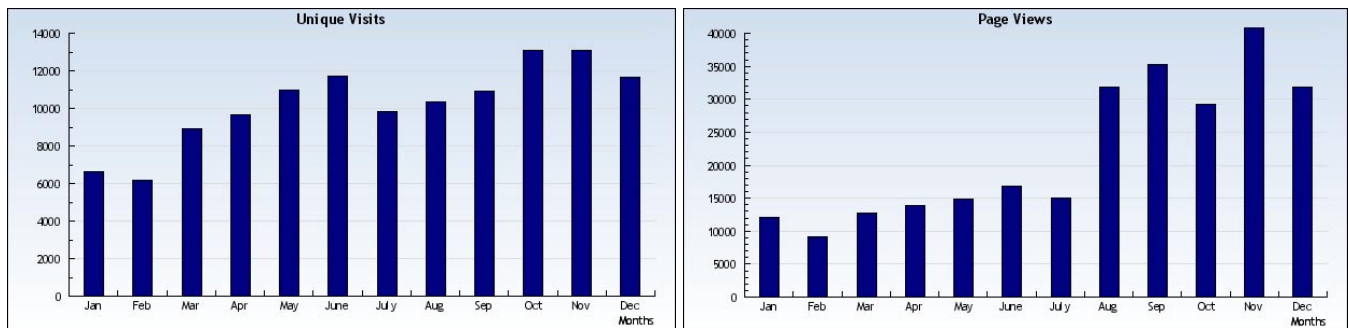
### GOAL:

To be involved in motor sports at a professional level.

### OBJECTIVES:

- [OMRRA.com](http://OMRRA.com) / [WMRRA.com](http://WMRRA.com) 2011 Championships. (Oregon / Washington)
- To develop more experience racing Pro regionals and AMA Nationals in California and Utah.
- To provide marketing, advertising and sales for Irnie Racing sponsors.
- Further develop specific supports, relationships and mentorships compatible with the professional commitment of Irnie Racing.

### BENEFITS OF SPONSORSHIP:



- [Irnieracing.com](http://Irnieracing.com) Website promotion. (13,106 Unique Visitors in Oct. 2010 / 40,947 Page Views in Nov. 2010)
- High Definition [Irnieracing.com](http://Irnieracing.com) Documentary Videos. Online + DVD distribution. (55,000+ views for 2010)
- Irnie Racing Newsletter Publications posted on 10+ Motorcycle Forums.
- National Television race exposure on TSN and SPEED TV. [tsn.ca](http://tsn.ca), [speedtv.com](http://speedtv.com)
- Team logos displayed on race machines, transporters, leathers, and crew uniforms.
- One-on-one customer service at race events across Canada and Western United States.
- National and Grass Roots racing brand awareness, and logo exposure.
- Event Photography by Marcel Irnie distributed on Motorcycle Forums, and Facebook.
- On-site promotion, literature, and product sales.
- [Irnieracing.com](http://Irnieracing.com) Posters distributed at every opportunity.
- Supporting Matthew's House Charity. [mattshouse.ca](http://mattshouse.ca)
  
- Cycle Canada Magazine feature article, Newspaper articles, Internet News publications, Canwest Global TV-Canadian National interview, Power 104.7 FM / CKOV AM Radio Spotlights, Center of Gravity: Superbike Show / Promo video
  
- Partnership Promotions: FALCO Italy apparel Catalogue cover page (Global Distribution), Seattle Tool / AMSOIL Synthetics Testimonials (North America), [Advancedmotorcyclegear.com](http://Advancedmotorcyclegear.com) Magazine advertisements in RacerX + Roadracing World Magazine (North America)

Marcel Irnie has developed a large fan base over the past four years. Motorsport enthusiasts, new and old, enjoy the High Definition videos, including on-board racing action and the up-close race weekend atmosphere. Video promotion is extended to [Vimeo.com/irnie](http://Vimeo.com/irnie), Youtube, Google video, [Pinkbike.com](http://Pinkbike.com) and multiple motorsport forums.

For 2011, Irnie Racing introduces Aaron Holmberg as Marcel's first teammate. Aaron is a long time race fan, who has recently taken his passion for racing to the track. Marcel will mentor Aaron who is now a front runner in the novice class.

## MEDIA / PRESS EXCERPTS:

**"Marcel Irnie desperately wants to find success as a Canadian road racer-so much so that he's willing to live in a tent to do it."**

"Ask Marcel Irnie what he learned in his year competing in the Canadian 600 Sport Bike championship, and he can sum it up in one sentence. 'You have to be the guy in the suit and the guy in the race leathers.'"

"Irnie's ultimate dream is to race superbikes for a top Canadian or U.S. team, and he acknowledges that he may have to move from Kelowna to do that. For now, though, he's plotting his next racing adventure from the town where he was born and raised. 'Who knows?' he muses. 'Maybe I'll end up in Formula One someday.' That might seem like a stretch for any Canadian racer, but for one who progressed from dodging street dogs in the Far East to Canadian national road racing in less than two years, stranger things have happened. All he needs is the gas to get him there."

*Cycle Canada Magazine, July 2009*

**"Marcel Irnie is widely known as one of Canada's fastest amateur road racers. He is also well-known for his on-board videos and self-produced race documentaries. Marcel is colorful and at times even controversial, but there is no doubt that he is lightning fast and immensely talented."**

"Marcel rode dirt bikes as a kid, but got the road racing bug after purchasing a new Suzuki GSXR 750 street bike in the spring of 2006. He took this stock bike to an open track day later that year and was immediately placed in the 'licensed riders only' group. As he obviously possessed some natural talent, he started his racing career the next year. Within 3 seasons, he was national television standing on the podium at the Calgary round of the Part Canada Superbike Series. Marcel is a privateer in the classic sense of the term. He acts as his own mechanic, transport driver and business manager. Sleeping in a tent for weeks on end and fixing broken trailer axles at midnight is far from glamorous, but Irnie hopes that the hard work and sacrifice that he puts into his racing effort will pay off in a factory ride one day."

*Oil Depot.ca Wet Clutch Article, Aug 2010*

## MAJOR ACCOMPLISHMENTS 2010:

- 4th. Oregon Motorcycle Road Racing Assoc., 600 Superbike, Pit row start / Hard Charger Award (Oct 24, 2010)
- "Keep OMRRA Weird," HD 1080p Feature Film DVD + HD 720p Online Distribution (Oct. 2010)
- Video Guest: "An Epic Life Concept," by Epic Mountain Videos. (Oct. 2010)
  - "Bro-Down Throw-Down," by Mongoose / Rockstar rider Steve Romaniuk. (Oct. 2010)
- 3rd. Oregon Motorcycle Road Racing Assoc., 600 Superbike, Hard Charger Award (Sept. 26, 2010)
- 4th. Washington Motorcycle Road Racing Assoc., 750 Superbike (Sept 11, 2010)
- Center of Gravity: BC's Largest Sports and Entertainment Festival, with 26,500 visitors (July 30- Aug 2, 2010)
- 3rd. Mosport Parts Canada Superbike National, 600 Amateur (July 10, 2010)
- 2nd. Calgary Parts Canada Superbike National, 600 Amateur (June 27, 2010)
- 4th. Washington Motorcycle Road Racing Assoc., 750 Supersport (April 3, 2010)

## BUDGET FOR 2011 RACE SEASON:

- Racebike A (2008 zx6r) ..... \$1,000 kit ecu + dyno tune
- Racebike B (2005 zx6rr) ..... \$2,500 rebuild motor and transmission
- Transport Diesel (1999 f350) ..... \$7,000
- Race Fuel ..... \$1,500
- Tires for Race bikes..... \$4,000
- Transport maintenance..... \$2,500
- Travel expenses..... \$4,000
- Race entry fees + trackdays ..... \$4,000

## SPONSORSHIP OPTIONS:

### Title Sponsor(s) \$10,000

A Primary Team Partnership allows your company to take ownership of a premier International Road Racing Team: Team (title sponsor) [Irnieracing.com](http://Irnieracing.com) -

### Partnership Sponsor(s) \$5000

Partner sponsors create Bike title, and have maximum exposure on website and videos. Includes large trailer decals, special event attendance, pit banners, R&D, customer service, etc

### Associate Sponsor(s) \$1000 in product, service or support.

I am prepared to discuss adaptations as per your budgeting requirements and expertise.

Please visit [Irnieracing.com](http://Irnieracing.com) to learn more about Marcel Irnie, including recent press releases and HD video broadcasts.

## RACE SCHEDULE 2011 (tentative):

### Contesting the 2011 Washington and Oregon Roadracing Championships:

- [WMRRA.com](http://WMRRA.com) (Washington Motorcycle Roadracing Association) -Pacific and Spokane Raceway
- [OMRRA.com](http://OMRRA.com) (Oregon Motorcycle Roadracing Association) -Portland International Raceway

### Guest Races:

- [USBA.com](http://USBA.com) (Utah Sportbike Association) Masters of the Mountains- Miller Motorsport Park
- [AMAProRacing.com](http://AMAProRacing.com) (USA National Roadracing) Laguna Seca and Thunderhill Raceway

### Special Events 2011:

- [Centerofgravity.ca](http://Centerofgravity.ca), Kelowna BC (Promotional Booth + Bike Demo at Center of Gravity, July 30th-Aug 1st, 2011)
- Knox Mountain Hill Climb, Kelowna BC (Irnieracing Miata Rally Car/ Racebikes Promotional Booth)
- Muller Motor Sports 3rd Annual MX Freestyle/ Car and Bike show, Oliver BC (Racebikes Promotional Demo)
- World Of Wheels Car show, Peachland BC (Racebikes Promotional Booth with Kreater Customs, May 24, 2011)





150+ mph...no cops [irnie racing.com](http://irnie racing.com)

ADVANCED MOTORCYCLE GEAR.COM

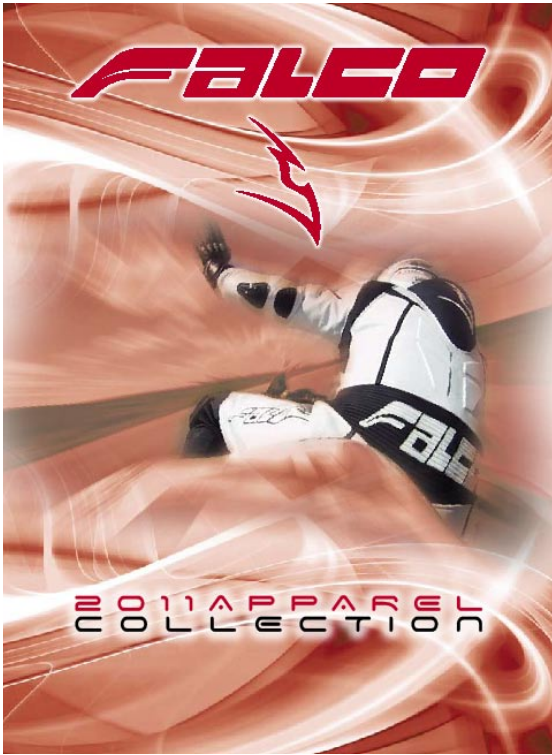




**Endurance**

It's the difference between first and second.

[irnie racing.com](http://irnie racing.com)



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ALL FALCO PRODUCTS ARE CONSTRUCTED USING ONLY THE FINEST CONSTRUCTION METHODS AND MATERIALS. IF THE MANUFACTURER DETERMINES THAT THE PRODUCTS IN QUESTION DO NOT HAVE A MATERIAL OR CONSTRUCTION DEFECT THEY WILL BE REBUILT OR REPLACED AT NO CHARGE. WARRANTY IS VOID IF, IN OUR OPINION, THE PRODUCT HAS BEEN IMPROPERLY MAINTAINED, MISUSED, ALTERED, OR DAMAGED BY IMPROPER MOTORCYCLE USE, NEGLIGENCE OR ACCIDENT IN ANY WAY OR IF THE USABLE LIFE OF THE PRODUCTS HAS EXPIRED. WE RESERVE THE RIGHT TO ACCEPT, REPAIR OR REPLACE, AT OUR DISCRETION, ANY VALID WARRANTY CLAIM.

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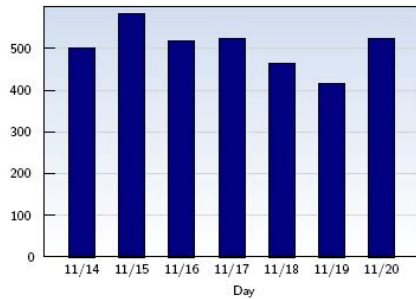


Irnie's Rear Swingarm Camera





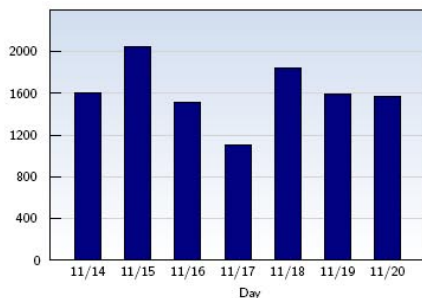
### Unique Visits



Date	Amount
Sunday 11/14/2010	502
Monday 11/15/2010	584
Tuesday 11/16/2010	517
Wednesday 11/17/2010	524
Thursday 11/18/2010	464
Friday 11/19/2010	415
Saturday 11/20/2010	525
<b>Total</b>	<b>3531</b>


This analysis summarizes multiple page impressions of an individual visitor into unique visits. A visitor is counted as an unique visit when requesting at least one page. If more than 30 minutes have elapsed since the first page impression, further requests will be counted as a new unique visit.

### Page Views



Date	Amount
Sunday 11/14/2010	1609
Monday 11/15/2010	2048
Tuesday 11/16/2010	1520
Wednesday 11/17/2010	1103
Thursday 11/18/2010	1847
Friday 11/19/2010	1589
Saturday 11/20/2010	1566
<b>Total</b>	<b>11282</b>

These statistics show all successful page views (also known as page impressions) and the time they were made. Only fully loaded pages are counted. Individual images and components are not included.



SHOW/HIDE NAV ▾

NEWSFLASH

Good post Irmie. Tough luck with the crash man. Sounds like it was some good racing going on. Good luck with the video sales. [kone35](#)

"You're a crazy man Irmie... got lucky on that crash I think!"  
**Peter Bailey**

Main Menu

- ⋮ Home
- ⋮ The News
- ⋮ Racing Schedule/ Results
- ⋮ Sponsors
- ⋮ HD Videos
- ⋮ Classic Videos
- ⋮ Contact Marcel Irmie
- ⋮ Photography
- ⋮ DOT Takeoffs Forsale
- ⋮ Buy AMSOIL Synthetics
- ⋮ Matthew's House Charity

LATEST NEWS

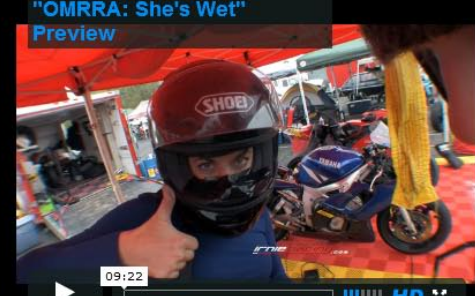
- ⋮ Irmie Closes Out 2010 Season at Portland
- ⋮ Does Synthetic Motorcycle Oil Cause Wet Clutch Problems?
- ⋮ Bro Down-Throw Down: Romaniuk and Friends 2010
- ⋮ Irmie Podiums and Crashes in Portland Oregon
- ⋮ Irmie Racing Closes Out Washington Series for 2010

MARCEL IRMIE PRESENTS IRMIERACING.COM

Irmie Closes Out 2010 Season at Portland

Written by Administrator  
Monday, 15 November 2010 02:03

"OMRRA: She's Wet" Preview



09:22 HD

"OMRRA: She's Wet" will be available for purchase December 2010. Prepay and it's only \$18 shipped to your door. Place your order today. Regular Price \$25 shipped. Paypal/Email Transfer [marcel@irmieracing.com](mailto:marcel@irmieracing.com)

POPULAR

- ⋮ Contact Marcel Irmie
- ⋮ Irmieracing Photography
- ⋮ Racing Schedule & Results
- ⋮ Irmie's BRP Ski-Doo Summit 800R Sledding HD Video
- ⋮ Parts Canada Superbike National 2009 TSN footage

POLL

What aftermarket superbike part is first on your list?

- clips ons
- rear sets
- dot race tires
- shocks
- forks

Vote Results

STATISTICS

Content View Hits : 78031

WHO'S ONLINE

We have 10 guests online

SPONSORS

- British Columbia Trailer
- Royal Cargo
- Seattle Tool
- Strength. Precision. Style. Pinnacle Physiotherapy
- Your body's worth it.
- World Gym Kelowna
- Sports Personal Trainer
- Munro Cylinder Heads Ltd.
- Innovative Cylinder Head work
- GoPro Camera
- GoPro HD Hero Sports Camera
- Fluid Suspension Science
- Sportbike Suspension Services
- Muller Motor Sports Ltd.
- Motorsports Repair + Paint
- Kreater Customs
- Custom Choppers
- Valley Moto Sport
- Motorsports Dealer, Kelowna
- EBC Brakes
- Extreme Pro Brakepads
- BlueStreakRacing.ca
- Canadian Sportbike Parts Store
- AMSOIL Synthetics
- Buy AMSOIL Factory Direct