



# 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)

December 14, 2011



## Sponsorship Proposal Request

Marcel Irnie offers a cutting-edge multi-media marketing opportunity for 2012 sponsors. Irnie's unique approach to winning races, and video production has made him a fan favorite, creating exciting action on and off the track.

Marcel Irnie is now a realistic top contender to win both the 2012 Oregon and Washington Roadracing Championships. This past July, Irnie borrowed a CBR1000RR (his first experience on a 1000cc machine) and won the Formula Ultra class, beating OMRRR #1 Plate holder, Alan Schmidt. In October, Irnie borrowed a stock GSX-R 750 for Washington, again winning Formula Ultra, and this time beating WMRRR #1 Plate holder Ross Delong. For the past four years, Irnie has raced older, under-powered bikes, which has forced him to learn the hard way. Irnie brakes later, carries more corner speed, and most importantly, has the will to win. Irnie simply wants it more, which gives him the winning edge. Given the opportunity to consistently ride competitive machinery, Irnie will continue to win.

[Irnieracing.com](http://Irnieracing.com) reaches an international audience, targeting motorsports and video enthusiasts. For example, August 2011 brought 17,938 unique visitors, with 11,363 in North America, 3,522 in Asia, and 1,325 in Europe. A Feature Film is produced for each race or event weekend, to complement the Press Release / Newsletter.

[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. Canadian and USA National exposure includes: Shaw TV Athlete spotlight, TSN televised races, Speed TV AMA races, Cycle Canada Magazine feature article, Roadracing World Magazine advertisements, 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 2011 Sponsors: 2wheelDynoWorks, AMSOIL Synthetics, BuyRedline.com, Advanced Motorcycle Gear, Classified Motorsports, EBC Brakes, Flyin' Miata, Go Pro Camera, Impact Canopy, KFG Racing, Oneonedesign, Pinnacle Physiotherapy, RedlineMotoparts.com, Seattle Tool, and World Gym Kelowna.

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

Sincerely

Irnieracing

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## IRNIE RACING IS SEEKING SPONSORSHIP

### VISION:

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

### MISSION:

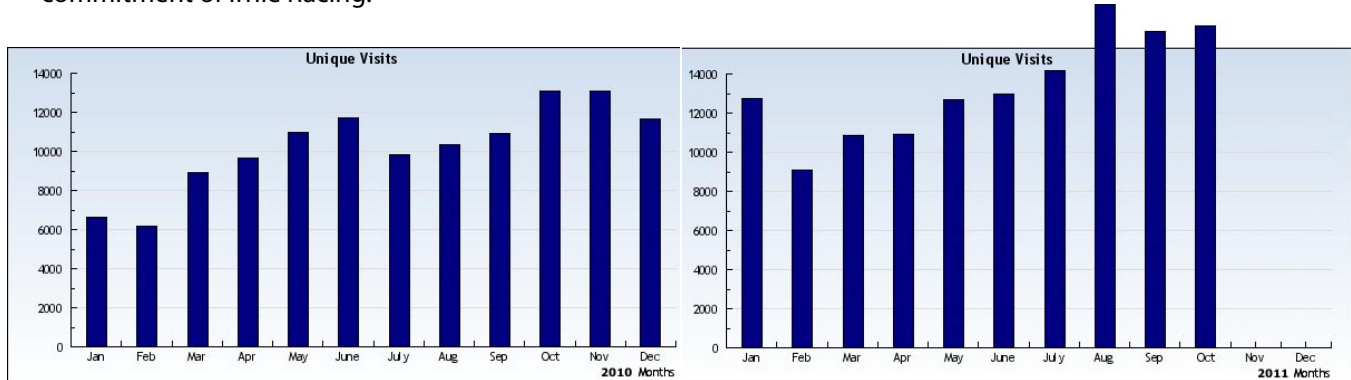
Professional commitment to excellence in racing and marketing of sponsors.

### GOAL:

To be involved in motor sports at a professional level.

### OBJECTIVES:

- Canadian Superbike Championship 2012 #1 Plate. ([CSBK.ca](http://CSBK.ca))
- [OMRRA.com](http://OMRRA.com) or [WMRRA.com](http://WMRRA.com) 2012 #1 Plate. (Oregon / Washington)
- [AMA proracing.com](http://AMAproracing.com) at Infinion Raceway, Laguna Seca and Miller Motorsport Park.
- 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.



- [IrnieRacing.com](http://IrnieRacing.com) website promotion, from Oct 20, 2010 - Oct 20, 2011: **156,705** unique visitors with **323,964** page impressions. (A 59.5% increase from Oct 20, 2009 - Oct 20, 2010)
- High Definition [IrnieRacing.com](http://IrnieRacing.com) Documentary Videos. Online + DVD distribution.
- Irnie Racing Press Release Publications posted on 14+ Motorcycle Forums.
- Team logos displayed on race machines, transporters, 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)
  
- Shaw TV Athlete Spotlight, Cycle Canada Magazine feature article, Newspaper articles, Internet News publications, Canwest Global TV-Canadian National interview, SPEED and TSN televised races, Power 104.7 FM / CKOV AM Radio Spotlights, Center of Gravity: Superbike Show / Promo video / Model photography
  
- Partnership Promotions: AMSOIL Synthetics Sport Rider full page ad, FALCO Italy apparel Catalogue cover page (Global Distribution), Seattle Tool Testimonials (North America), [AdvancedMotorcycleGear.com](http://AdvancedMotorcycleGear.com) Magazine advertisements in all 2011 Roadracing World Magazines and RRW Trackday Directory (North America)

Marcel Irnie has developed a large fan base over the past five 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, [Pinkbike.com](http://Pinkbike.com) and multiple motorsport forums.

For 2012, Irnie Racing has two options. Option A is to win the Oregon State Championship, and place top 5 in the AMA Western SuperSport Nationals. Option B is to win the Canadian Superbike National Championship, and attend seven USA regional races in Oregon, Washington and California.

## 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 2011:

- 1st. Oregon Motorcycle Road Racing Assoc., Formula Ultra -riding borrowed CBR 1000RR (July 17, 2011)
- 1st. Washington Motorcycle Road Racing Assoc., Formula Ultra - riding borrowed GSX-R 750 (Oct 2, 2011)
- 2nd. Oregon Motorcycle Road Racing Assoc., Open SBK - riding borrowed CBR 1000RR (July 17, 2011)
- 2nd. Washington Motorcycle Road Racing Assoc., 750 Superbike - riding borrowed GSX-R 750 (Oct 1, 2011)
- 3rd. Oregon Motorcycle Road Racing Assoc., Formula Ultra- riding borrowed GSX-R 750 (Oct 9, 2011)
- Center of Gravity: BC's Largest Sports and Entertainment Festival, with 30,000 visitors (July 31- Aug 1, 2011)
- Shaw TV interviews Marcel Irnie - Superbike Racer (Oct 5, 2011)
- "Livin' the Dream" an Irnieracing Production (Sept 15, 2011)
- Global Canada interview "Irnie's first Pro Win" / Irnieracing HD Documentary. "Pacific Wonderland" (August, 2011)

## BUDGET FOR 2012 RACE SEASON:

- Racebike A (2012 motorcycle) ..... \$18,000 race ready
- Racebike B (2005 zx-6rr)..... \$1,900 rebuild motor
- Transport Diesel (F-350) ..... \$4,900
- Race Fuel ..... \$2,800
- Tires for Race bikes..... \$7,700
- Transporter maintenance ..... \$1,700
- Race entry fees + trackdays ..... \$6,000

## 2012 Per Race-weekend expenses:

- OMRRR/WMRRA race weekends \$1,500 each / Nationals \$2500 each  
(race tires \$550 per set, race fuel \$200, diesel fuel \$350 - \$700, entry fees \$400 - \$500)



## SPONSORSHIP OPTIONS:

**Sole Title Sponsorship - full livery** - custom race program to suit your marketing needs. \$25,000

**Primary Sponsors A,B, C.** \$10,000 each

A Primary Team Partnership allows your company to take partial ownership of a premier International Road Racing Team. Example: "Team **Irnieracing** **AMSOIL** / **GoPro** placed 5th in AMA SuperSport at Laguna Seca..."

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

**Associate Sponsor(s)** \$1500 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 2012 (tentative):

**Option A: Contesting the 2012 Oregon Roadracing Championship:**

- [OMRRA.com](http://OMRRA.com) (Oregon Motorcycle Roadracing Association) - Portland International Raceway
- [AMApro](http://AMApro) (American Motorcycle Association) Infinion Raceway, Laguna Seca, and Miller Motorsport Park.

**Option B: Contesting the 2012 Canadian Superbike National Championship:** [CSBK.ca](http://CSBK.ca)

- **Rd 1** Shannonville Ontario, **Rd 2** St. Eustache Quebec, **Rd 3** AMP Nova Scotia, **Rd 4** Mont-Tremblant Quebec, **Rd 5/6** Mosport Ontario.

**Guest Races:**

- [USBA.com](http://USBA.com) (Utah Sportbike Association) Masters of the Mountains- Miller Motorsport Park
- [AFM](http://AFM) (American Federation of Motorcyclists) California Roadracing at Laguna Seca, Thunderhill, and Infineon.

**Special Events 2012:**

- [Centerofgravity.ca](http://Centerofgravity.ca), Kelowna BC (Promotional Booth + Bike Demo at Center of Gravity, Aug 4, 5, 2012)
- Knox Mountain Hill Climb, Kelowna BC (Irnieracing Miata Rally Car/ Racebikes Promotional Booth)





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