



JOIN TEAM BB ON ITS JOURNEY

**OFFICIAL SPONSORS
SUPPORTERS / SUPPLIERS
BRAND AMBASSADOR PACKAGES**





AMBASSADORS FOR YOUR BUSINESS

INTRODUCING...

TEAM BB is a leading independent Motocross team based in Bangkok whose mission is to nurture a generation of Thai world champion riders.

TEAM BB currently has two young riders, brothers Boeing, aged 12, and Brian, aged 8, with opportunities for more young talent to join and be part of the experience.

The team's focus is to expose riders to international competition from a young age. Competing with the best pushes them to their limits.

In 2020 / 2021 they will enter junior motocross competitions in the UK, Australia, USA and Thailand...

UK - MX MASTER KIDS UK / BRITISH YOUTH CHAMPIONSHIPS
AUSTRALIA - AJMX AUSTRALIA
USA - LORETTA LYNN
THAILAND - THAILAND 360 MSANG 8 SPEED

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MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS

The team is coached by MX expert Stephen James Dunn, based in Kanchanburi.

We have a number of commercial sponsorship and partnership marketing opportunities available to join TEAM BB on its journey to the top of Motocross.

ASSOCIATIONS

BRITAIN... THAILAND... YOUTH... FUTURE STARS ...
ENERGY... POWER... SPEED... INSPIRATIONAL...
CONFIDENCE... FOCUSED... SELF ESTEEM...
LIFE... HEALTH... WELLNESS...
SPORT... UN GLOBAL GOALS

One of the world's top junior motocross rider development teams





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WHY GET INVOLVED?

WE CAN HELP YOUR BUSINESS

YOUR BRAND - be associated with a young, winning, successful team and engage with thousands of fans

YOUR VALUES - promoting youth well being, self-esteem and confidence and inspiring the next generation of Thai riders

YOUR AMBASSADOR - be part of TEAM BB's journey, engage and inspire your staff, clients and customers with their story

YOUR CLIENTS, CUSTOMERS & STAFF - entertain and inspire at races and events, and engage with competitions and VIP tickets

YOUR SALES - enhance your sales

UN GLOBAL GOALS - SDG 3 - Good Health & Well Being - the team provides an ideal platform to support your UN Global Goals activity

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PACKAGES

MAIN SPONSORS

Up to 3 x Main Sponsors

OFFICIAL SUPPORTERS & SUPPLIERS

Up to 6 x Official Supporters

Up to 6 x Official Suppliers

All from non-competing categories - demonstrating industry expertise

SUPPORT PACKAGES - RACE SPECIFIC SPONSORS

Sponsors at one or more specific races during the Season

Additional Opportunities for Individual Supporters

Private individuals may also wish to have an association with TEAM BB and give some personal support to assist the riders careers. Packages from THB 50,000 are available, which offer the opportunity to attend some events and experience what it is like behind the scenes as the team prepares for a race.

All packages are developed with Sponsor objectives at the forefront. Prices on request and depend on level of rights, markets and duration.



AMBASSADORS FOR YOUR BUSINESS

RIDER - QUICK FACTS

BOEING

NAME

Chalasin Phairuengsome

DOB

4th June 2007

NATIONALITY

Thai

FIRST RACES AT AGE 5

Thailand FMCST Supercross & East Coast Championship

INTERNATIONAL DEBUT 2016

AMJX - Australia

AMBITION

World's Best Motocross Racer - representing Thailand internationally in a way that benefits Thailand, Thai sports and Thai youth

ACHIEVEMENTS TO DATE

2018

White Rose Motocross Championship UK
3 x 1st Place Finishes

MX Master Kids UK

2nd in First Race / 5th Overall
Over 400 competitors from 80 countries

FMSCT Thailand Supercross Series

1st 65CC - 9 - 12 year olds x 3
1st 85CC - 9 - 12 year olds x 1

2017

FMSCT Thailand Supercross Series
1st 65CC - 9 - 12 year olds x 1

AJMX Australia - 34th

2016

AJMX Australia - 27th

BOTH

CURRENT BIKE

Husqvarna

LANGUAGES

Thai & English

HOBBIES

Learning to be mechanics
in father's garage

COACH

Stephen James Dunn

EDUCATION

International Home-school Programme Lertlah School
Karnchanapisek Road, Bangkok

TRAINING

6-hours per day - riding, boxing,
running, general fitness, swimming

BRIAN

NAME

Brian Gyles

DOB

18th January 2011

NATIONALITY

Thai / British

FIRST RACES AT AGE 4

Thailand FMCST Supercross & Thailand Championship

AMBITION

Motocross World Champion - representing Thailand internationally in a way that benefits Thailand, Thai sports and Thai youth

ACHIEVEMENTS TO DATE

2019

MX Master Kids UK
3rd Overall
Over 80 competitors

British Youth Championship
Rookie Champion & 3rd Overall

AJMX Australia - 4th

2018

MX Master Kids UK
17th Overall
Over 80 competitors

AJMX Australia Tasmania - 12th
Youngest of 40 competitors

FMSCT Thailand Supercross Series
Under 7 Champion

1st 50CC - Under 7 x 1

1st 50CC - Under 9 x 1

Thailand Championship
2nd 50CC - Under 9

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CAREER PLAN

TEAM BB's plan is to nurture riders that can reach the very top of the Motocross sport.

In 2020 / 2021 the aim is to secure top finishes for Boeing and Brian in the British Youth Championships, Australian Junior MX and the world's largest amateur motocross race, the USA's Loretta Lynn.

The goal by 2025 is to have a stable of riders with strong international experience who can represent Thailand on the world stage.

2020 / 2021 SPORTING SCHEDULE

RACE	COUNTRY
MX MASTER KIDS UK	UK
BRITISH YOUTH CHAMPIONSHIPS	UK
AJMX AUSTRALIA	AUSTRLIA
LORETTA LYNN	USA
THAILAND 360 MSANG 8 SPEED	THAILAND

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BENEFITS OF SPONSORSHIP

TEAM BB offers the following rights and benefits to partners...

Branding & Image Enhancement

The opportunity to work with TEAM BB to integrate your business and brand into the content of their journey. Associate with future world leading motorcycle sports stars / celebrity.

Social Motocross



TWITTER

<https://twitter.com/MotocrossNews> -
65.1K Followers



FACEBOOK

<https://www.facebook.com/MotocrossIG/> -
561,677 Followers
<https://www.facebook.com/motocross2015/> -
1.1M Followers
<https://www.facebook.com/mysuperbikeNo1> -
50,174 Followers



INSTAGRAM

<https://www.instagram.com/explore/tags/motocross/> -
8.2M Posts

PR

TEAM BB is hot news. Opportunity to promote your messages through news PR - associate with rising motorcycle stars.

Marketing To Younger Audience

Featuring successful young motorcycle riders Boeing and Brian, TEAM BB provides an excellent platform for businesses to associate with and target younger audiences - ideal figureheads to run campaigns in youth communities.

UN Global Goals

TEAM BB provides an excellent platform to support company UN Global Goals activity. Supporting TEAM BB delivers against...

**SDG 3 - GOOD HEALTH & WELL BEING
(PHYSICAL AND MENTAL HEALTH)**



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BENEFITS OF SPONSORSHIP

Brand Ambassadors - Personal Appearances

Excellent Ambassadors - to promote products and services. TEAM BB riders are media trained and have hours of TV, press & radio experience.

Events can be arranged where TEAM BB can be seen in a more relaxed atmosphere than is possible at race days with motorcycle demonstrations.

These tailored events include: attending conferences and company events; Meet & Greets; Talks At Company Offices; Signing Autographs; and Photo Opportunities.

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Experiential

Worldwide marketing exploitation at races around the globe including: USA, UK and Australia.

Sales & Experiential Marketing - showcase products and services at race events.

Race Hospitality

At every race meeting TEAM BB will offer premium hospitality, tailored to client needs.

- Invitation with tickets and meeting point
- Welcome from representative with overview of day activities and timetable
- Hospitality area
- Morning coffee, lunch with wine, afternoon tea and all day bar
- Guided tour of the race team and paddocks

TEAM BB will also make time during the weekend to entertain guests, show them the bikes and explain everything that is happening. In this way, business partners and those they invite can feel closely involved in the team and share in the celebration of its success.



AMBASSADORS FOR YOUR BUSINESS

RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1 MAIN SPONSORS	TIER 2 OFFICIAL SUPPORTERS & SUPPLIERS	TIER 3 SUPPORT PACKAGES -RACE SPECIFIC SPONSORS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title for advertising & PR use "Official Sponsor TEAM BB" – All Races	Yes		
Right to title for advertising & PR use "Official Supporter / Official Supplier TEAM BB" – All Races		Yes	
Right to title for advertising & PR use "Official Supporter TEAM BB– Race Specific"			Yes
Category Exclusivity	Yes		
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGOS & IMAGES			
Right to use TEAM BB Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
BRANDING – ATHLETE & TEAM			
On race overall and helmet	Prominent	Yes	
TEAM BB riders will wear (e.g. clothing, watches), or use products (e.g. drive cars) – where applicable	Yes	Yes	Yes
Logo on team race wear	Yes	Yes	
BRANDING – BIKE			
Logo on bikes	For Season – share of 50%	For Season Share 40%	Specific Races Share of 10%
BRANDING - RACES			
At signings / meet the public	For Season	For Season	Specific Races
Logo in Paddock team hospitality area and on media interview areas and any support vehicles	For Season	For Season	Specific Races

RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1 MAIN SPONSORS	TIER 2 OFFICIAL SUPPORTERS & SUPPLIERS	TIER 3 SUPPORT PACKAGES -RACE SPECIFIC SPONSORS
MEDIA & PR RIGHTS			
Right to use TEAM BB association promotional campaigns covering any PR and advertising	Yes	Yes	Yes
A press conference to launch the Sponsorship	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Branding on TEAM BB's website (under construction) Partners page	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including integrating brand messages and logos into TEAM BB branded content videos	Yes	Yes	Yes
Development of and access to TEAM BB email marketing campaigns	Yes	Yes	Yes
EXPERIENTIAL RIGHTS			
Opportunity to sample services and products at TEAM BB's races – TEAM BB hand out product when signing autographs	For Season	For Season	Specific Races
Pop up shops at events and other selected venues	For Season	For Season	Specific Races
MERCHANDISING RIGHTS			
Opportunity to produce joint branded merchandise. Logos on specially produced TEAM BB merchandise e.g. T-shirts, caps, jackets etc.	Yes		
HOSPITALITY & NETWORKING RIGHTS			
AT RACES – ATHLETE ACCESS			
Premium hospitality – meet team, tour of paddock, be a part of the race experience	10 guests per race	10 guests per race	10 guests per race
OFF TRACK – ATHLETE ACCESS			
Personal Appearances for clients to link in with existing activity such as attending conferences, product launches and company events. Including: Meet & Greets; Talks At Company Offices; Signing Autographs; and Photo Opportunities	Yes (up to 3 appearances p.a.)	One off appearances	One off appearances
Bespoke Riding Experiences - at additional cost	Yes	Yes	Yes

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**Sponsorship Fee Tax deductions are available
through MSang Federation part of the Sports
Authority of Thailand**

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