

Team Thompson Racing



Go Fast or Go Home!



2012

**Team Racing
Sponsorship Proposal**

Speedway Sidecars is a motorcycle sport involving 4 teams consisting of a rider and a passenger competing over 4 laps on an oval shale track. Rules are governed by the national speedway federation and are not dissimilar to conventional speedway rules.



**TRACK RACING SIDECAR 1000cc
WORLD CHAMPIONSHIP**
SATURDAY 14th AUGUST 2010
COVENTRY STADIUM
Rugby Road, Brandon, Coventry, CV8 3GJ

Turbofiles 1.00pm, Grasstrack Formulas 1.30pm until 5pm
1000cc Sidecar World Championships from 5pm

Admission: £12 Adults • £8 BAP students
£5 11 to 16 year olds • Under 11 Free • Free Car Parking

www.coventrymotorspeedway.com

PLUS
**WORCESTERSHIRE
GRASSTRACK CLUB**

**SOLO SUPPORT FOR TRACK
RACING 1000CC SIDECAR
WORLD CHAMPIONSHIP**
SATURDAY 14TH AUGUST 2010
PRACTISE 2PM • FIRST RACE 3PM

Speedway Sidecars is most popular in Australia although in Great Britain it also has a strong following. Speedway sidecar events are also held in New Zealand, South Africa and United States of America. Because of the nature of the sports hotbeds being spread so wide across the globe, organising an official World Championship has been an arduous task, though in 2006 the first successful Fédération Internationale de Motocyclisme or (FIM for short) World Track Racing Sidecar Championships (Sidecar Gold Cup) were held at Isle of Wight Speedway stadium. The event was screened live on Sky Sports.

Racing speedway sidecars involves a rider and a passenger mounted on a 1000cc purpose built, three-wheeled sidecar outfit. The passenger of the machine is as much

involved in the race performance as the rider. The two members of the sidecar team work in unison to ride the outfit as best they can. Speedway circuits are a loose shale surface and therefore traction is most important. The passenger plays a major part in controlling the amount of traction being created on the rear wheel. He does so by moving his weight forwards, backwards and sideways (either in to or out of the machine). The outfit only ever turns right so the passenger only finds himself on the right hand side of the outfit.

Like conventional speedway, the machines are equipped with no brakes or traction control systems. However, they are powered by huge 1000cc engines, taken from roadrace superbikes. Therefore, power output can be anything up to 180 bhp and top speeds can reach up to 100 mph. One main difference between speedway sidecars and more conventional speedway is the rule of contact. In solo speedway, any contact is strictly forbidden, and this rule is enforced strongly by referees. However, due to the nature of sidecar speedway outfits being much larger, contact is inevitable between machines. Although if a machine is deemed to take an advantage by 'barging' another competitor off the racing line whilst 'under power', then they may be excluded. This rule is very difficult to judge and enforce and therefore is often the cause of controversy.

Crews can also be excluded for losing their passenger. Similar rules to conventional speedway include

- Running off the racing circuit (surprisingly easy on a machine that will only turn right).
- Touching or braking the starting tapes when under starters orders (again, easily done with a clutch holding back 180 bhp).
- Being unable to make the start within a 3 minute time allowance.



History of Speedway Sidecars



Speedway sidecars in Australia have been popular for many years with the first Australian Championship taking place in Melbourne in 1931. Ever since, speedway sidecar has been one of the most popular categories in Australian speedway at both capital city tracks such as the now defunct Sydney Showground Speedway, Rowley Park Speedway in Adelaide and the Claremont Speedway in Perth while country tracks such as the

Broken Hill Speedway, Olympic Park in Mildura and the Riverview Speedway in Murray Bridge have involved sidecars since the 1940s. Motorcycling Australia have also allowed riders from England to compete but no recent success has been recorded. Another big event is the Australian Pairs title, where the best riders from each state pair up and compete against other states. The Australian Pairs championship and the 'individual' championship are run on the same track over consecutive days. The 2011 Australian title was run at Australia's premier motorcycle speedway track, Gillman Speedway in Adelaide. The 2012 event will take place on May 5 and 6 at the Maryborough Speedway in Queensland.

Speedway Sidecars are set to receive a boost for the 2011/12 Australian season with the first running of the 13 event Speedway Sidecar Grand Slam, the first of its kind in Australia, running from October to April.

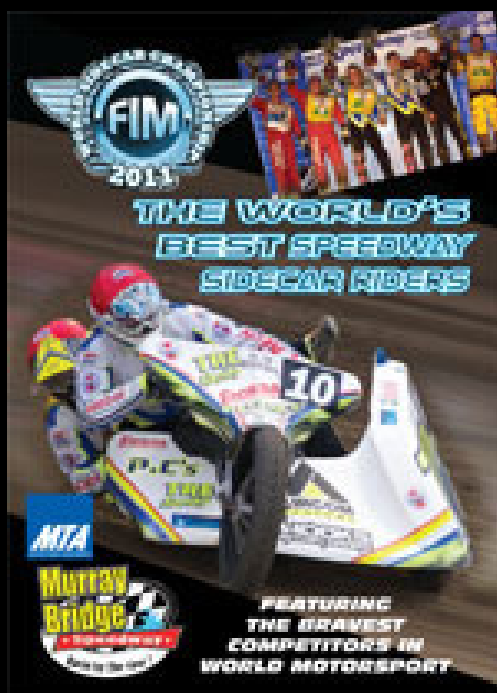
In the UK, speedway sidecar has had more of a troubled upbringing. In the early 1990s the 'World of Rebels' series was run, involving sidecars from England, Australia, New Zealand and South Africa.

A British Championship was run at Coventry Speedway every year, mostly involving Grasstrack machines.



However, in 2000, the Super cup Qualifier was run at Kings Lynn and it sparked a new era for speedway sidecars. The 'Super cup' ran for a few years, bringing with it many sidecar stars from Australia, New Zealand, and USA. During this time, the British Sidecar Speedway Championships were made official, again another big landmark for speedway sidecar.

In modern times, the Super cup has since diminished but the British Championships still run strong. They run over a series of rounds at different speedway tracks. The Super cup was re-established in 2008 as a one night event at Isle of Wight Speedway.



The 2010 World Championship was held at the Brandon Stadium in Coventry, England on the 14th August 2010. The 2011 World Sidecar Speedway Championship took place on November 12, 2011 at the 360m long Riverview Speedway in Murray Bridge in South Australia.

The other major event in world sidecar speedway is the FIM Track Racing Gold Trophy. It had a troubled start, being cancelled due to rain at its Wertle venue. Since then, the event has been a success. Riders from Australia, New Zealand, Great Britain and Holland have competed, though the Australian teams have dominated the events to date.



Team Profiles

Rider – Adam Thompson

Age – 21

Years attending Speedway – 16 years

Years racing speedway – 1 year

Reason why I race speedway – “I just love the feeling you get from doing 140 kilometers an hour around a dirt track with no brakes”

Passenger – Trent Thompson

Age – 19

Years involved in Speedway – 14 Years

Years racing Speedway – 1 year

Reason why I race speedway – “Love the speed, nothing can beat it”

Trainer / Lead Mechanic – Wayne Thompson

Age – 48

Years involved in Speedway – 31 Years

Year racing Speedway – 19 Years

Reason why I race speedway – “Going fast, I like the speed”

Bike Profile:

Engine: Kawasaki ZX-10R

Engine Year Model: 2006

Horsepower: 180hp at rear wheel (Last Dyno)

Engine Cubic Centimeters: 998cc

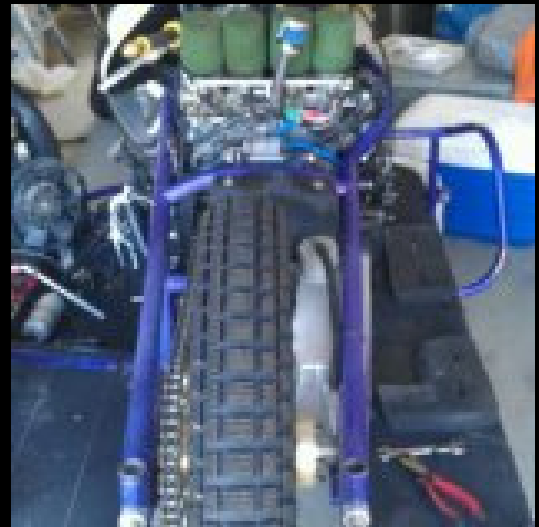
Bore Stroke: 76.0mm x 55.0mm

Fuel Type: High Performance Methanol

Frame Year Built: 2009/2010

Other Modifications: Custom solid front rim, power commander, 19 inch spoked rear wheel, custom cooling system, custom aluminum fuel tank, custom kneeling pads

Future Modifications: Computerized ignition timing set up, custom intake and exhaust cams, 2 speed gear box, 2012 Kawasaki ZX-10R engine



2011 Racing Season

With the purchase of the sidecar in January from Wayne Munck who has been involved in speedway for over 30 years and held numerous state and national titles, preparations quickly began to get out on the track at Northgate in Brisbane,



Queensland. With the purchase of a unique design of racing leathers in February to match the current design on the bike the first practice day was fast approaching.

With the complete success of the first practice day in February at Northgate and compliments from all other speedway riders on the day, preparations for the first racing day were beginning. As we had missed the nominations for the earliest possible race day I was lucky enough to be put forward as one of the reserves for the day.

Unfortunately due to a bit of bad luck, my temporary passenger (Guy Mallet) in the below photograph managed to fall off the bike and badly damage his knee in the opening lap of the race, through no fault of either of us, we were unable to complete the rest of the meeting. After getting his knee checked out by a doctor, it had appeared that he tore some ligaments in his knee, a bit of a rocky start to speedway sidecars for our team.

After we had waited for Guy's knee to heal, it was back into nominating for meetings and attending practice days. After the completion of one more very successful practice day we successfully nominated for a meeting in Ayr at the famous Pioneer Park Speedway in Brandon near Ayr, North Queensland on the 14th of April.

As Guy was unable to attend this meeting due to a previous engagement, a temporary passenger was found to fill in. As with any new rider riding on a new track they are allowed to have a 4 lap practice before the commencement of the meeting.



It was a great honor to be not only being the first rider on the track in 2 years since the closure of the track in 2008/2009 but also be in the first race since the closure of the track. It was also a privilege to be racing against some of the greats of speedway sidecar including Gary Moon and Wayne Munck.

With the completion of this meeting, changes to the bike had slowly started to begin. This included the replacement of the all the fiberglass wings so that all the sponsors that were no longer sponsoring the bike's stickers were removed and therefore allowing room for future sponsors. Also the front end of the bike went under some rather drastic changes to reduce the amount of 'twitchiness' caused by the front end suspension system not being used to its full potential. Also with Trent Thompson being brought onto the team on a permanent basis, the rear end of the bike needed to be adjusted with the weight change in the passenger. With Trent being a lighter passenger then the previous one, the rear wheel had to be brought forward to allow more drive to be accessed by the rider without the passenger needing to place his whole weight over the rear wheel.

With the new passenger being brought on board there was nothing left to do but to get into practicing. Due to the time needed and the cost of applying these and other modifications the earliest practice day that was achieved was on the 12th November at Northgate in Brisbane, Queensland. With a 16 hour drive from Townsville to Brisbane now completed the team



was more than excited to be riding the next day. Arriving at the track before the gates opened at 7am, just to be prepared for the whole day was something that the team was more the prepared to do. After a quick walk around the track, both the Adam and Trent were deciding the best way to set the bike up and whether anything needed to be changed from the night before when they had set the bike up also. After the first practice run, being Trent's first time ever on a speedway sidecar, he was over the moon with excitement. "I can't believe how much fun this is, if only it was on every weekend, I would be there" as he said while removing his helmet. After as many rides as we could fit in, it was time to pack the bike up and head back to Townsville.

After another 16 hours of driving and arriving back in Townsville the bike was unloaded, washed and cleaned and preparations were made to swap the engine out in the bike with another Kawasaki ZX-10R 2006 model.

2012 Racing Season

With the financial and time impact on replacing the engine in the bike, along with the break between the 2011 and 2012 speedway sidecar seasons the start to the racing season for Team Thompson Racing team has been a slow one. However with the completion of the engine replacement, the first meeting for 2012 for Thompson Racing hopes to be on either the 26th of May at Brandon Sport Reserve Dirt Track, Queensland or the 23rd of June at Northgate in Brisbane, Queensland.

The 2012 calendar for the team at this point in time appears as the below –

| <u>Date</u> | <u>Track Name</u> | <u>Location</u> |
|----------------------------|--------------------|----------------------|
| May 26 th | Brandon Dirt Track | Brandon, Queensland |
| June 23 rd | Northgate | Brisbane, Queensland |
| July 21 st | Brandon Dirt Track | Brandon, Queensland |
| August 4 th | Pioneer Park | Brandon, Queensland |
| August 25 th | Northgate | Brisbane, Queensland |
| September 22 nd | Brandon Dirt Track | Brandon, Queensland |
| October 13 th | Northgate | Brisbane, Queensland |
| October 20 th | Cairns | Cairns, Queensland |
| November 17 th | Pioneer Park | Brandon, Queensland |
| November 24 th | Northgate | Brisbane, Queensland |
| December 22 nd | Northgate | Brisbane, Queensland |

Future Plans

What does the future hold for Team Thompson Racing? This is the question. By the end of 2012, we hope to have successfully nominated and qualified for the 2012/2013 Queensland sidecar title. From here we hope to at least place in the top four therefore being given the chance to enter the 2013 Australian Speedway Sidecar Championships. By bringing sponsors on board, we also hope expand both the number of tracks and the locations in which we currently race and practice at. This will include but not limited to tracks such as Gosford, Sydney, Kurri Kurri, Mildura, Gillman, Wayville and Murray Bridge. By doing this it will not only assist us in spreading our name not only throughout Queensland, New South Wales, South Australia and Victoria but also the names of our sponsors. In the not so far future we also hope to expand our racing opportunities over to New Zealand and Europe as well. Our team also hopes to one day get to the stage that we would be racing full time potential have it as a career. Also our team would like to develop into having merchandise such as t-shirts, stubby holder, caps, etc...



Speedway Sidecar Media

With the ever increasing popularity of speedway sidecars not only nationally but also internationally in countries such as the United States of America, New Zealand and the United Kingdom, some of the larger events are now part of such television programs as Chequered Flag on Speed TV as part of Fox Sports. Chequered Flag is one of Australia's longest running subscription television programs with the first program airing on the very day that pay television was inaugurated in Australia in 1995. Over the past 16 seasons, Chequered Flag has featured many of Australia's biggest international and domestic Speedway events.



Boasting the majority of Australian Speedway's regulatory bodies and leading promoters as key clients, Chequered Flag is respected among the

industry as the leader of Speedway television in Australia and is in real terms the only dedicated speedway television program in Australia.

The 2010/2011 season of Chequered Flag features many of the sport's major events and elite tournaments. The weekly one hour program was screened every Wednesday night at 8.30pm EDST commencing November 3, on Speed throughout Australia. Just one of the upcoming events for speedway sidecars that will be on Chequered Flag is the Australia Speedway Sidecar Championships; this two day event will be screened on Chequered Flag on the episodes airing on the 4th of May, 18th of May and the 25th of May. Chequered Flag airs on Fox Sports, Network Ten, ONE HD, SPEED and Bigpond Sport

Depending on the track in which a meeting is held, other media that has join the speedway sidecar bandwagon are that of channel ten and channel seven whether it be from just running the advertisements for the meetings or doing full news story pieces about the event.



Depending on the promotion behind the event, the media coverage can range from promotion on the local motorcycle club's website, local paper articles about the upcoming event and speedway internet forums to all the way up to national radio, national television and bill board advertising. Some example club websites are below.

<http://www.ayrmcc.com/index.html>

<http://www.kurrikurrispeedway.org.au/index.html>

There are also many companies that specialize in not on the production of speedway sidecar DVDs, magazines but also merchandise. An example of these is Speedway Racing News, SRN for short. SRN has origins tracing back to August of 1971, with the first issue being released in February, 1972. With SRN's 431 issue now on sale, SRN is setting the benchmark for its trademark quality in the same professional manner SRN has done since its inception in 1972. The link to their website is below.

<http://www.speedway.com.au/>

Opportunities for Sponsorship

As with any motorsport, the sport cannot survive without the assistance of sponsors. Many sponsors are under the impression that sponsorship is simply too expensive, however this is not the case. There are many forms of sponsorship and it does not always have to include financial support, sometimes it just takes a little creativity.



From a recent study that was conducted over a number of speedway tracks around Australia, the average number of spectators for club days is around 500 where the average number of spectators for a championship is around 2,500 not including the number of people watching some of these events on TV. How could a potential new 2,500 customers benefit your business?

The Australian Bureau of Statistics recently published a article reporting on the number of spectators at certain sporting events, the total number of spectators attending motor sports (including speedway) in Australia from 2009-2010 was 1,423,000.

By sponsoring a speedway sidecar your business will not only gain a rolling billboard for example traveling between meetings sometimes over 2,000 kilometers, what is a better way to advertise? However there are also many other advantages for sponsors, some of those include possible tax write-offs, a team who can and will promote your business through networking, exposure for your business and it could be utilized to improve employee morale by getting them involved.

You could also become a product sponsor by providing items needed for the racing season. Often some sponsors will provide racers with unique types of sponsorship that have no direct correlation to racing itself, but allow funds that would normally be spent on other products or services to be used for the race team. We would be more than happy to discuss any ideas you may have.

How could sponsoring a motorsport be a benefit for your business?



Have you ever passed a trailer carrying a motorcycle on the road? Did it catch your eye? The attention brought from this is incredible when only driving around a city; imagine how much attention could be brought to your business by

advertising while driving between Cairns or Townsville in North Queensland all the way to Adelaide in South Australia. How many potential new customers could that bring to your business?

While not traveling between meetings or attending them, the speedway sidecar could be parked in front of or in your store; this would definitely draw attention for more potential customers. In no time at all you will find customers entering your store asking about the speedway sidecar.

You could also use this opportunity as a public relations vehicle by displaying the racing team picture on the wall of an office or store.

Racing sponsorship also could improve the loyalty of your company's employees. Think of simple things such as a polo shirt with the race team name and your company's logo on it. Motorsport events can be a very fun family outing; employees and their children would really appreciate a day at the track.

Even if you personally have no interest in speedway, you could still take advantage of the promotional advantage it could provide your company. Racing events can be a great environment for the prospective client or existing customer who happens to be a race fan. Again, use this opportunity to be creative and differentiate your company from other companies in your market. There is no doubt that more exposure in the community will translate into more sales down the road.

As a sponsor you could also receive meeting tickets and pit passes so you or others can attend races. Anyone interested in becoming more involved in speedway is also welcome to and could become a part of the “pit crew” for any of the events.



Sponsorship Packages with Team Thompson Racing

Currently Team Thompson Racing is offering 5 main types of sponsorship packages, major sponsor, and minor sponsor level 1, 2, 3 and individual.

However in saying that, the team is more than happy to negotiate any sponsorship ideas that you or your company might have.

As a major sponsor your company's logo will not only be the main logo that will be displayed on the sidecar having roughly a 1000mm x 600mm dimension, as displayed in the photo above. As a major sponsor you will also have your company's logo displayed on the team's transport vehicle as displayed in the photo above, this will roughly have a dimension of 2500mm x 600mm. Also as a major sponsorship you will be among the first mentioned on the sponsors at any speech given or award announcement presentation.

Below is a table that is displaying just some of the entitlements that sponsors will receive if they choose to join Team Thompson Racing

| Entitlements | Major | Minor 1 | Minor 2 | Minor 3 | Individual |
|--|--------------|----------------|----------------|----------------|-------------------|
| Company Logo on all print promotions where possible | • | • | • | • | • |
| Acknowledgment on the web as a specific level sponsor | • | • | • | • | • |
| Prior notification to all major events | • | • | • | • | • |
| Company logo display on team toolboxes | • | • | • | • | • |
| Mentioned where possible at awards presentations | • | • | • | • | |
| Company logo displayed on sidecar | • | • | • | • | |
| Company business cards to be available at meetings | • | • | • | • | |
| Company logo displayed on both sidecar and leathers | • | • | • | | |
| Company logo to be displayed on front wing of sidecar | • | • | • | | |
| Sponsor's representatives able to enter pits where available | • | • | | | |
| Monthly meetings to discuss future of the team | • | • | | | |
| Sidecar able to be showcased at company's workplace | • | | | | |
| Company logo displayed on team's transport vehicle | • | | | | |
| Company's merchandise displayed at meetings | • | | | | |

Of course we are able to customize a sponsorship package to best suit a certain company or individual. This customization can include anything from instead of providing monetary support, a company might offer a vehicle for the team to travel between meetings with or a sponsor might choose to offer their labour services to assist the team instead of a monetary value, this would then allow the team to spend valuable resources on much needed items instead of spending it on labour costs.

If you are interested in joining our team as a sponsor the team can be contacted on the below details at any time.

Name: Adam Thompson

Mobile: 0420 946 797

Email: sponsors@teamthompsonracing.com

Website: www.teamthompsonracing.com