

RYDE

KYLE RYDE 77

BRITISH SUPERBIKE RACER AND MULTIPLE BRITISH CHAMPION

Introducing you to the official presentation portfolio
for Kyle Ryde Racing



PORTFOLIO

We will provide you with an insight into the opportunities available as a partner to Kyle Ryde as well as stats, facts and figures from the largest domestic racing series in the world.

KYLE RYDE

"Thank you for taking the time to read about myself, the Championship I am competing in and having an interest in exploring a potential partnership for 2023".



WOULD YOU JOIN US FOR THE RYDE?



**KYLE
RYDE
SEVENTY 7**

INTRODUCTION

The British Superbike train is about to depart on another fantastic journey which stops at the most exciting race circuits all over United Kingdom. Are you going to join us for the ride and be part of the most exciting, bar to bar, wheel to wheel motorsport racing in the world.

Every race event can be witnessed LIVE on TV with every minute of track action at 11 different racing circuits also being clocked with LIVE timing.

In addition to the racing venues, exhilarating track action, you can have that personal experience by being part of Kyle Ryde's Journey as he returns back to British Superbikes with the same team for 2023 - 2022 Champions (OMG Racing Yamaha).



RIDER - INTRODUCTION

Kyle Ryde started his racing career on minibikes and progressed to the 125cc class with consummate ease. Taking the British 125cc title in 2011 as the youngest-ever winner of the championship, Ryde also contested the Red Bull Rookies Cup in 2011 and 2012. Moving to the 600cc Superstock class he secured his second national title in 2014 before campaigning a Yamaha R6 in the British Supersport championship, finishing runner up, the highlight of the season being a stellar display as a wild card in the World Supersport Championship at Donington Park finishing second to the eventual champion, Kenan Sofuoglu.

World Supersport was the next step but a difficult time in the championship saw the Nottinghamshire rider return to the UK, taking time out to regroup before returning to full-time racing in 2019, taking his third British title after dominating the GP2 series. For 2020 Ryde finally got his chance of a full-time British Superbike ride during which he took a breath-taking win at Silverstone as well as Pole Position and the Fastest Lap of the race. 2021 saw Ryde join RICH Energy OMG Racing but endured a difficult season despite standing on the podium at his home round at Donington Park. Ryde had a very positive 2022 race season and supported his team mate to a championship victory. Kyle secured victories and various podium finishes, including his best overall finish.

D.O.B: 22/7/97

RESIDENCE: NOTTINGHAM

HEIGHT: 176CM

WEIGHT: 72KG

AMBITION: BSB CHAMPION

2023 GOAL: WIN CHAMPIONSHIP

BEST RACE: DONINGTON PARK

2015 WORLD SUPERSPORT

WORST RACE: OULTON PARK 2021

BEST CIRCUIT: DONINGTON PARK

WORST CIRCUIT: OULTON PARK

FAVOURITE FOOD: SPANISH

TRAINING: LOUGHBOROUGH GYM,
MOUNTAIN BIKING

2022 RESULT: 6TH POSITION

2023 SEASON

Kyle Ryde will continue to compete in the British Superbike Championship for OMG Racing Yamaha - The 2022 Champions. Kyle has showed progression over the years and has firmly asserted himself as a title challenger for 2023. Kyle is highly recognised as one of BSB's talented riders and has supported this by winning various titles within the series.

RYDE



CAREER HIGHLIGHTS

- 2011 - BRITISH 125CC CHAMPION
- 2014 STOCK 600 CHAMPION
- 2015 2ND BRITISH SUPERSPORT
- P3 WORLD CHAMPIONSHIP RACE
- 2019 BRITISH GP2 CHAMPION
- 2020 DOUBLE BSB RACE WINNER
- 2022 BEST SEASON RESULTS



TEAM SPIRIT
RESILIENCE
FRIENDSHIP
PERSEVERANCE
COURAGE
DEDICATION
DISCIPLINE
ENGAGEMENT

DEMOGRAPHICS

Gender 64% Male/36% Female • Age – 56% 25-44yrs/ 14% 15-25 • 69% owns motorcycles • 96% Have access to Mobile phones or some form of communication device at the race events.

**BSB
200**

PUBLICATIONS

**BSB
350,000**

SPECTATORS

**BSB
330HRS**

LIVE TV
COVERAGE

**BSB
56,000**

ON SITE
ATTENDANCE

THE ACTION

The series has a partnership with leading sports channel Eurosport. Who showcase all 27 races and 11 Qualifying sessions **LIVE on TV**. All 11 rounds will also be shown on ITV4 throughout the week, with viewers reaching 850,000 -120,000,000 over a race weekend it's the perfect marketing tool that offers an array of superior opportunities.

The series has a history of creating feeder classes and future champions within the series and now boasts 6 other championships under the umbrella of BSB "British Superbike". Spectators get a fun filled day watching riders as young as 14 years old going bar to bar in the Motostar Moto3 series, Sidecars smashing fairings, topped off with the series finale British Superbikes. Kyle Ryde's VIP Guests can also enjoy their day, with quality hospitality, which is available to all of Kyle's partners. Ticket access passes are also available at a reduced rate along with VIP Hospitality passes.

FEEL THE ADRENALINE

The championship offers that all welcoming family feel with an array of marketing opportunities, managed right it could be a lucrative platform for your business.

By partnering with an elite top level motorcycle rider you will get that personal relationship, one to one interaction and exclusive branding opportunities that connect you to the rider and viewers of British Superbikes.



BSB 2023 CHAMPIONSHIP

WHAT IS "BSB" BRITISH SUPERBIKES

The British Superbike Championship is widely recognised as one of the most prestigious motorsport racing championships in the world.

Over **7 MILLION** terrestrial and satellite viewers tune in annually, with more than 350,000 on-site spectators at events across the year, it cements itself as one of the words leading elite sports. Race fans flock to 11 rounds to witness 27 bar to bar races whilst enjoying an energised welcoming paddock, merchandise stores, pit lane access, rider autographs, accessibility and more.

Just some of the reasons the championship has an ongoing fan base and following throughout the world.





WHAT IS A SUPERBIKE

Superbike racing motorcycles are derived from standard production models and differ only slightly from the sports bikes you see on the roads. This makes BSB very appealing to manufacturers, and has led to the well-coined phrase "win on Sunday, sell on Monday". Superbikes are both quick and powerful - 1000cc with as much as 235bhp or more and reach speeds over 200mph. For a bike to be eligible, the manufacturer must first homologate the model and manufacture the required number of road going machines. In general the bikes must maintain the same profile as their road going counterparts, with the same overall appearance as seen from the front, rear and sides. In addition, the frame cannot be modified, only braced to support the extreme speeds and G-force.

In 2012 significant changes were made to the technical regulations in an effort to bring down costs whilst at the same time improving the spectacle of competition and increasing the opportunity for private teams to compete competitively. This also creates a smaller gap between the performance of all the teams, riders and motorcycles.



240BHP
HIGH G-FORCE
165KG
PERFORMANCE
0-60 2.3 SECONDS
NO RIDER AIDS
YAMAHA YZF-R1
SUPERBIKE

FACTS & FIGURES

Both teams and riders have earned a reputation for highly engaging & pro-active content within the BSB fanbase.

Not only are Kyle Ryde partners having the personal relationship with the rider and enjoying the success. They will also get access to the teams social media reach. The team, championship and rider exceed 850,000 Followers.

TEAM
30,800
FOLLOWERS



RIDER
15,000
FOLLOWERS



TOTAL FOLLOWERS
850,000
ACROSS ALL
SOCIAL MEDIA

TIKTOK
2,650
FOLLOWERS



TOTAL FOLLOWERS
27,400
FACEBOOK
TEAM & RIDER



TWITTER
13,200
FOLLOWERS



TOTAL SOCIAL REACH OVER
10 MILLION

INCLUDES TEAM, RIDER & CHAMPIONSHIP
FACTS TAKEN FROM
1ST JAN - 4TH NOV 2022

VISIBILITY & IMPACT

The team's striking livery designs & branding make OMG bikes & team identity instantly recognisable, both trackside & across all media. With the largest presence in the paddock the OMG Racing Team is one of the most exclusive teams in the industry.

REPUTATION

OMG are widely regarded as having the most welcoming engaging hospitality programme within the paddock. With the teams largest on-site VIP Hospitality available to guests of the team and rider.

RELATIONSHIPS

Kyle Ryde Racing will focus on delivering strong ROI to Partners, with a dedicated social media Manager creating eye catching content to ensure maximum activation for his partners and their brands.

PRO-ACTIVITY

OMG's in house PR & Communications Team are hugely active across social media, with extensive activation programmes providing an impressive audience reach, making them the most popular BSB team on Instagram and other social media platforms



OMG
RACING
YAMAHA TEAM

KYLE RYDE'S 2023 CHAMPIONSHIP WINNING TEAM

In 2022, OMG Racing took victory in the Bennetts British Superbikes Teams' Championship in just their fifth season of professional racing, the fastest ever to win the championship from the team's date of entering the championship in 2018.

Kyle played a huge part in helping the team secure the championship in 2022. With bike development, Pole positions, race wins and podiums it was truly a team effort. With this in mind Kyle will go into the 2023 season as one of the title favourites.

BRANDING OPPORTUNITIES

Introducing you to various branding/advertising packages.
All packages will carry the affiliation with Kyle Ryde Racing for 2023.



RYDE

AMBASSADOR

Connecting your brand to a gladiator of motorsport is a great way of growing the engagement of your brand, the following and above all expanding your audience.

Kyle Ryde has a growing social media following and is a perfect candidate to promote industry products, household products and brands.

All packages will need to be discussed.

RYDE

SELECTIVE PARTNER

As a selective partner you will get access to a variation of opportunities. Branding areas available, such as; Riders suit, website link directed to dedicated page, imagery, social media activation and promotion, Access to discounted Exclusive VIP Hospitality with the OMG Racing team, access to discounted event paddock passes.

As a selective partner you will also be connected with all press releases, post race event.

Package prices from £5,000 - £7,500

RYDE

PREMIUM PARTNER

As a premium partner you will get privilege access to a variation of opportunities. Branding areas available, such as;

Riders Helmet in a prominent position of which will be seen on TV and LIVE interviews, Riders front chest of suit, dedicated section on official website inc description, imagery - link directed to official page, imagery, social media activation and promotion, Access to discounted Exclusive VIP Hospitality with the OMG Racing team, Paddock passes supplied to partners as part of package, official 77 Merchandise supplied to partner, drink bottle advertising, Cap advertising availability, all official 77 merchandise logo placement, print media branding, official press release access, 2 X rider attendances to events, access to team pit garage, exclusive access and more.

Package prices start from £10,000 - £15,000





BRANDING PLACEMENT

With various branding positions available, we can make sure we cater for any specific requirements or positions. Depending on your overall budget or proposal we are sure we can provide prominent exposure and return of investment.



PREMIUM

BRANDING ON
FRONT OF RIDERS
CAP - WORN ALL
TIMES



BOTTLE

AS USED ON GRID
AND LIVE
INTERVIEWS WITH
TV



PREMIUM

BRANDING ON
FRONT OF RIDERS
SUITS

SELECTIVE

BRANDING ON
FRONT OF RIDERS
SUITS

SELECTIVE

BRANDING ON
FRONT OF RIDERS
HELMET

SELECTIVE

BRANDING ON
SIDE OF RIDERS
VISORS

SELECTIVE

BRANDING ON
SIDE OF RIDERS
HELMET



SELECTIVE

BRANDING ON
FRONT OF RIDERS
VISOR STRIP



BE PART OF OUR RYDE

BRITISH SUPERBIKE RACER AND MULTIPLE BRITISH CHAMPION

Thank you for taking the time to take a little insight into the world of British Superbikes and the opportunities available for Kyle Ryde Racing Partners for 2023.

Please email: management@kyleryderacing.com