

RYDE

KYLE RYDE

2X BRITISH SUPERBIKE CHAMPION

Introducing you to the official presentation portfolio for Kyle Ryde - 2024 & 2025 Bennetts British Superbike Champion

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 together".





KYLE RYDE NUMBER 1

**SAME TEAM
SAME GOAL
NEW BIKE**

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 and for 2025 we returned to the famous Assen TT Circuit!. 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 8 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 competes in the largest domestic motorsport championship in the world - British Superbikes.

Kyle will now compete on a Ducati Panigale V4R Superbike supported by the same team.

2011

BRITISH 125CC
CHAMPION.
KYLE'S FIRST BRITISH
CHAMPIONSHIP

2014

NATIONAL
SUPERSTOCK 600
CHAMPION

2017

COMPETING IN THE
WORLD SUPERSPORT
CHAMPIONSHIP FOR
KAWASAKI

2019

BRITISH GP2 SERIES
CHAMPION

2020

ROOKIE BSB RIDER,
RACE WIN AND POLE
POSITION

AN UNMATCHED RECORD IN BSB

2021

BRITISH SUPERBIKE
RIDER FOR
OMG RICH ENERGY
BMW TEAM

2022

BRITISH SUPERBIKE
RIDER. TEAM
CHAMPIONSHIP WIN
ON YAMAHA

2023

3RD OVERALL
BSB PODIUM FINISHES
AND LAP RECORD +
POLE POSITIONS

2025



Securing a back-2-back championship is something very few riders have achieved. Kyle rode to a spectacular championship win at the final round of the British Superbike championship. Once again a season that has gone down in history proven his Resilience and consistency.

2024



Kyle accomplished a child-hood dream becoming the 2024 British Superbike Champion. Kyle battled it out until the final lap of the final race in what was one of the most thrilling spectacles in motorcycle racing history.

Kyle Ryde will continue to compete in the British Superbike Championship. Riding for Nitrous Competitions Racing as the team switch to the exciting new Ducati V4R Superbike.

Changing manufacture is a new challenge, but Kyle has showed progression over the years and has once again firmly asserted himself as a title challenger for again for 2026.





TEAM SPIRIT
RESILIENCE
FRIENDSHIP
PERSEVERANCE
COURAGE
DEDICATION
DISCIPLINE
ENGAGEMENT



D.O.B: 22/7/97
RESIDENCE: NOTTINGHAM
HEIGHT: 176CM
WEIGHT: 72KG
AMBITION: BSB CHAMPION
2026 GOAL: RETAIN CHAMPIONSHIP
BEST RACE: BRANDS HATCH 2024
WORST RACE: OULTON PARK 2021
BEST CIRCUIT: DONINGTON PARK
WORST CIRCUIT: NONE
FAVOURITE FOOD: SPANISH
TRAINING: TRACKDAYS, ROAD CYCLING
GYM, MOUNTAIN BIKING
HOBBIES: GOLF, TRACKDAYS

1
"YOUTH"

DEMOGRAPHICS

Gender 64% Male, 36% Female • Age – 56% 25-44yrs/ 14% 15-25 • 69% own a motorcycle • 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 TNT Sports and Warner Bros.

Who showcase all 33 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 Moto4 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 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.



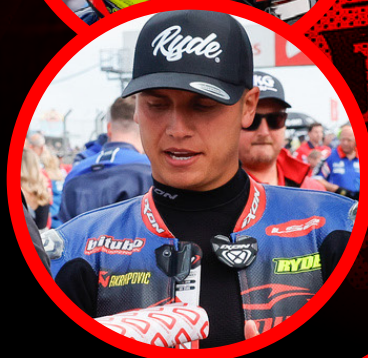
BSB 2026 CHAMPIONSHIP

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 33 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.





235BHP+
HIGH G-FORCE
165KG
PERFORMANCE
0-60 2.3 SECONDS
NO RIDER AIDS
PANIGALE V4R
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 above all race fans - This 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.



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
34,800
FOLLOWERS



RIDER
38,200
FOLLOWERS



TOTAL FOLLOWERS
OVER 1M
ACROSS ALL
SOCIAL MEDIA

TIKTOK
2,650
FOLLOWERS



TOTAL FOLLOWERS
59,400
FACEBOOK
TEAM & RIDER



TWITTER
13,200
FOLLOWERS



TOTAL SOCIAL REACH OVER
11MILLION

INCLUDES TEAM, RIDER & CHAMPIONSHIP

VISIBILITY & IMPACT

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

REPUTATION

Nitrous Competitions Racing 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 dedicated social media collaborations creating eye catching content to ensure maximum activation for his partners and their brands. All activation and content is pro-actively promoting Kyle's personal partners

PRO-ACTIVITY

Nitrous Competitions Racing'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. The team actively pushes imagery and video content containing Kyle - Which in-turn promotes Kyle's partners.



Nitrous
COMPETITIONS
RACING

KYLE'S 2024 & 2025 CHAMPIONSHIP WINNING TEAM NOW PARTNERING UP WITH DUCATI FOR 2026-2027

In 2022, Nitrous Competitions 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 their first championship in 2022. With bike development, Pole positions, race wins, Lap records and podiums it was truly a team effort. Kyle was a true force to be reckoned with in 2024, challenging for the title from the first race event. Kyle went onto proving him and his team Nitrous Competitions Racing as a united front, by winning the 2024 and 2025 championship. With this in mind Kyle and the team will go into the 2026 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 2026



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AMBASSADOR

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

Kyle's social media following has had an increase of 30% in the last year and is a perfect candidate to promote industry products, Household products and brands.

All packages will need to be discussed.

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SELECTIVE PARTNER

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

- Helmet branding
- Website, Social media content
- Branding on all printed media
- Access to special rate VIP Passes
- Access to special rate entry Passes
- Branding on KR posters

All branding spaces are to be finalised on amount of investment and your personal requirements

Packages from £6,000 - £9,000

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PREMIUM PARTNER

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

- Race Suit branding
- Prominent Helmet branding
- Website, Social media content
- Branding on all printed media
- VIP Passes to selected events
- All access season pass
- Event attendance with Kyle
- Access to special rate pass price
- Kyle Ryde event attendance
- Targeted Media Relations and PR

All branding spaces are to be finalised on amount of investment and your personal requirements

Packages from £15,000 upwards
(Budgets between Selective and premium packages, we can tailor it specifically to you)





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
SUITS

PREMIUM
BRANDING ON
ARMS OF RIDERS
SUITS

PREMIUM
BRANDING ON
FRONT OF RIDERS
HELMET VISOR

SELECTIVE
BRANDING ON
SIDE OF RIDERS
VISORS

PREMIUM
BRANDING ON
FRONT OF RIDERS
CHIN BAR - SIDES

BOTTLE
AS USED ON GRID
AND LIVE
INTERVIEWS WITH
TV

PREMIUM
BRANDING ON
TOP/FRONT OF
RIDERS HELMET

PREMIUM
BRANDING ON
SIDE OF RIDERS
HELMET





BE PART OF OUR RYDE

2024 & 2025 BRITISH SUPERBIKE 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 2026

Please email: management@kyleryderacing.com