



**CAMERON  
FRASER**  
*Racing*

**2024  
TEAM PRESENTATION**





# ABOUT CAMERON FRASER

Cameron is a passionate, highly motivated, and competitive racer. From the age of 3 he's had a keen interest in the sport and at 11 he started competing. From grassroots Minimoto and Club racing all the way to the British Superbikes series. At age 15 he had his first taste of national success by becoming the 2015 KTM Junior Cup British Champion. Following this, he and his team have raced strongly in senior classes in the British Championship.

The last 4 seasons have seen Cameron race in the highly competitive Quattro Group British GP2 Cup. Following on from a strong 2022 season where the team finished in 2nd place Cameron went on to win the 2023 championship.



**BRITISH GP2  
RUNNER-UP**



**BRITISH GP2  
CHAMPION**

With an avid business mind, Cameron understands your brand's marketing and promotional objectives and has all the qualities of an excellent brand ambassador that can be a partner and an asset in your marketing programme.



# WHY BRITISH SUPERBIKES?



The British Superbike Championship continues to maintain its position as the world's premier domestic bike series.

The championship is a globally recognised sports brand, broadcasted across Europe. It attracts the world's best riders and manufacturers along with a continued influx of new fans.

Not only do you get the superbike series, but 7 explosive support classes that run alongside the flagship series, including British Supersport, in which Cameron competes.

## Facts & Figures:

- 900,000 TV viewers per round
- 30,000 spectators per round
- 10.8M viewers across the season
- 360,000 spectators across the season

Official Coverage on:



**motorsport.tv**

11 WEEKENDS ACROSS  
9 NATIONAL &  
INTERNATIONAL TRACKS



# WHAT CAN WE OFFER YOU

- Company logo in highly visible positions covering the biggest part of the bike, leathers, team clothing and all promotional material produced
- Advertising on helmets
- Paddock access across selected rounds of the British Superbike Championship with Hosting & VIP treatment, a great opportunity to bring your valued clients to exciting events.
- Multiple advertising opportunities across all Cameron's social media platforms including race reports
- Copies of the teams official wear
- Depending on availability, your business will have the opportunity to have the race bike on display at company head office, corporate and other promotional events.



# BRAND EXPOSURE BIKE

## TITLE SPONSORSHIP

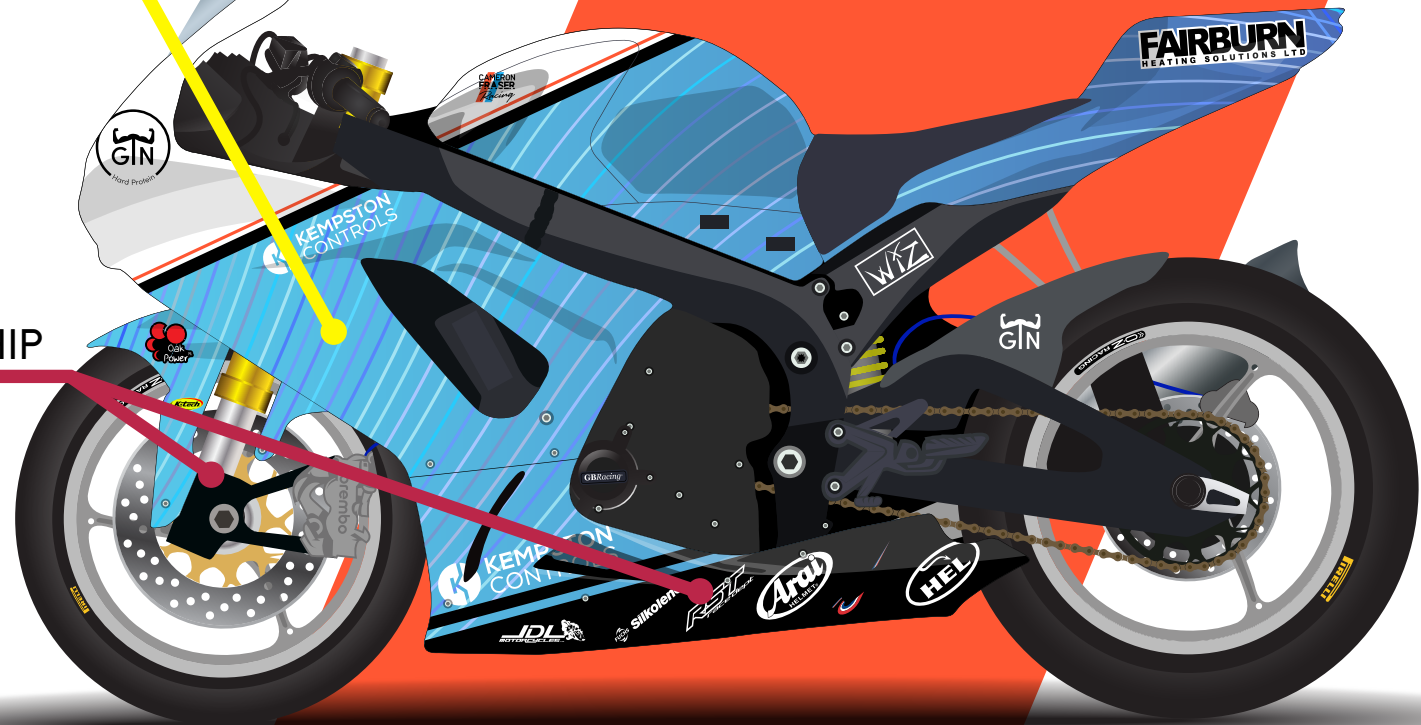
Company Logo in large format on highly visible locations.

This will also include logo positioning on Cameron's racing helmets

## SUPPORT SPONSORSHIP

## CFR SUPERBIKE DETAILS

- Suzuki GSX-R750
- Power: 150bhp
- Weight: 170kg wet
- Top Speed: >165 mph



# BRAND EXPOSURE RACE SUITS



FRONT



REAR



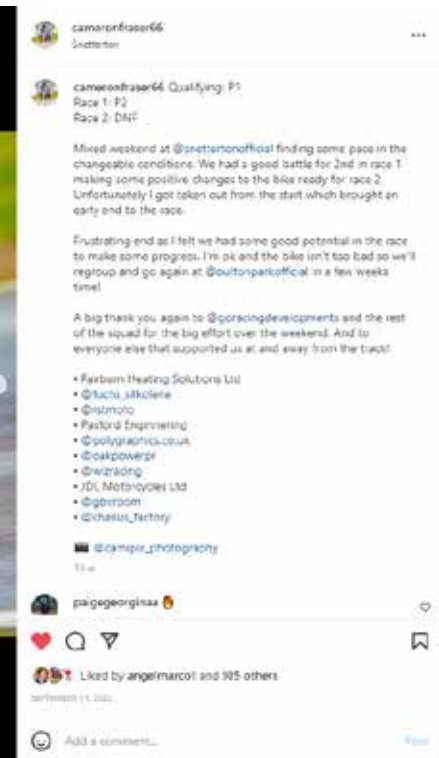
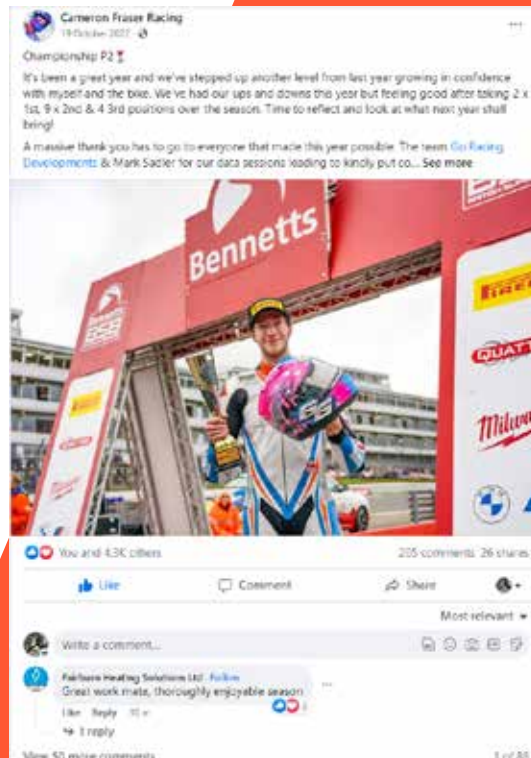
# CAMERON'S SOCIAL MEDIA



WWW.CAMERONFRASERRACING.COM

Cameron's social media continues to grow its dedicated following. Cameron's audience includes **over 7000** motivated motorsport fans split across Instagram, Facebook, LinkedIn, Twitter and YouTube. These channels are all regularly updated and have very positive engagement figures throughout.

Additionally, the team has its own high quality website which will display partner's information and logos.



# BRAND EXPOSURE DOCUSERIES

As part of the 2024 season's marketing programme the team at Cameron Fraser Racing will be producing a docuseries to bring the audience into the action at the paddock and on the racetrack. Throughout his training and during the season Cameron will be joined by The Manetta Creative, a creative agency focussed on upcoming artists and athletes, who will produce an intense and action heavy show. The docuseries will follow Cameron throughout his training, show how the team works to prepare the bikes and accompany the team and family onto the tracks for the exciting race weekends.

This docuseries will be available to our supporters and will be shared publicly on social media. These videos are an excellent way to reach an engaged audience and offer exceptional product placement and sponsorship opportunities for our partners. They are an excellent addition to your social media channels and will help increase viewership and traffic to the partners media.





# SPONSORSHIP PACKAGES

## Sponsorship

Examples can be tailored to suit any programme.

- Bike parts - £10,000
- Series Entry Fees - £3,600
- Tyres - £1,900 per round (11 rounds) = £20,900
- Crash Damage - £5,000+
- Fuel - £380 per round = £4,180
- Race Wear (Suits, Boots, Gloves) - £5,000
- Spray Painted Helmet x 2 - £2,000

## Sponsorship Benefits

- Company logo in highly visible place on bike, leathers and helmet depending on sponsorship level
- Race circuit entry and paddock passes for up to 1 race weekends of the 2024 season for sponsors and guests
- Advertising across all Cameron's social media platforms and website
- Hosting and hospitality from rider and team members for attendants
- Race bike on display at company headquarters (depending on sponsorship level)

## Partners



# 2024 CALENDAR

## OFFICIAL TESTS



**TEST 1**

**6/7 April**  
Donington Park GP



**TEST 2**

**16-19 April**  
Circuito de Navarra (Spain)



**TEST 3**

**1/2 May**  
Oulton Park



**TEST 4**

**23 August (Evening)**  
Cadwell Park



**ROUND 1** **20/21 April**  
Circuito de Navarra (Spain)



**ROUND 2** **4-6 May**  
Oulton Park



**ROUND 3** **17 - 19 May**  
Donington Park GP



**ROUND 4** **14 - 16 June**  
Knockhill



**ROUND 5** **5 - 7 July**  
Snetterton



**ROUND 6** **19 - 21 July**  
Brands Hatch GP



**ROUND 7** **9 - 11 August**  
Thruxton



**ROUND 8** **24 - 26 August**  
Cadwell Park






**ROUND 9** **13 - 15 September**  
Oulton Park



**ROUND 10** **27 - 29 September**  
Donington Park GP



**ROUND 11** **11 - 13 October**  
Brands Hatch GP

-  BRITISHSUPERBIKE
-  @OFFICIALBSB
-  OFFICIALBSB
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-  BRITISHSUPERBIKE

\* All dates are provisional and subject to change.



# CONTACT US

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