



2025 Sponsorship Presentation



About Cameron

Cameron is a passionate, driven, and highly competitive motorcycle racer, embodying excellence both on and off the track. With a lifelong commitment to the sport, his passion began at 3 years old, and by age 11, he finally got the chance to compete. From grassroots Minimoto to the prestigious British Superbikes series.

At just 15, Cameron achieved his first national title, becoming the 2015 KTM Junior Cup British Champion. Since then, his career has progressed through senior classes in the British Championship. Most notably, Cameron has spent the past four seasons in the fiercely competitive Quattro Group British GP2 Championship. After securing an impressive 2nd place in the 2022 season, Cameron claimed the ultimate victory as the 2023 British GP2 Champion.



**2015 British
Champion**

2022



**BRITISH GP2
Runner-up**

2023



**BRITISH GP2
CHAMPION**

Cameron's success isn't confined to the racetrack. With a sharp business acumen and a natural flair for communication, he offers exceptional value as a brand ambassador. Understanding the marketing and promotional goals of his partners, Cameron provides a unique opportunity to align with a champion whose dedication, professionalism, and winning mindset make him an invaluable asset to your brand's marketing strategy.



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
- 40,000 spectators per round
- 10.8M viewers across the season
- 360,000 spectators across the season

Official Coverage on:



**11 WEEKENDS ACROSS
9 NATIONAL &
INTERNATIONAL TRACKS**



What can we offer you

- **Prominent Branding:** Company logo in highly visible positions on the bike, leathers, team clothing, and all promotional materials.
- **Helmet Advertising:** Additional branding opportunities on Cameron's helmet.
- **Exclusive Paddock Access:** Enjoy access to selected rounds of the British Superbike Championship, complete with hosting and VIP treatment—a fantastic way to entertain valued clients and partners.
- **Professional Imagery:** Access to high-quality race weekend images for promotional use.
- **Social Media Exposure:** Multiple advertising opportunities across Cameron's social media platforms, including race reports and updates.
- **Team Merchandise:** Receive copies of the team's official wear at discounted price.
- **Race Bike Display:** Subject to availability, showcase the race bike at your company's head office, corporate events, or promotional activities.
- **Engagement Opportunities:** Invite Cameron to company events for activities like motorbike race simulations, representing your brand in a fun and interactive way.



Brand exposure BIKE

CFR SUPERBIKE DETAILS

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

TITLE SPONSORSHIP

Company Logo in large format on highly visible locations.

SUPPORT SPONSORSHIP



Brand exposure Race suits



FRONT



REAR

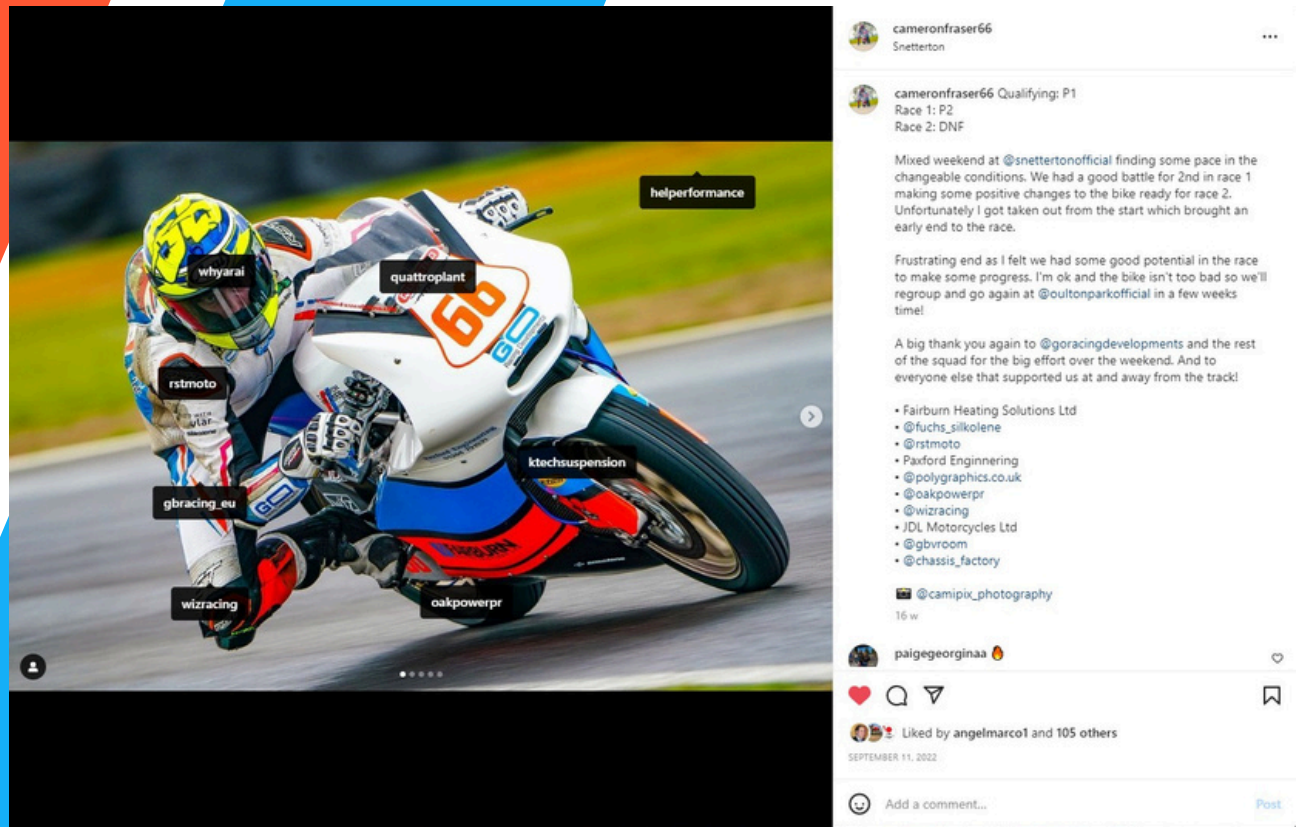
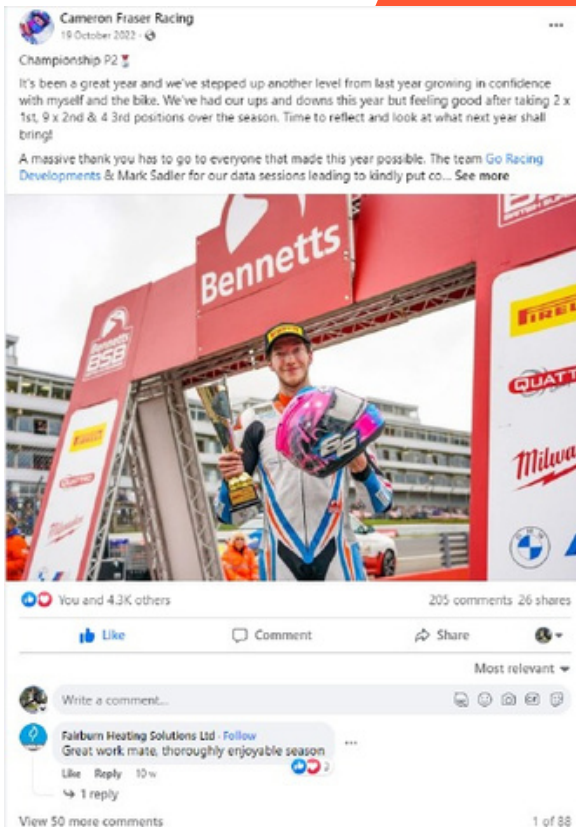
Cameron's Social Media



WWW.CAMERONFRASERRACING.COM

Cameron's social media continues to grow its dedicated following. Cameron's audience includes over 10,000+ 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, Cameron has a professional website which will display partner's information and logos.



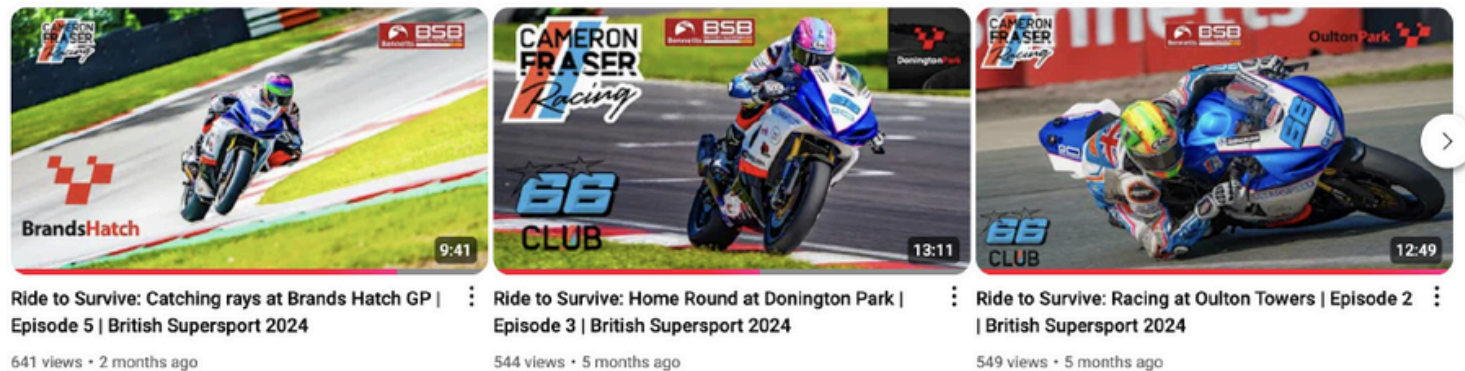
Brand Exposure - Docuseries

In 2024, we launched Ride to Survive — an adrenaline-fueled docuseries that takes viewers behind the scenes of Cameron Fraser's journey through the highs and challenges of competitive racing. From intense training sessions to the high-stakes action on race weekends, the series captures the dedication, passion, and thrill of racing at the highest level.

For 2025, Ride to Survive is back, offering even more captivating moments. Produced in collaboration with Manetta Creative, the series provides unparalleled brand exposure through dynamic storytelling, on-track excitement, and exclusive insights into Cameron's life as a professional racer.

Below are screenshots showcasing the action and coverage from Ride to Survive.

This series is shared across social media platforms, offering exceptional opportunities for product placement and engagement. It's a powerful tool to amplify your brand, connect with a dedicated audience, and drive traffic to your platforms.



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
- Helmets - £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 across race weekends of the 2025 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 and events (depending on sponsorship level).
- Invite Cameron to company events for activities like motorbike race simulations, representing your brand in a fun and interactive way.

Partners



2025 CALENDAR

OFFICIAL TESTS (PRE SEASON)



TEST 1

6/7 April
Circuito de Navarra (ESP)



TEST 2

18/19 April
Donington Park GP



TEST 3

23/24 April
Oulton Park

MAIN SEASON



ROUND 1 **3-5 May**
Oulton Park



ROUND 2 **16-18 May**
Donington Park GP



ROUND 3 **20-22 June**
Snetterton



ROUND 4 **4-6 July**
Knockhill



ROUND 5 **25-27 July**
Brands Hatch GP



ROUND 6 **8-10 August**
Thruxton



ROUND 7 **23-25 August**
Cadwell Park



ROUND 8 **5-7 September**
Donington Park GP

SHOWDOWN



ROUND 9 **19-21 September**
TT Circuit Assen (NLD)

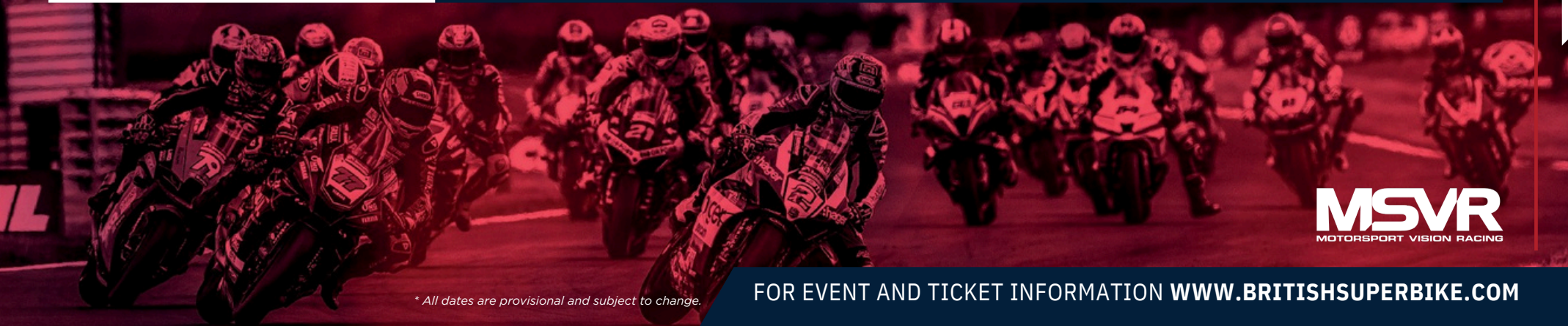


ROUND 10 **3-5 October**
Oulton Park



ROUND 11 **17-19 October**
Brands Hatch GP

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MSVR
MOTORSPORT VISION RACING

* All dates are provisional and subject to change.

FOR EVENT AND TICKET INFORMATION WWW.BRITISHSUPERBIKE.COM

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