

# AXEL PEDERSEN

# #66



## JOIN AXEL ON HIS JOURNEY

RESULTS, PERSONAL BIO,  
BRAND AMBASSADOR PACKAGES

# JOIN AXEL ON HIS JOURNEY

**New Zealander/Australian living and racing in Thailand**

**Languages: English, Thai, Basic Japanese, Spanish and German**

**Started motorcycle racing in January 2020**

**3<sup>rd</sup> in the 2020 BRIC Superbike at first attempt (First in history)**

**Proudly represented Thailand in MotoAmerica (American Championship watched by millions)**

**Race number #66**

**Under 18 400cc lap record at 2 different tracks in Thailand**

## Half Kiwi, Half Australian, born and racing in Thailand.

*Axel started riding motorcycles in 2018 and started racing in 2020. He competes in the 400cc Sport Production Under 18 class on a Kawasaki Ninja 400 in the various Thailand motorcycle racing competitions including BRIC Superbikes, R2M, Kawasaki Road Racing Championships and the Thailand Tourist Trophy. Axel also competed in MotoAmerica, the American championship and managed to score points on his debut weekend.*

*Axel's goal for 2022 is to fight for the championship in the 400cc class, and also race internationally.*

*Axel's goal for the future is to compete internationally by returning to MotoAmerica for the 2023 season or the World championship in the form of WorldSSP300*



# Racing results and highlights



Race Series		2021	
BRIC Superbike		Ranked 4 <sup>th</sup> in Thailand in overall standings	
Thailand Tourist Trophy Under 450cc		1 <sup>st</sup>	
MotoAmerica Junior Cup 	Round 6		Round 7
	Race 1: P16	Race 2: P14	Race 1: P16

Race Series	2020 Championship Results
BRIC Superbike	3 <sup>rd</sup>
R2M Superbike	5 <sup>th</sup>
KRRC	3 <sup>rd</sup>

- Thai Tourist Trophy Winner
- KRRC Round 1 started 15<sup>th</sup> on grid and finished 3<sup>rd</sup>
- Bira Circuit Under 18 lap record
- Kaeng Krachan Circuit Under 18 lap record

# WHY GET INVOLVED? WE CAN HELP YOUR BUSINESS!

**YOUR BRAND** – to be associated with a young, winning, successful racer and engage with thousands of fans.

**YOUR SALES** – to enhance your sales.

**YOUR VALUES** – promote youth well being, road safety and inspire the next generation of young riders.

**YOUR AMBASSADOR** – to be part of Axel's journey, engage and inspire your staff, clients and customers with their story. Axel has done TV Ads before and is no stranger to the camera. Axel can be available for corporate events and promotions by prior agreement.

**YOUR CLIENTS, CUSTOMERS & STAFF** – to entertain and inspire at races and events and engage in competitions with VIP tickets.

**BRIC Superbike** is broadcast live via True Sports, True Visions, MVTV, MVL Laos, MVM Myanmar, TV3 Cambodia and streamed live via Facebook and YouTube.



## Sponsorship opportunities:

### Platinum x 1\*

Team naming rights. Bike, pit and trailer design/colour to match corporate look. All coverage rights of Gold, Silver, Bronze options listed below. Nonexclusive right to title for advertising & PR use "Official Sponsor of Axel Pedersen" (No Gold, Silver or Bronze sponsor options will be offered if a Platinum sponsor joins)

### Gold x 1\*

(logo 30x30 cm both sides of bike, two small logos front and rear fairing, logo on race suit, team shirts & apparel, grid flag, trailer and pit wall, mention in interviews & social media posts, logo/brand profile on website, access to photo/VDO library, VIP pit and race visit, Nonexclusive right to title for advertising & PR use "Official Sponsor of Axel Pedersen", promotional events and promotions with Axel by arrangement, potential product placement in pit)

### Silver x 2\*

(logo 20x5 cm both sides of bike and small logo front fairing, logo on race suit, team shirts & apparel, trailer and pit wall, mention in interviews & social media post, logo/brand profile on website, access to photo/VDO library, Nonexclusive right to title for advertising & PR use "Official Sponsor of Axel Pedersen")

### Bronze x 4\*

(logo 10 x 2.5cm both sides of bike, small logo front or rear fairing, trailer and pit wall, mention in social media posts, logo/brand profile on website, access to photo/VDO library, Right to title for advertising & PR use "Official Sponsor of Axel Pedersen")

\*Other opportunities available by negotiation on level of rights, markets and duration.  
All packages are developed with Sponsor objectives at the forefront. See appendix for more information.

# OFFICIAL SUPPORTERS & SUPPLIERS

## Official parts, equipment and consumable suppliers\*

All from non-competing categories - demonstrating industry expertise.  
Product will be used on the bike and during the race. Product placement in the pit and logo 7 x 1.5cm both sides of bike, logos on website, **access to photo/video library.**

## SUPPORT PACKAGES - RACE SPECIFIC SPONSORS

Sponsors at one or more specific races during the Season by negotiation and dependent of Platinum sponsorship status.

## ADDITIONAL OPPORTUNITIES FOR INDIVIDUAL SUPPORTERS

Private individuals may also wish to have an association with Axel and give some personal support to assist his career. Packages from THB 25,000 are available, which offer the opportunity to attend events and experience what it is like behind the scenes as the team prepares for a race.

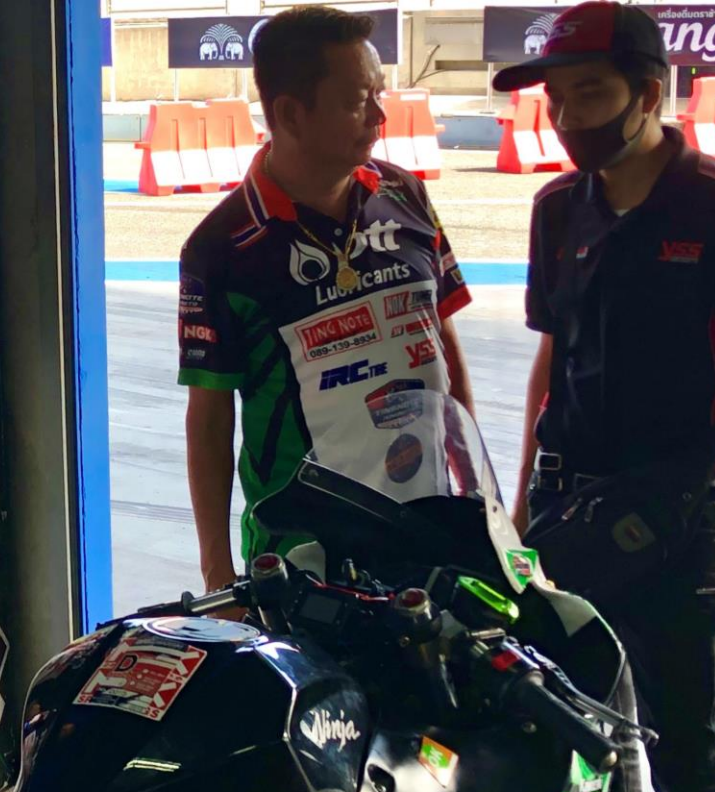
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**FAMILY LOVE THE SPORT AS WELL!**

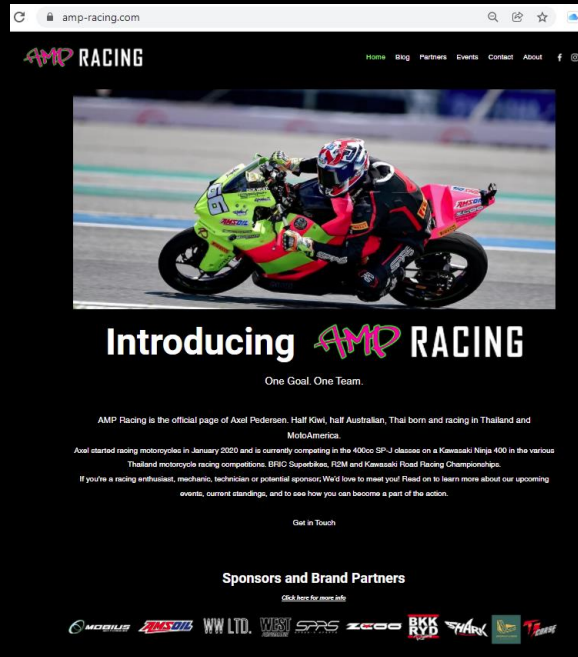
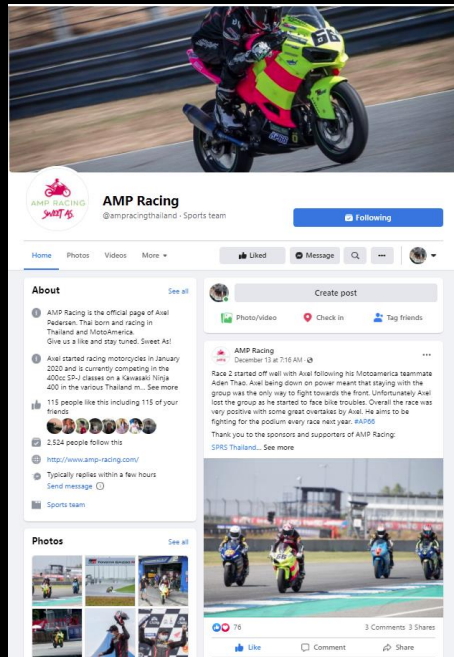




# ACTIVE WITHIN THE MOTORCYCLE COMMUNITY

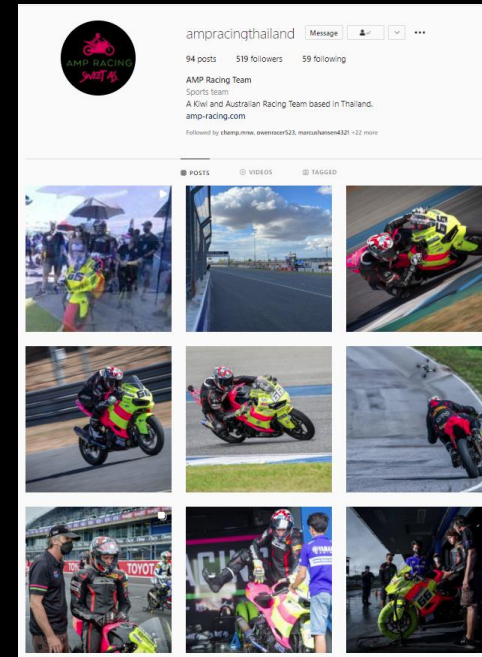


# WEBSITE & SOCIAL MEDIA



FACEBOOK: @AMPRACINGTHAILAND  
Up to 100,000 interactions per month

www.amp-racing.com  
Only racing team in Thailand with a  
professional website



INSTAGRAM: @AMPRACINGTHAILAND



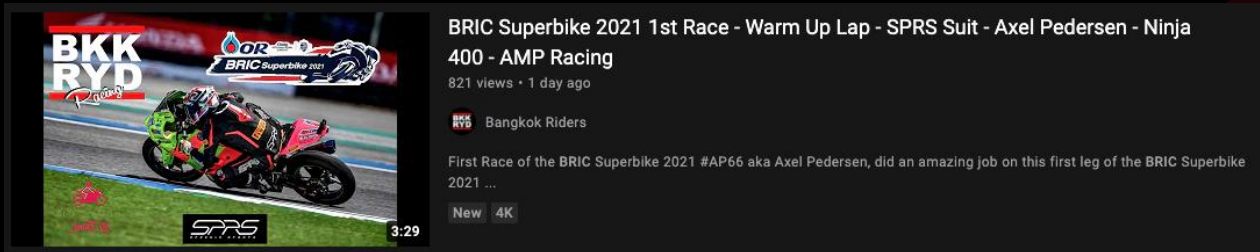
AXEL PEDERSEN PERSONAL PAGES  
FB: AXEL PEDERSEN  
IG: @AXELMPEDERSEN



# MEDIA HIGHLIGHTS

**AXEL PEDERSEN AND AMP RACING HAVE EXPERIENCE WITH THE CREATION OF MEDIA**

**Axel and his Family come from a background of extreme sports, The team and Axel's family have the knowledge and experience to create high quality content for your social media and print media. This can include VLOGS, BLOGS, TUTORIALS, IMAGES, ARTICLES, AND MORE IN BOTH THAI AND ENGLISH.**



**A recent video for Bangkok Riders.**



**Promotional poster for sponsors and fans**



**A video for Thai-Racing channels, over 1.3 million Facebook followers and 220k YouTube Subscribers**



**A video made for Kawasaki Mobius that received 18,200 views and over 600 likes. Video spoken in Thai language by Axel Pedersen with English subtitles.**



**A video shot during a race in 2020, Video received Over 40,000 views.**



**Vroom Podcast with Michael Hill, WorldSBK and MotoGP presenter**

# REACH POTENTIAL

OR BRIC SUPERBIKE CHAMPIONSHIP 2022	THE R2M THAILAND SUPERBIKE 2022
CIRCUIT CHANG INTERNATIONAL CIRCUIT, BURIRAM EVENTS X 4 TIMING - MAY - NOVEMBER SPECTATORS - 100,000*+	CIRCUIT THAILAND CIRCUIT MOTORSPORT COMPLEX, NAKHORNCHAI SRI EVENTS X 4 TIMING - JUNE - SEPTEMBER SPECTATORS - 100,000*+
CIRCUITS (BURIRAM & NAKHORNCHAI SRI) - 135,000+ FOLLOWERS CHAMPIONSHIPS (BRIC & R2M) - 120,000+ FOLLOWERS	
BROADCAST AND LIVE STREAMING OF THE EVENTS THOUSANDS REACHED ACROSS THE GLOBE THROUGH	



## SOCIAL MEDIA

AMP RACING - 100,000 VIEWS MONTHLY

MOTOGP - 11.3 MILLION FOLLOWERS

MOTOAMERICA - 300,000 FOLLOWERS

#MOTORCYCLE - 31,000,000 POSTS

## PHYSICAL FANS

MOTOGP THAI GRAND PRIX - 213,000 FANS IN ATTENDANCE

\*BEFORE COVID NUMBERS FROM OFFICIAL PROMOTERS



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**THANK YOU FOR YOUR TIME**

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## Appendix

# RIGHTS AND BENEFITS TO YOUR COMPANY

\*All packages are developed with Sponsor objectives at the forefront.  
Other opportunities available by negotiation on level of rights, markets and duration.

### INTELLECTUAL PROPERTY:

- NAMING RIGHTS – OFFICIAL Sponsor/PARTNER:  
(Platinum, Gold, Silver, Bronze level sponsors)

The sponsors will have the right to be designated as “Official Sponsor of Axel Pedersen and AMP Racing” or “Axel Pedersen is the brand ambassador of Your Company” (non-exclusive), as well as the right to use the exclusive designation “Official 2022 Sponsor of Axel Pedersen and AMP Racing” (on an exclusive basis).

(Official parts, equipment and consumable suppliers)

Right to title for advertising & PR Use “Official Supporter / Official supplier of Axel Pedersen and AMP Racing” non-exclusive),

- IMAGE RIGHTS – ACCESS TO CONTENT DATABASE:

The sponsor will enjoy unlimited access to official imagery, (pictures and videos).

One private and exclusive photo/video shoot available for Platinum, Gold level sponsors. Other levels by negotiation.

### MARKETING RIGHTS:

- SPONSORSHIP ANNOUNCEMENT - OFFICIAL PRESENTATION OF THE AGREEMENT:

Official Presentation of the Agreement: Official Presentation to communicate the agreement between both parties with the presence of Axel Pedersen. (Platinum, Gold, Silver levels)

Named in all official press releases for sponsorship announcement (Platinum, Gold, Silver, Bronze levels)

- FOOTAGE – USE OF EXISTING FOOTAGE

Right to use existing footage (race’ imagery, highlights, etc.)

### BRANDED CONTENT:

The sponsor will be mentioned/Tagged in posts. A total of 1 posts per week during none race months and 1 post per day during race weekends on:

Facebook

Instagram Feed/Stories

TikTok (If requested)

Regular blog updates on [www-amp-racing.com](http://www-amp-racing.com)

### MERCHANDIZING:

Sponsor shall be entitled to use signed, goodies which bear any Block Mark, for internal and promotional uses only.

Such Goodies shall be unbranded (except with regard to the Block Marks).

### CROSS PROMOTION:

Sponsor shall be authorized to co-operate with other Axel Pedersen sponsors. In this respect, Axel Pedersen agrees to provide sponsors with all reasonable assistance into co-ordination of such activities.