



FIM **WOMEN'S MOTORCYCLING**
WORLD CHAMPIONSHIP

October 2023

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MISSION

FIM and **DORNA** to organize in 2024 a dedicated Circuit Racing **WOMEN'S WORLD CHAMPIONSHIP**



PROGRAMME

6 Events in Europe included in the FIM Superbike World Championship



Round 1: 14th – 16th June - Misano World Circuit "Marco Simoncelli" ITA

Round 2: 12th – 14th July - Donington Park Circuit GBR

Round 3: 9th – 11th August - Autodromo Internacional do Algarve POR

Round 4: 23rd – 25th August - Balaton Park Circuit HUN

Round 5: 20th – 22nd September - Cremona Circuit ITA

Round 6: 11th – 13th October - Circuito de Jerez – Ángel Nieto ESP

2 Races per weekend
[1 on Saturday + 1 on Sunday],
for a total of **12 Races**

22 permanent entries + 2 Wild Cards from each
National Federation

EVENT SCHEDULE

- **FRIDAY:**
Tissot Superpole 1
Tissot Superpole 2
- **SATURDAY:**
Warm Up
RACE 1
- **SUNDAY:**
Warm Up
RACE 2

KEY POINTS

Dorna's **know-how, experience** and **infrastructure** to run a **new championship**



MEDIA and BROADCASTERS

Reach new audience
using alternative
channels and MotoGP
and WorldSBK Media
partners

WORLDSBK COMMUNITY

Generate new interest
and interaction with the
female fan base

ORGANIZERS

**Create new commercial
opportunities**
for Organizers by
increasing ticket sales

MANUFACTURER

Increase manufacturer
engagement

SPONSORS

**Promote commercial
opportunities** and new
sponsorships

LIVE BROADCAST FACILITIES

- Fully digital HD OB van.
- Live graphics supplied in HD format.
- International programme feed providing up to 20 track cameras.
- Satellite, BT Tower and streaming distribution.
- 3 wireless RF cameras ensuring full coverage of pits, grid and parc fermé.
- English commentary for all live sessions.

NON LIVE CONTENT

• HIGHLIGHT PRODUCTION

After each event, summary of the races from the weekend.

• OFF SEASON COVERAGE

Off season content as edited clips, off season tests, interviews, etc.

• EXTRA FEATURES

Location & colour country, info about each event, rider profiles, track presentations. Graphics, data, photos, circuit layouts.

• HIGHLIGHTS 3' FOR AGENCIES

3 minutes Highlights with the best images from the races. It is a short round up of the day to showcase the best parts of the championship racing action.

• CLIPS FOR SOCIAL MEDIA

Social media clips to promote and viralize the championship and the TV broadcasters, creating a strong relationship between the two.

POTENTIAL BROADCAST PARTNERS

Towards the Widest Coverage

Aware of the importance of reaching all markets at an International level and ensuring the presence of the championship in the most prominent broadcasters' networks in the first steps of the Championship.

We will integrate the Championship through dedicated to sports and Motorsport networks, as well as exploring the specific women in sports channels that some platforms already have, both free to air and via cable as well as in the OTT option.



EUROSPORT

EUROSPORT
EUROPE



RTBF Auvio
Belgium

SPORT-TV

SPORT TV
Portugal

Gibtelecom

Gibtelecom
Gibraltar



DAZN
Spain



teledeporte RTVE
Spain



itv (HL)
UK & Ireland



Ziggo TV (HL)
the Netherlands



Servus TV
Austria, Germany & Switzerland

nova
SPORT1
nova
SPORT2

Nova Sport
Czech Republic,
Slovakia



Arena 4
Hungary



Kanal A
Slovenia



VOYO
Slovenia



tv8
Italy



Sky TV
Italy



REV TV
Canada



NBC Sports
US



S Sport
Turkey



FOX Sports Mexico
Mexico



Bandsports
Brazil



FOX Sports
Australia



SBS (HL)
Australia



ESPN
LATIN AMERICA



SuperSport
AFRICA



SPOTV
ASIA



J SPORTS
Japan



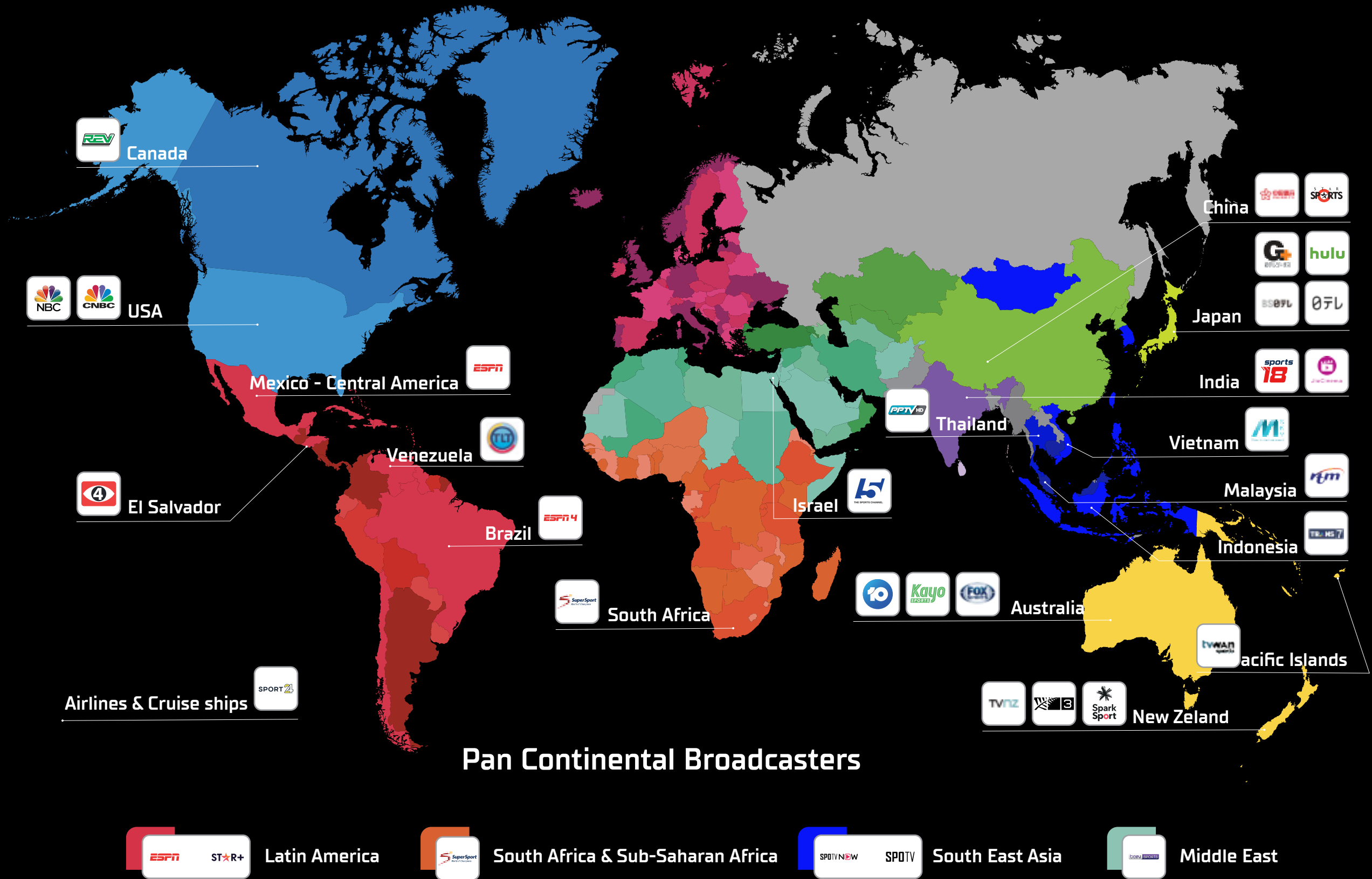
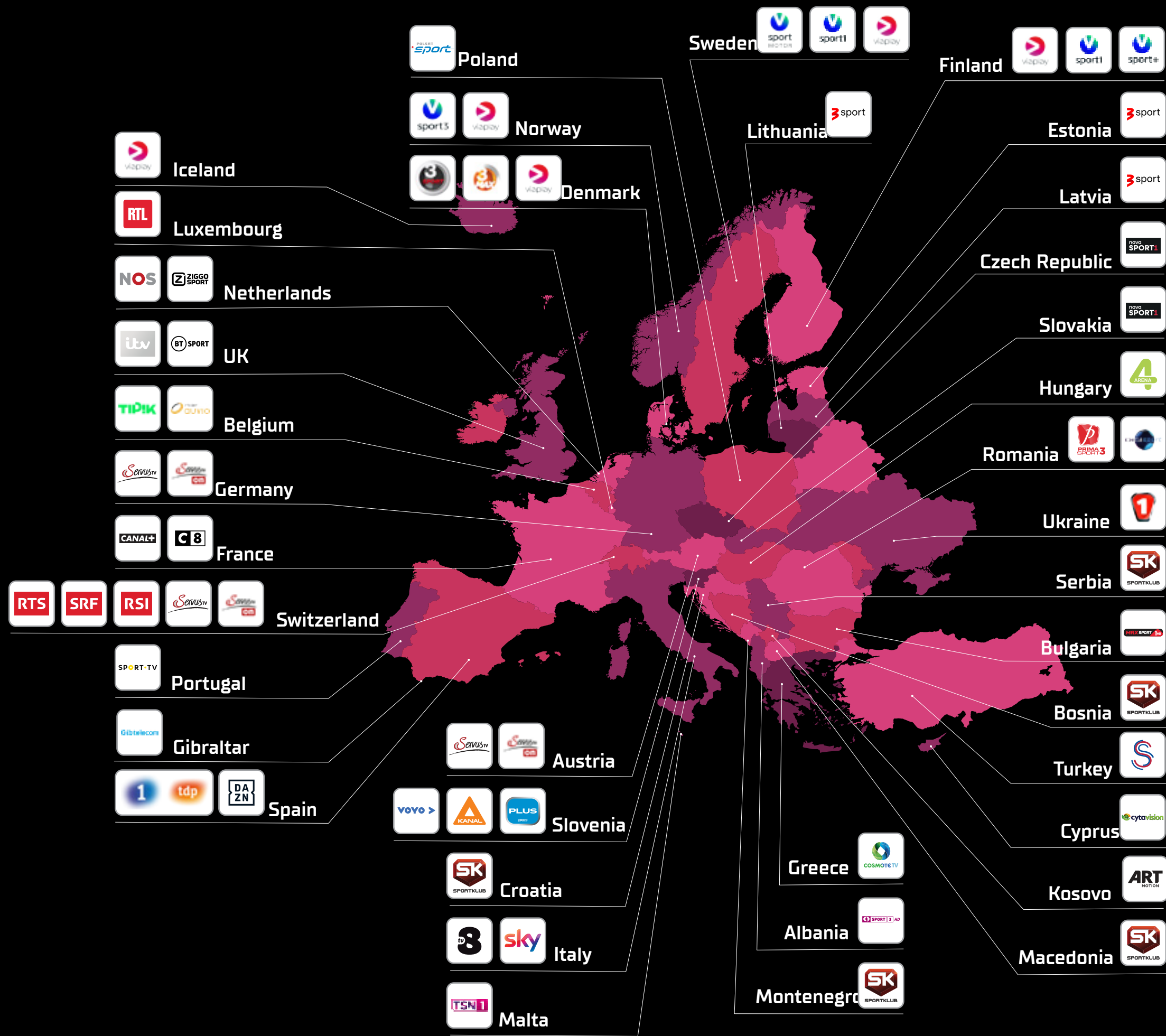
TRT SPOR 2
Turkey



Trans7
Indonesia



SKY sports
New Zealand



WorldSBK GLOBAL TV WORLDWIDE AUDIENCE

127M

Primary Audience

LIVE – RELIVE – DEFERRED – HIGHLIGHTS

61%

Europe

28%

Asia Pacific

11%

**Rest of
the world**

**Top 10 countries
Primary Audience**

LIVE – RELIVE – DEFERRED – HIGHLIGHTS



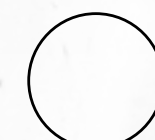
Italy



Indonesia



Spain



Pan-Middle East



Turkey



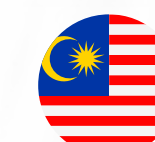
UK



Germany



Japan



Malaysia



Switzerland

MotoGP™ GLOBAL TV WORLDWIDE AUDIENCE

416M

Primary Audience

LIVE – RELIVE – DEFERRED – HIGHLIGHTS

69%

Europe

25%

Asia Pacific

6%

**Rest of
the world**

**Top 10 countries
Primary Audience**

LIVE – RELIVE – DEFERRED – HIGHLIGHTS



Italy



Spain



Indonesia



France



Germany



Thailand



UK



Australia



The Netherlands



Austria

MOTORCYCLE

24 Yamaha YZF R7 motorcycles
with GYTR Racing Kit:

- Engine capacity **689 c.c.**
2 cylinder
- H.P. **74 hp**
- Weight 188 kg

LOGISTICS

Manufacturer will provide:

- **Transport & Logistics**
- **Assistance and Service on Track**
- **Motorcycle management**
Maintenance
On and Off Track
[racing and spare motorcycles]
- **Spare parts** management

Paddock

Dedicated Paddock Village:

- **1,000 sqm** in a privileged area
within the WorldSBK paddock
- **Motorcycle display** and product
line up
- **Branding & Direct Marketing**

Advertising areas on the Yamaha R7 motorcycle:

Area "A" – RIDER SPONSORS

Area "B" – CHAMPIONSHIP SPONSORS

Area "C" – CHAMPIONSHIP TECHNICAL SPONSORS

Yamaha advertising areas:

- **1** – R7 logo
- **2** – GYTR logo
- **3** – YAMAHA logo
- **4** – R7 logo
- **5** – YAMAHA brand

MOTORCYCLE

- Supply of 24 racing motorcycles + spare parts*
- On site Technical support

MANUFACTURER PARTNER

- Motorcycles **transportation** to each Round
- Motorcycles **maintenance** before/after Events
- **Paddock Village** setup and coordination

- Branding (**flags, banners, expo motorcycle & parts**) and **direct marketing**
- Pre-season Tests organization & rider selection



Advertising areas on the Rider's leather suit:

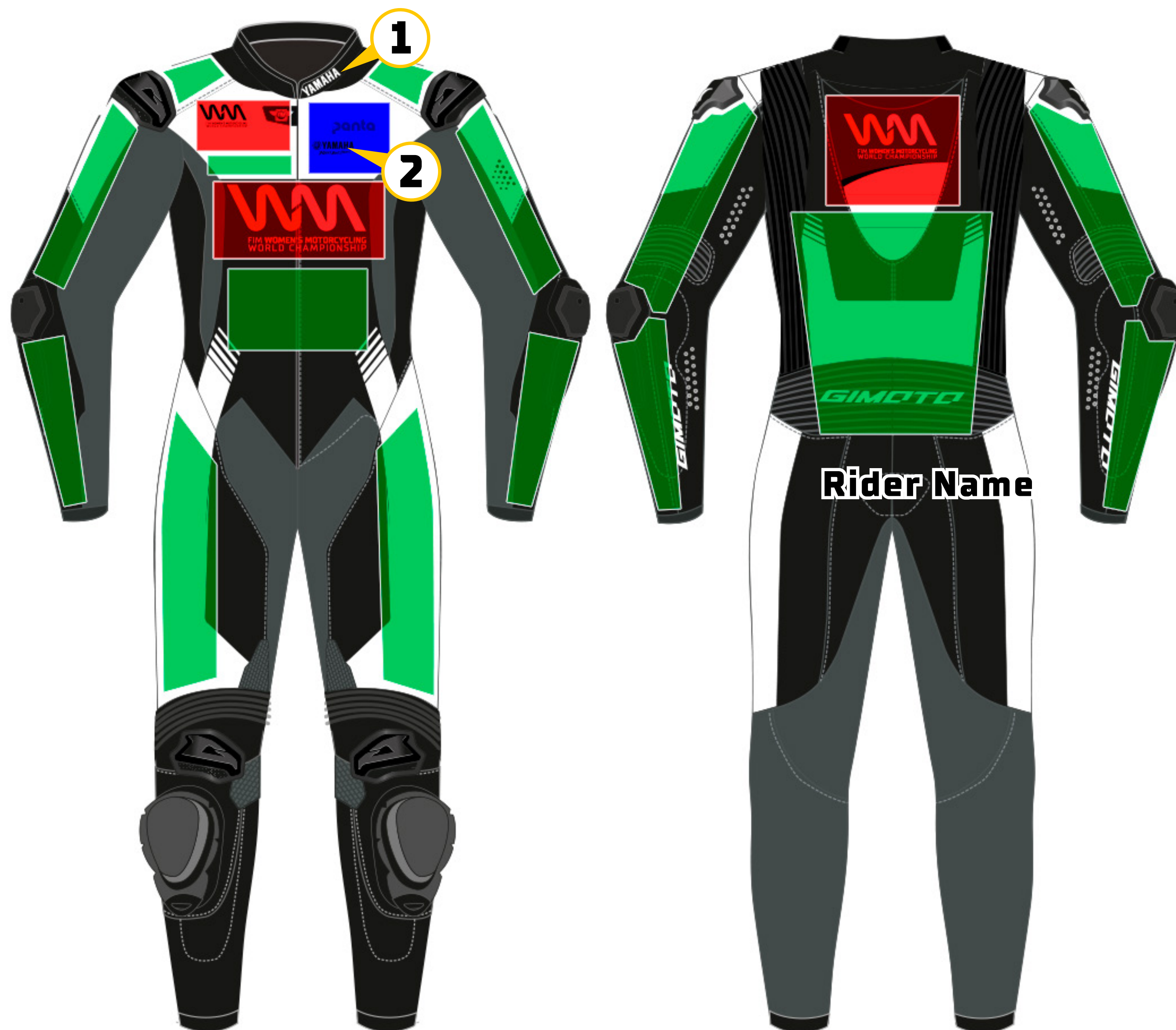
Area "A" – RIDER SPONSORS

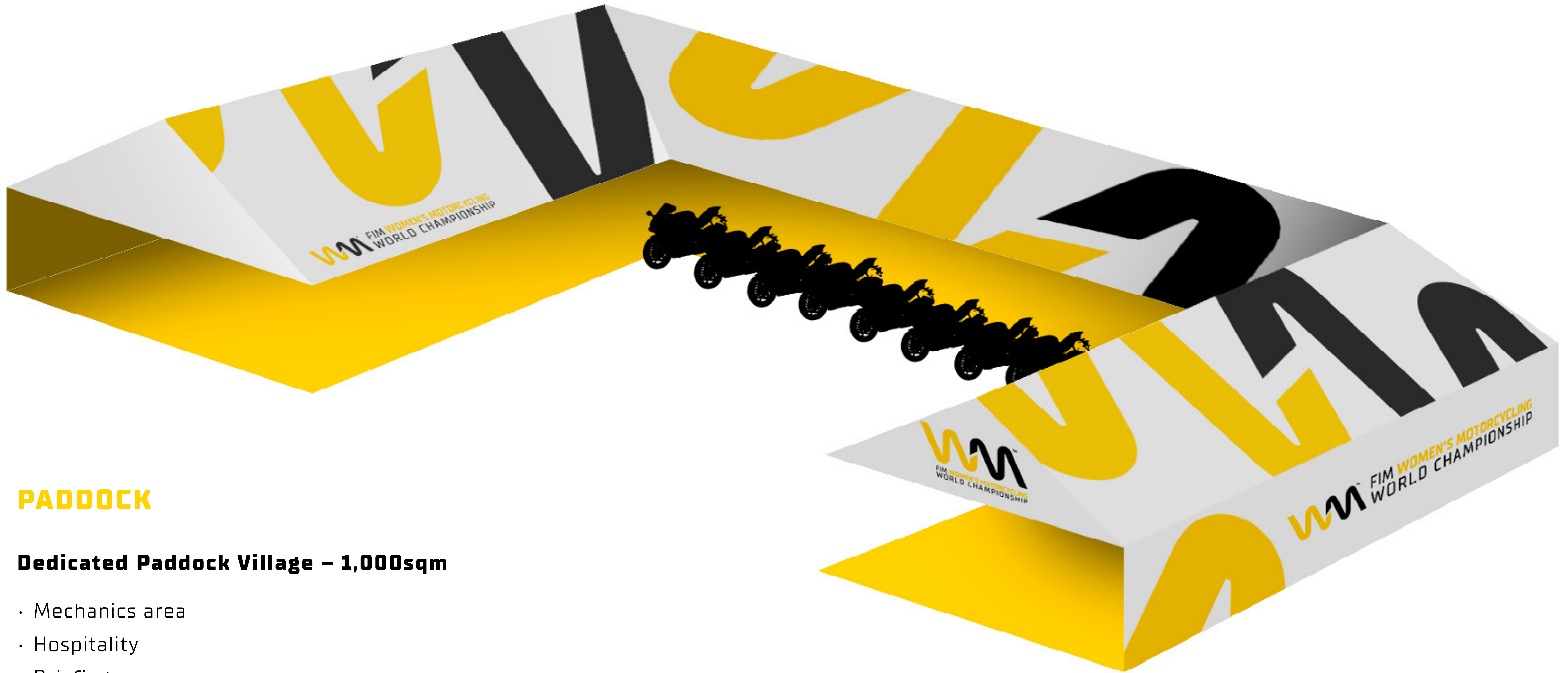
Area "B" – CHAMPIONSHIP SPONSORS

Area "C" – CHAMPIONSHIP TECHNICAL SPONSORS

Yamaha advertising areas:

- **1** – YAMAHA brand
- **2** – YAMAHA Revs Your Heart logo





Paddock

Dedicated Paddock Village – 1,000sqm

- Mechanics area
- Hospitality
- Briefing area
- Riders interaction with Media/Sponsors
- Open access to interact with spectators

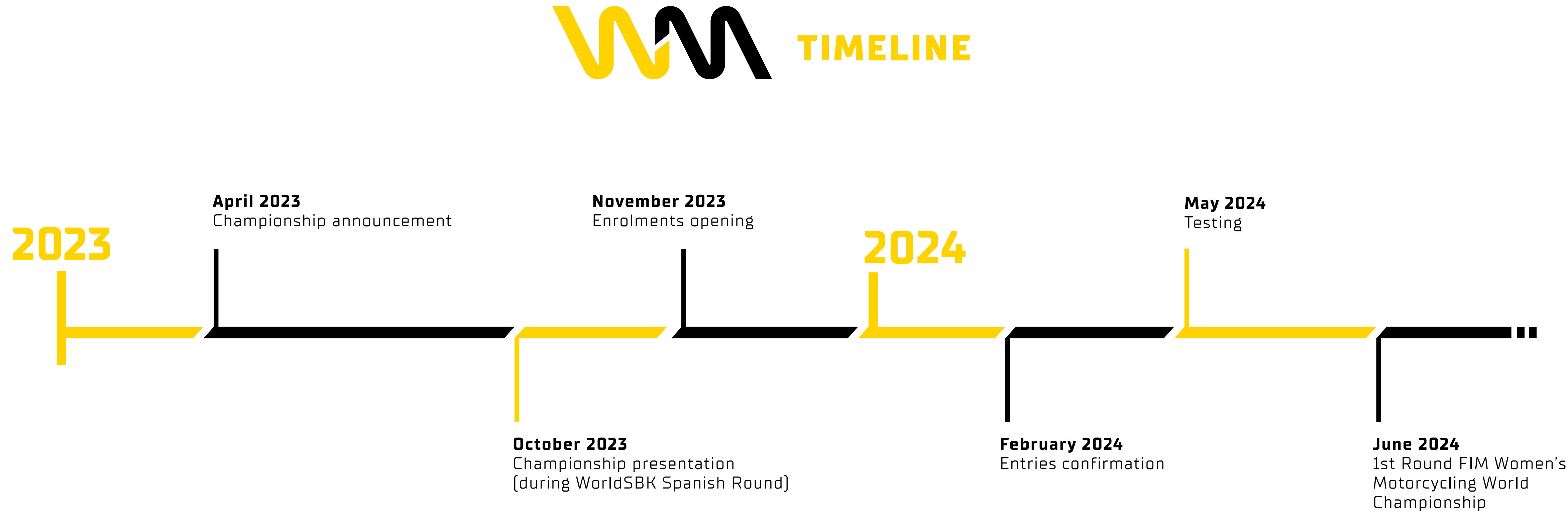


DWO RESPONSABILITIES

- Overall direction of the Championship + Entry lists
- Collaboration with FIM to develop Technical and Sporting Regulations
- Connection with FMNR to continue promoting Women's Championships at a national level
- Event management
- Sporting management (Race Direction, Clinica Mobile ...)
- Marketing and promotion
- Technical partners involvement: tyres, fuel, lubricants, Pirelli
- TV Production and Broadcast
- Media: content, promotion, web, social media channels

Costs to be borne by each rider:

- **25.000€ Entry fee** (Participation Rights + Race Management + Clinica Mobile)
- Spare Parts
- Personal **racing equipment** (leathers, helmet, safety protection)
- **License**
- **Travel expenses** to/during/from each Round
- At least, **1 Technical Assistant/Helper** to provide assistance during Events





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