



Everything we achieve

is through the generous support of our sponsors.

Team Sponsorship Portfolio 2020

The UK's **FIRST** and **only** motorcycle race team dedicated to supporting Wounded, Injured and Sick UK service personnel and Veterans.

| Who We Are

True Heroes Racing is a truly unique motorcycle race team, using the world of competitive motorsport to enthuse and refocus Wounded, Injured and Sick (WIS) UK Service personnel and Veterans, at the same time helping them to gain a renewed sense of direction, improved social skills and exposure to new experiences amongst like minded people with UK military backgrounds. This is all done through direct, hands-on involvement and teamwork as part of a motorcycle racing team competing at the highest levels within the UK.



| Helping The True Heroes

One thing that will always be apparent to anyone who has met a WIS UK Service person or Veteran; is that the medical support and assistance they receive from the point of injury is second to none. The positive mental attitude and focus on recovery that these individuals have is phenomenal. Unfortunately, for many once they reach the end of their medical rehabilitation, due to the nature and severity of their injuries, a career in the UK military is no longer an option. It is at this point that a loss of direction and a realisation of the severity of their situation really hits home. Many of them suffer from depression and don't know what to do; for them the future can quickly become a very dark place. This is where True Heroes Racing can, and has been proven, to really help these individuals...

| The Challenge



Competing in Motorsport at the highest level is an immense challenge for anyone but provides the WIS Service personnel in the team with a real focus and goal to strive for. Motorcycle racing is a fast, frenetic and high-pressure environment, not too dissimilar in many ways to the battlefield. It is also a world many Service personnel would not have considered open to them, even when they were fully able bodied.



| Behind The Scenes

Wider Team support provided

Part of what True Heroes Racing set out to do doesn't even happen on the race track. By competing at the highest level within the UK the team's presence within the British Superbike Championships enables them to offer respite opportunities for military patients and staff currently undergoing medical rehabilitation. Whenever possible the team provides opportunities for patients and staff from Defence Medical Rehabilitation Centres close to the race events to attend the British Superbike Championships as VIP guests of the team. This not only provides respite for them from the Rehabilitation Centres and the chance to experience the high octane, adrenaline fuelled atmosphere of competitive motorsport, but also the opportunity to get up close and personal with True Heroes Racing where they will hopefully benefit from witnessing the inspirational stories of the team's members.



At this critical point in their personal journey True Heroes Racing really offers them something out of the ordinary; with the opportunity to be a purposeful member of a team again and also with something exciting and new to engage in and focus on. The team uses the fast and frenetic world of motorcycle racing, but not as spectators, as competitors. Being a member of True Heroes Racing proves to it's members, and the wider audience, that they can compete on a level playing field with their able bodied counterparts, as well as critically proving that their injuries do not have to limit the activities they can undertake or the lifestyle choices they make. Established in 2012, True Heroes Racing was the brainchild of a serving member of the Royal Navy, who saw the opportunity to do something completely different and otherwise unconsidered to assist WIS UK Service personnel and Veterans. True Heroes Racing really makes them feel they play a key role as part of a team again and immerses them back into a military style environment, critically with all the banter and camaraderie they miss. The team is not just about the racing, but the whole build up surrounding it as well. The project has already successfully encouraged WIS Service personnel back into education and has also encouraged members to focus on their general health and fitness. In time, and with continued growth, we want to be able to offer motorsport related employment, providing WIS Service personnel with further new challenges outside the military.



The 2020 Season – Track

Our plans for the 2020 season are primarily based around the team's continued competition on the race circuits all over the UK.

We plan to continue to campaign, as we have done since 2015, in the Ducati TriOptions Cup as part of the British Superbike Championships with 2 riders. Alongside this, we also plan to compete in the Pirelli National Superstock 1000 Championships. Being a part of the British Superbike Championships means we are not only able to portray our message to a wide audience at the circuit itself, but we are also able to offer great brand exposure for the team and our sponsors through the televised coverage of the racing.

Alongside our involvement at a National level with the British Superbike Championships, we also plan to compete at a club level with the North Gloucester Road Racing Club, with whom we have a long standing relationship. In 2012 it was with this club that True Heroes Racing competed in it's first ever race meeting and since then our riders have gone on to become club champions (2018 and 2019 Sound of Thunder Championship winner).

The 2020 Season – Grassroots



The final element of the team's plans for 2020 involve continuing the development of the Grassroots Program we started in 2019. This initiative is aimed at WIS UK Service personnel currently undergoing, or coming to the end of their, rehabilitation and offering them the chance to race a motorcycle on track for the first time, with the aim of adding additional focus to their rehabilitation. Following on from the groundwork completed in 2019 and having selected our inaugural rider, a single leg amputee member of the Parachute Regiment, we will continue to work closely with the Defence Medical Rehabilitation Centre at Stanford Hall and take this program forward.

The Grassroots Program is being supported by our affiliated club, North Gloucester Road Racing, and our most experienced British Superbike Championship rider, Dave Mackay, will again be acting as the prime mentor.

If the results prove to be as successful as we hope, we plan to further expand this initiative and in time offer more WIS UK Service personnel this same focus. Who knows in years to come they could reach the forefront of the team's activities and be competing at the British Superbike Championships.





Programs like this already exist for able bodied, younger riders as the UK attempts to grow it's world level racing stars of the future, but nothing like this exists in the UK for racers with disabilities. So another first for True Heroes Racing...

Alongside the WIS Grassroots program we want to continue to build on the success achieved in 2019 portraying the inspirational message of what True Heroes Racing stands for and what it's members are able to achieve amongst the younger generation. We plan to again run the bikes ridden by one of the team member's son in the junior racing championships, in a True Heroes Racing livery, continuing to increase awareness and support of the team and inspire the younger generation.





Media Attention

Mass appeal

Due to the unique nature of the team True Heroes Racing attracts a great deal of media attention, not only in the UK Championship scene but also around the World. The team has reached a massive additional audience through non racing avenues, a number of high profile national publications and TV shows across a number of different national networks; including BBC, ITV and Ch4, as well as specialist media specific to the UK military





| TV & Print Domestic & Worldwide

Coverage for everyone

For those fans that can not attend the race events, Eurosport and ITV provide excellent coverage of the series, showing races LIVE to 12 million UK households and millions more Worldwide in 54 different countries. For those that miss the action on TV, the championship has internet and social media coverage that reaches hundreds of thousands on a weekly basis.



What's In It For Sponsors?



WE CAN TAILOR SPONSORSHIP FOR ALL BUDGETS SO PLEASE GIVE US A CALL TO DISCUSS MORE!

A Unique Opportunity

Everything that True Heroes Racing has achieved since forming in 2012 is largely down to the sponsorship support we rely on.

From its inception the concept of the team was to run as closely as possible to mainstream, able bodied race teams and this applies to funding as much as it does to the actual race event activities. It was felt approaching large Military charities to fund the team was not in line with our ethos.

This approach may have made the task more difficult, but it is also a lot more rewarding when companies and organisations decide to support us.

Whether sponsorship takes the form of product or financial support, hopefully you've seen through this portfolio that True Heroes Racing present an interesting and unique opportunity.

Exposure National & International



Footfall at the Track

The BSB Championship travels to race circuits the entire length and breadth of the UK, even competing a round in Europe. This ensures that over 300,000 spectators can attend race events and see the great action LIVE.

The **GLOBAL** pull of the **BSB SERIES** is as **STRONG** as ever and the event boasts a truly **INTERNATIONAL** entry list with **TOP QUALITY RIDERS** traveling from all over the **WORLD**.



Marketing Opportunities & Further Exposure

Commercial Relationship

A commercial relationship with True Heroes Racing is a one off, truly unique marketing opportunity for any business. True Heroes Racing stand out from the crowd and so could your brand. This remarkable race team offers every supporting company a huge opportunity to have their branding seen by millions around the World.

With True Heroes Racing the options are endless. We have clearly demonstrated over the last seven years that we have the ability and drive to make anything possible. The team will complement any marketing requirements and can do this to meet any budget. From open days to trade events; personal up close VIP Hospitality for you and your clients, to race bikes, leathers and team uniforms bearing company logos - the list goes on. True Heroes Racing can create a package to meet your needs. Talk to us, discuss your requirements and experience the unique benefits, exposure and entertainment available with True Heroes Racing.



VIP True Heroes Racing Hospitality

To add to your sponsorship experience with True Heroes Racing, VIP Guest Hospitality with the team can be arranged at British Superbike Championship Race weekends.

Client Entertainment

As sponsors of True Heroes Racing the team would like to extend the opportunity to host you as our guests, enabling you to really enjoy the whole British Superbike race experience. Hospitality with True Heroes Racing provides sponsor with a real opportunity to entertain clients, staff and corporate guests in a unique out of office environment. The guest area within the team's race paddock awning provides you and your guests with a base from where to enjoy the whole race event atmosphere. At the same time you and your guests will be made to feel part of the team and be able to see True Heroes Racing in action first hand





Finding True Heroes Racing was what I needed to get me out of the house and be a part of something worthwhile again. Unfortunately, I was involved in a serious accident on duty which led to me being discharged from the military. Although my disabilities are severe and deteriorating, it doesn't stop me wanting and needing that comradeship/ being part of a team, that I miss so much sat at home. I get stuck in as much as I can at each race because just being involved with True Heroes Racing is a huge buzz. I love having that old military banter back and being around people that just understand. Civvie Street is a lonely; even scary, environment for wounded, injured or sick veterans and True Heroes Racing really goes a long way to filling that void again. I hope this amazing organisation continues to grow and thrive to help more people like myself.

Mark Bartlett
Beneficiary



“Being a member of True Heroes Racing gives me a sense of achievement, focus and enables me to really feel part of an “extended family”. The camaraderie and banter is great, remembering the good times and being able to talk about the not so good, if you feel the need, with like minded veterans, serving personnel and their families. It has also boosted my self confidence and I relish the next challenge. I fully endorse giving True Heroes Racing a go I'm sure you won't be disappointed.”

John Footitt
Beneficiary

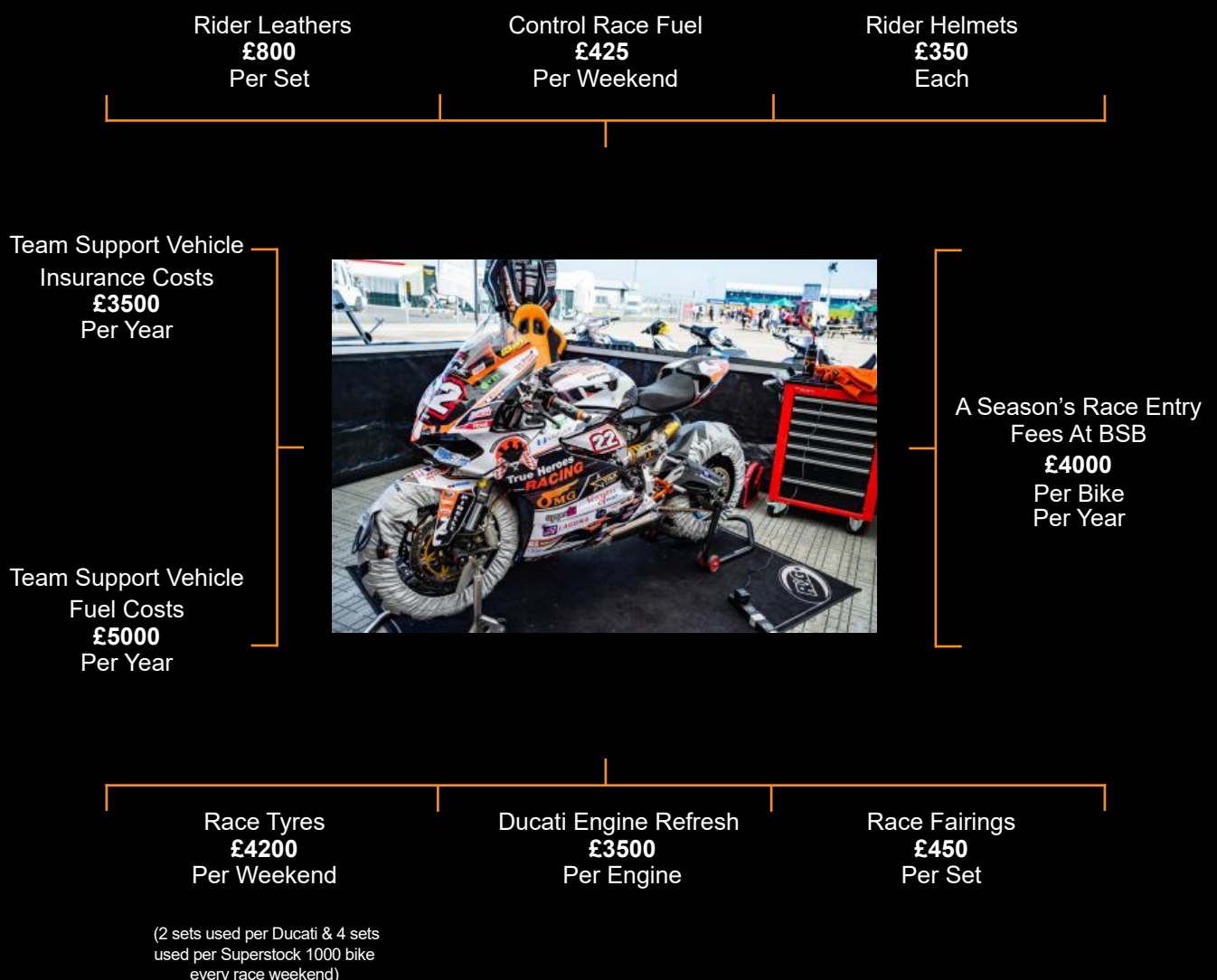
The True Cost of Racing Check Costs

Where does the money go?

True Heroes Racing is only able to achieve what it does because of the generous support of all our sponsors, no matter what size. The organisation is run on a voluntary basis with every penny raised in sponsorship used to ensure the team's operation and survival, and to fund our activities on track.

Every sponsor plays a crucial part in sustaining and growing the opportunities True Heroes Racing are able to offer to those who have served our country. Motorsport is not a cheap sport to be involved in, often seen as a sport only open to those from more affluent backgrounds, but the ability to offer hands on opportunities, and the multitude of rewards available to those from UK Military Service backgrounds involved, more than outweighs this cost.

TEAM SPONSORSHIP BREAKDOWN OF RUNNING COSTS



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See First hand

You can also witness clearly how your support of True Heroes Racing enables this unique team to achieve great things with injured UK Service personnel and Veterans.

Daily VIP hospitality includes a personal "meet and greet" at the entry gate on arrival, race circuit entry ticket, hot Breakfast, cold buffet Lunch and Afternoon Tea.

Hot and Cold drinks will also be available throughout the day, with our speciality being our Xpress Coffee fresh bean-to-cup coffee machine with it's distinctive aroma that can be smelt from anywhere in the paddock.



Quotes



Laguna Motorcycles are very proud to partner with the True Heroes team. We understand that our support, as well as that of other third parties, is of great importance for the team to be able to exist. We are pleased that we have been able to assist in making the True Heroes vision a reality for the many servicemen it supports, from the very start.

Harry Pearce

General Manager at Laguna Motorcycles



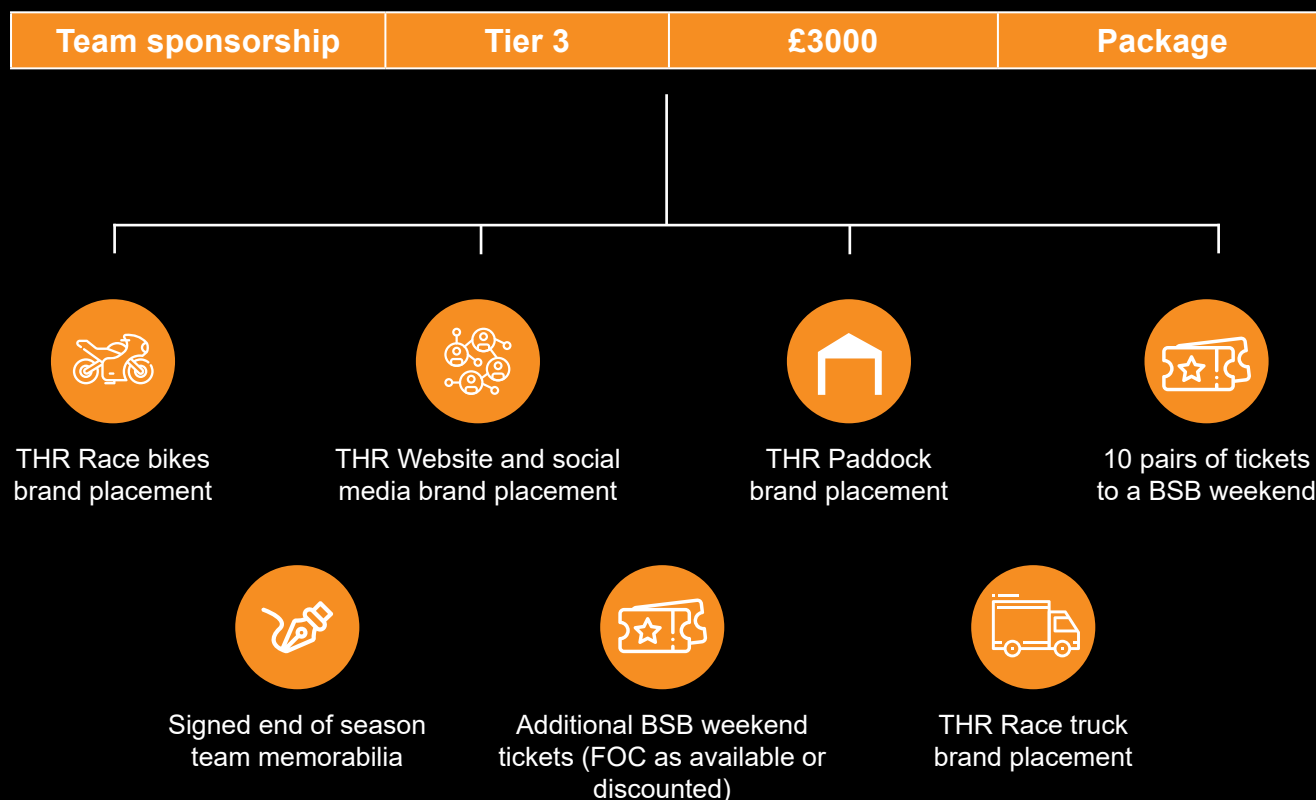
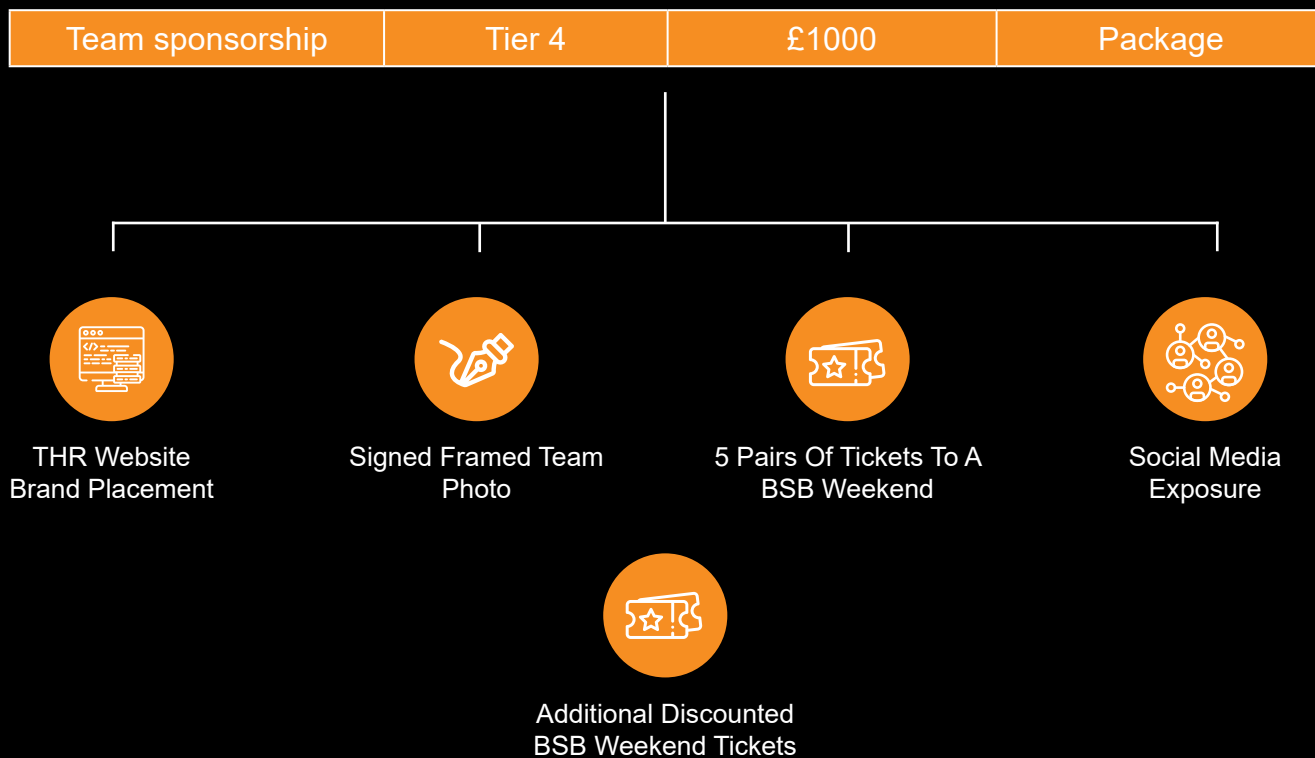
We've been supporting True Heroes Racing for several years now and every year they continue to amaze us and our guests with their achievements and outlook. Our corporate guests always comment on how open and friendly a team they are, always ready to engage and tell their inspiring stories.

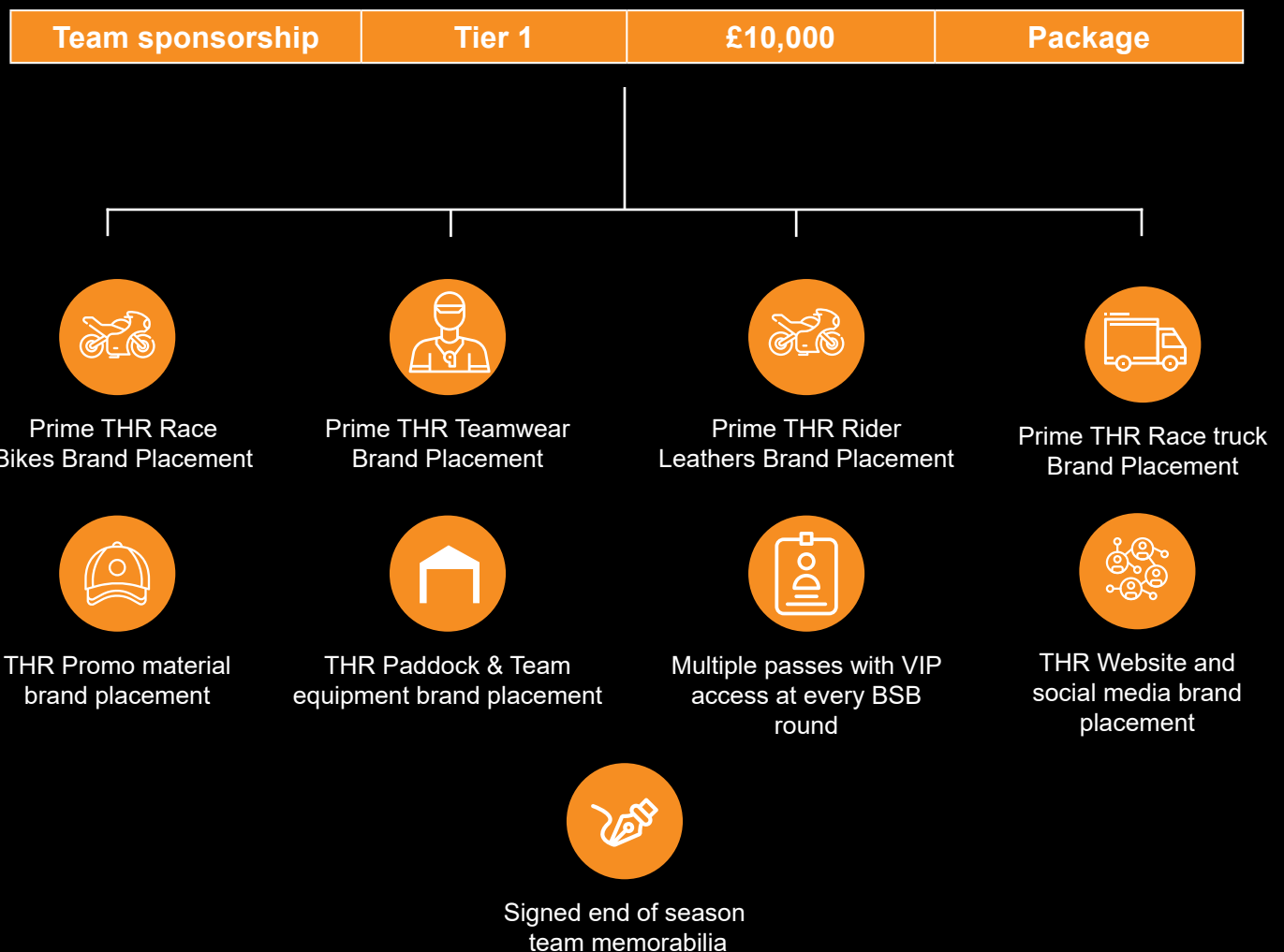
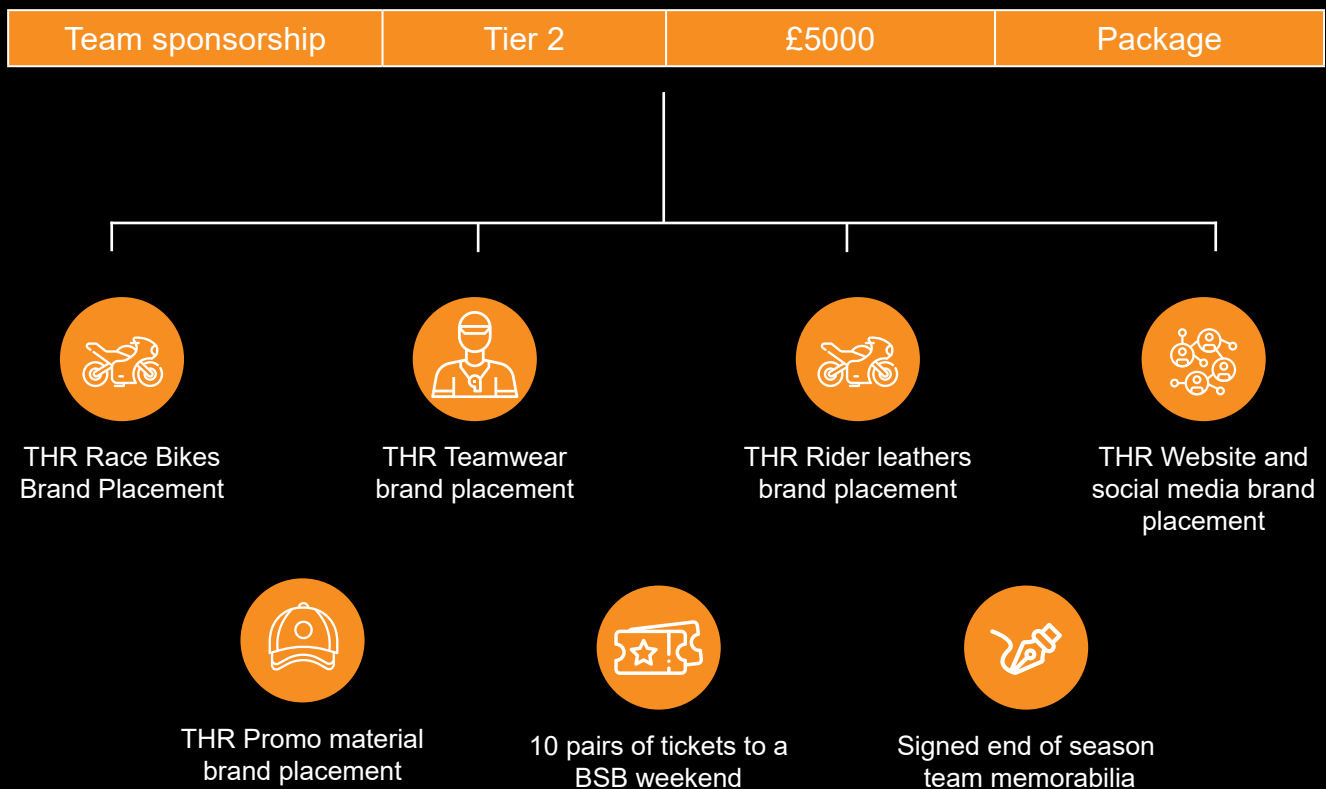
A team run by volunteers to offer unique opportunities to injured Service personnel and Veterans, but at the same time presenting the impression and professional approach of a factory backed team. It's been our pleasure to be involved and assist them.

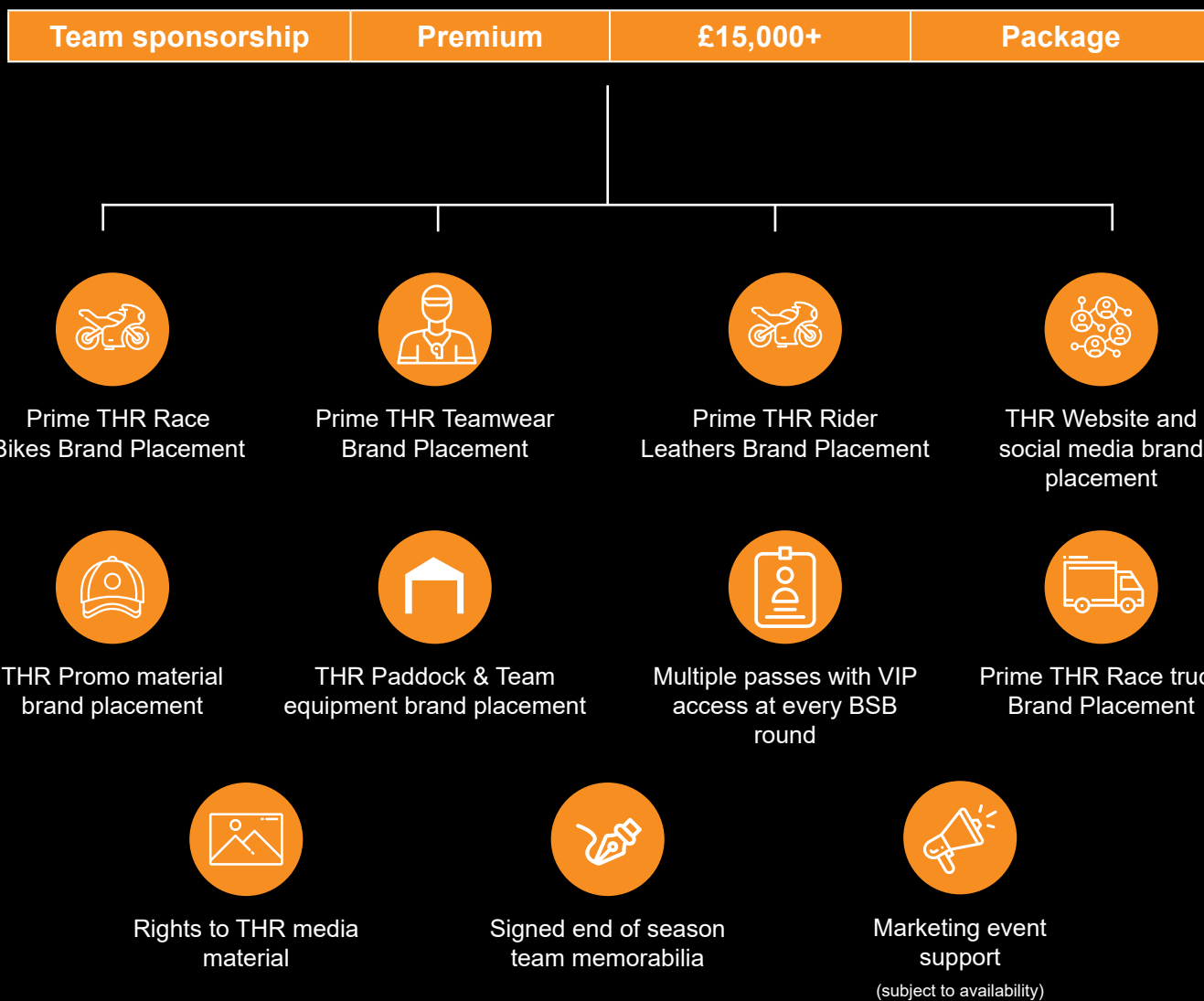
Kate Harrington

Uniflair

Sponsorship Framework & Packages







DON'T FORGET WE CAN TAILOR SPONSORSHIP FOR ALL BUDGETS SO
PLEASE GIVE US A CALL TO DISCUSS MORE!

07785 580380







Contact Details:


For more details on the team or to discuss a potential commercial relationship please contact:


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