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Dear Sirs! We are looking forward to a long-term cooperation with reliable partners, who are passionate about motor-racing as we are! Nevertheless, our offer may be useful for companies with other interests. That is why we invite you to take a look at the offer of the motorcycle racing team BOXESMOTO and the possible ways of cooperation. We will be grateful to you if you dedicate some of your time to read this letter.

Here we talk about our team and opportunities. We also attach a presentation with a more detailed description of our services. BOXESMOTO contact information can be found at the end of the letter.

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## About us (the team's history)

- **The team's history**

Our team was created by people, sincerely passionate about motorsport. Sharing the same interests and views, we wanted to develop motorsport inside and outside Russia. BOXESMOTO team's history began in 2013, when in Spanish Valencia we opened a motorcycle repair and service workshop under Noel Tarin's management.

In 2016, the Russian pilot Alexander Shein joined the project. After that we began organizing participation in Russian and Spanish championships. In this short period of two years we achieved great success in that field. Now we are ready to open for a wider market of motorcycle races. That's why we are interested in attracting sponsors and partners, and we are open to cooperation with ambitious and talented pilots.

- **Members**

**Alexander Shein** – pilot of Russian and Spanish championships, participated in track days in different countries. Alexander is the founder and the mastermind behind the BOXESMOTO team. Initially, the team was just a hobby, the principal occupation being a heavy equipment industry business. Alexander achieved great success in his career, leading a company and consulting important foreign firms. Gradually, the hobby took over and became a real passion and an essential part of his life. At that moment, he decided to focus on the development of the team. The success of BOXESMOTO is due to Alexander's effort, who now applies his professional skills in motorsport.

Alexander has two degrees (in Engineering and Economics) from Russian universities, speaks fluently three languages (Spanish, English and Russian), obtained his MBA degree from Darden Business School. He has vast international experiences and has worked in Asia, some CIS countries, Europe and Australia.

**Noel Tarin** – leads the technical department. On his own he founded and promoted a motorcycle workshop in his native city of Valencia. Today the workshop is one of the biggest in the community of Valencia. Noel has engineering degree, he makes effective management decisions and successfully builds solid relationships with business partners. He's got three highly qualified sports mechanical engineers working under his direction.

Besides, the team includes some high profile pilots, who participate in Spanish championships and Russian parts of races.

BOXESMOTO is growing and getting to a whole new level. That's why we involve free-lance staff, who works on the basis of temporary contacts, to participate in races and different events. Our team includes:

- Oxana – marketing specialist and proof-reader. She is in charge of the web site and our page in Facebook. She updates the news section, communicates with external companies.
- Sergey – driver/shipping specialist. Provides the transportation of the team, delivery of motorcycles and necessary equipment to the place of races and on the route Moscow-Valencia-Moscow
- Anna – translator, team secretary. Helps with translations to/from Spanish, French and English.

## Our services

BOXESMOTO team is open to cooperation with any kind of organizations. At the moment our services can be roughly divided in two categories.

- As a motorcycle team we provide:
  - Motorcycle delivery from the client's location and its storage in our workshop in Valencia during winter time. Clients can be sure that their vehicles are taken good care of by our attentive and professional staff.
  - Organization of your participation in track days and championships in Russia and Spain. This includes any type of races from amateur to professional; we don't limit ourselves or our clients.
  - Sport motorcycle driving training (5 educational modules, created on the basis of California Superbike School courses).
  - On track maintenance. Our specialists provide the whole complex of technical and information support of the pilot on track.
  
- As a motorcycle workshop we deal with:
  - Sales of spare parts, tuning and motorcycle repair.
  - Increasing capacities of sport motorcycles, using dyno stand. Direct connection to the engine control center for ECU instalment.
  - Tuning and maintenance of the suspension (our work shop is the official dealer of Ohlins).

## Why work with us?

BOXESMOTO is not just another local motorcycle team, which limits itself to participation in races and the corresponding service. During the years of formation and development of BOXESMOTO, we managed to create a team of like-minded people, skillful in what they do and understanding very well the science of a sporty driving style of a motorcycle. We keep an eye open for the latest motorsport technologies and adapt them. Complex approach, pursuance of self-improvement and aiming at the new heights – these are the principles that underlie BOXESMOTO team's performance.

Our main features:

- We are a team of engineers, not racers. The founders of the team are highly qualified and experienced engineers, who pay special attention to work with data, test results analysis, work with pilots and motorcycles. We tend to use a scientific approach in motorcycle tuning and pilots training.
- In our work we apply the best practices of pilot training. Speaking different languages, in our program we use the best elements of training of American (California Superbike School, BMW race academy) and leading Spanish schools (KSB Elite, Cunade Campeones).
- BOXESMOTO specialists apply their vast knowledge in tuning of motorcycle hardware and software. Alexander has graduated from Repsol Monlau Technical School and is a certified engineer in motorsport field. Our mechanical engineers have also studied and undergone training in that school. Besides, we closely cooperate with software providers (2D, AIM, DimSport, EasyRun) in implementing the newest systems in our pilots' motorcycles.
- We don't simply position ourselves as an international team, we are in fact. BOXESMOTO doesn't keep to working in one country. We collaborate with pilots of all ages (14 – 45 years old) and nationalities (Russian, Dutch, Spanish, Ukrainian, French, German). We are 100% mobile, our motorcycles can be seen in exhibitions and sport events in Europe and Russia. Our staff speaks several languages, which allows us to build communication around the world. Based in

Russia and Spain, we do not limit ourselves only to those countries. For example, in 2018 our motorcycles will be present in sport events in France and Germany.

- Professional management. The team is led by a true professional, who not only understands the motorsport, but is also passionate about it. At the same time we use a completely professional and pragmatic approach, with full awareness of the difference between sponsorship and charity. BOXESMOTO's management realizes the need of financial reporting, we know how to count money and the return from it. You can use business language with us and be sure of our responsible attitude towards money.

## Our audience

Cooperation with our audience is mainly performed through social media (Facebook) and the web pages [www.bm-race.com](http://www.bm-race.com) and [www.boxesmoto.com](http://www.boxesmoto.com). The number of visitors of our pages is several hundred per day. What is important is that those are not random visitors, but the target audience.

Our work is not only in internet. We participate in championships in Spain and Russia (total audience at a tournament is more than 2000 people) and represent MOXESMOTO team in expos.

You can meet us in the following events:

- Campeonato Español de Velocidad, Spain. Total number of spectators is more than 2000, the race is broadcasted by a Spanish sport channel, which has the audience of more than 100 thousand people.
- Moscow Oblast Governor's Cup (Moscow). Total number of participants and spectators during the event exceeds 10 thousand people. This race is recorded and further on those recordings is uploaded to Youtube. Last year's championship was seen by more than 2000 people. This race is supported by the administration of Moscow Oblast and some important Russian companies.
- MotoWinter Expo 2017, in which more than 30 teams participated. More than 40 thousand people visited the event.
- MotorSportExpo 2017, which featured around 30 participants and more than 10 thousand visitors.

We also support relevant professional associations in Spain, work closely with local schools KSB and Cunate Campeones. BOXESMOTO's reputation speaks for itself: we are justly considered the most famous workshop in the community of Valencia. Almost every day we welcome new customers, interested in professional service of the workshop.

## Our offers to potential partners

We use different surfaces for ad's placement:

- Team's vehicles – vans, trailers, motorcycles.
- Team's uniform – motorcycles racing suits, caps, t-shirts, clothes, grid girls zones, etc.
- Team's merchandise – promotional materials, keyholders, promotional merchandise distributed at expos, flags and banners.
- Social media – ads in groups in Facebook, Instagram, VK, placement of our logo in web pages.
- Video clips and openings – placement of 2-4 videos per month with race recordings, team's latest news using our sponsors' logos.

The sponsors' logos placement volume and the ad's schedule depend on the chosen cooperation option.

## Possible ways of cooperation

We offer a number of cooperation options, but we are also open to any suggestion from potential partners.

### General sponsor

- Mutual decision on advertising campaign, considering the strategy of the company and the team.
- Choosing the events for the team's participation.
- Signing an official sponsorship contract with a clear assignment of responsibilities.
- Monthly financial statements from the team. Discussion of the cooperation effectiveness and revision of terms every six months.
- Influence in staff related decisions in the team, recruiting recommendations, etc.
- Priority in choosing of advertisement surfaces.

### Sponsor

- Mutual decision on advertising campaign, considering the strategy of the company and the team.
- Monthly financial statements from the team. Discussion of the cooperation effectiveness and revision of terms every twelve months.

### Technical partner (Offer for manufacturers of spare parts, motorcycle related clothes)

- Free use of the product by the team (motorcycle suits, spare parts, oils, etc.).
- Possibility of product distribution through the workshop in Valencia.
- Quarterly financial statements from the team. Regular discussions of the effectiveness of the promotion and advertising.

## Contact information

We will be grateful to you for studying our offer. We also want to thank you in advance for your answer, whichever it may be. You can use the following ways to contact us:

Email: [info@bm-race.com](mailto:info@bm-race.com)

Our group in Facebook: <https://www.facebook.com/bmrace/>

Our group in Instagram: [https://www.instagram.com/bm\\_race/](https://www.instagram.com/bm_race/)

Phone: +7-925-682-47-33 (Russian, Spanish, English); +34 96 273 76 61 (Spanish)