



MOTOCROSS TEAM
SINCE 1991

Sponsorship proposal

CONTINUES

THE CHALLENGE

Maddi Racing



MOTOCROSS

HISTORY

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SOCIAL MEDIA AND TV

OPPORTUNITY

SPONSORSHIP

WHAT IS MOTOCROSS

Motocross is a motor discipline that takes place on unpaved roads. The tracks can have all kinds of ground and different jumps. This sport is considered one of the most complete disciplines of physical endurance, strength and technique. Under motorsports this is certainly the most spectacular and full of adrenaline.

Many fans of this sport follow the races around the world that are also broadcast on TV and on the internet.

The main motocross championships are:

- World Championship
- European Championship
- National Championship

Our team is mainly involved in high-level European and Italian competitions with young emerging riders representing the future of this sport.



CARRADO MADDII

Corrado Maddii was born in Levane (AR) in March 1957, he began his motorcycle career in 1973. In nineteen years of competitions he has been twice runner-up of the world and fifteen times national champion.

He stopped his rider activity and started as a team manager in 1991 and has worked with the most important companies.

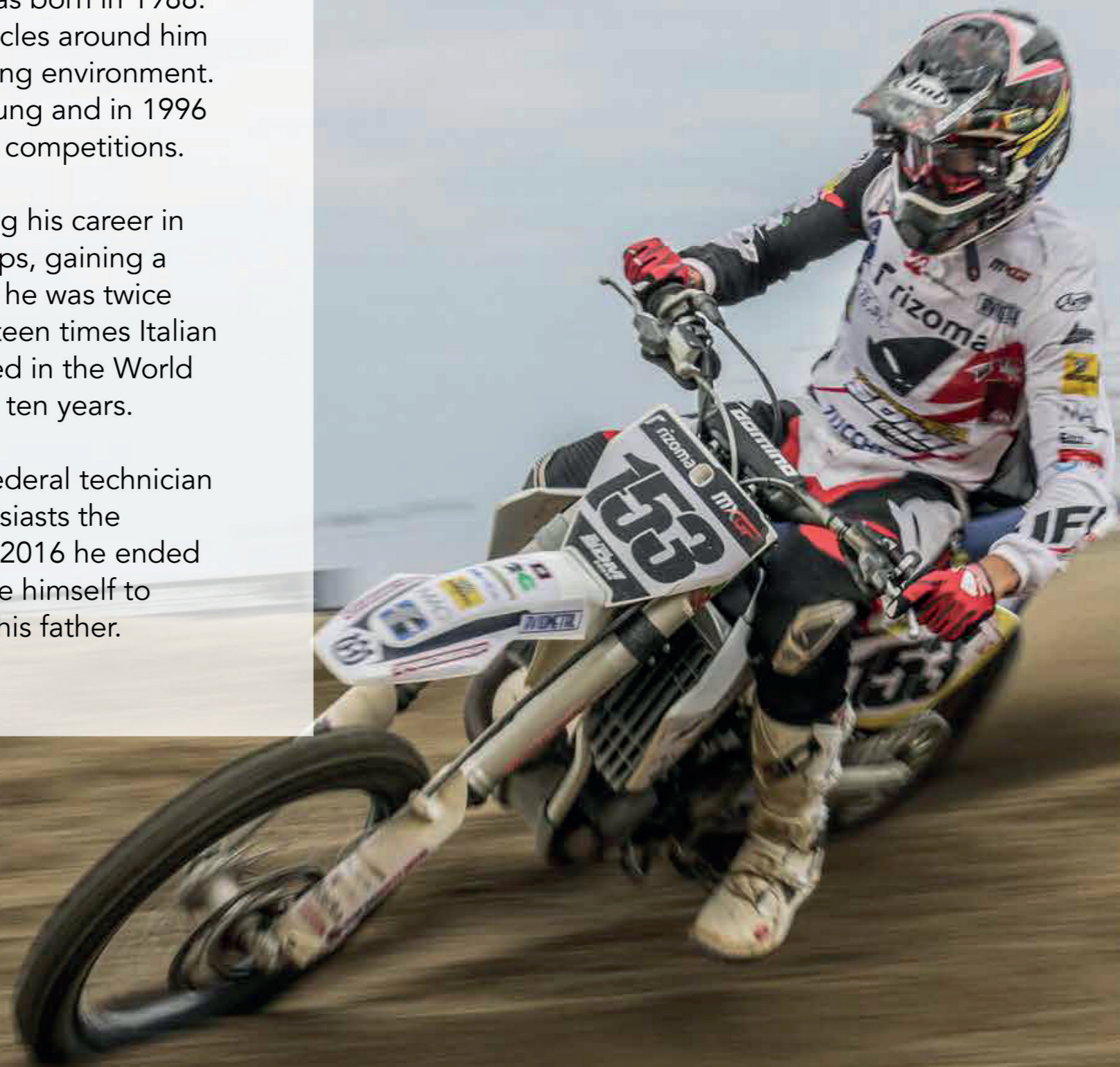
Because of his past as a glorious rider, Corrado still sees the races today as if he is in the saddle, aware of the fatigue, concentration and moments of difficulty that characterize motocross. His great experience is an inexhaustible source for young talent.

MARCO MADDII

Marco, son of Corrado was born in 1988. He grew up with motorcycles around him and in the motocross racing environment. He started riding very young and in 1996 he made his debut in the competitions.

He has participated during his career in various specialties and trips, gaining a huge experience. In total he was twice European champion, thirteen times Italian champion and participated in the World Championship for almost ten years.

In 2013 he became the federal technician for teaching young enthusiasts the practice of motocross. In 2016 he ended his riding career to devote himself to managing the team with his father.



TEAM MADDII RACING

The Team Maddii Racing was born in 1991 at the hands of Corrado Maddii, who would like to offer riders his experience of many years of high-level competitions.

In these 33 years of activity, the team has achieved great results and represented important companies such as Honda, Aprilia, Husqvarna, KTM and Fantic. In 2017, with the support of his son Marco in the team management, a new era starts that is more focused on younger riders.

In the last two previous seasons Corrado and Marco have achieved important results by winning a world title and four Italian championships, all with young Azzurri talents.

THE MOST IMPORTANT TEAM RESULTS

- 6 TIMES WORLD CHAMPIONS
- 10 TIMES EUROPEAN CHAMPIONS
- MORE THAN 40 TIMES NATIONAL CHAMPIONS
- 40 PODIUMS IN THE LAST THREE YEARS

SOCIAL MEDIA AND TV

- 50.000 FOLLOWERS OF THE TEAM MADDII RACING ON SOCIAL MEDIA

OUR SOCIAL MEDIA STRATEGY:

- Every two days a post on Instagram and Facebook
- After each race a newsletter
- After each race a post
- Live on Instagram at every race
- Team site www.maddiiracing.com
- All our riders publish constantly on social media mentioning our partners



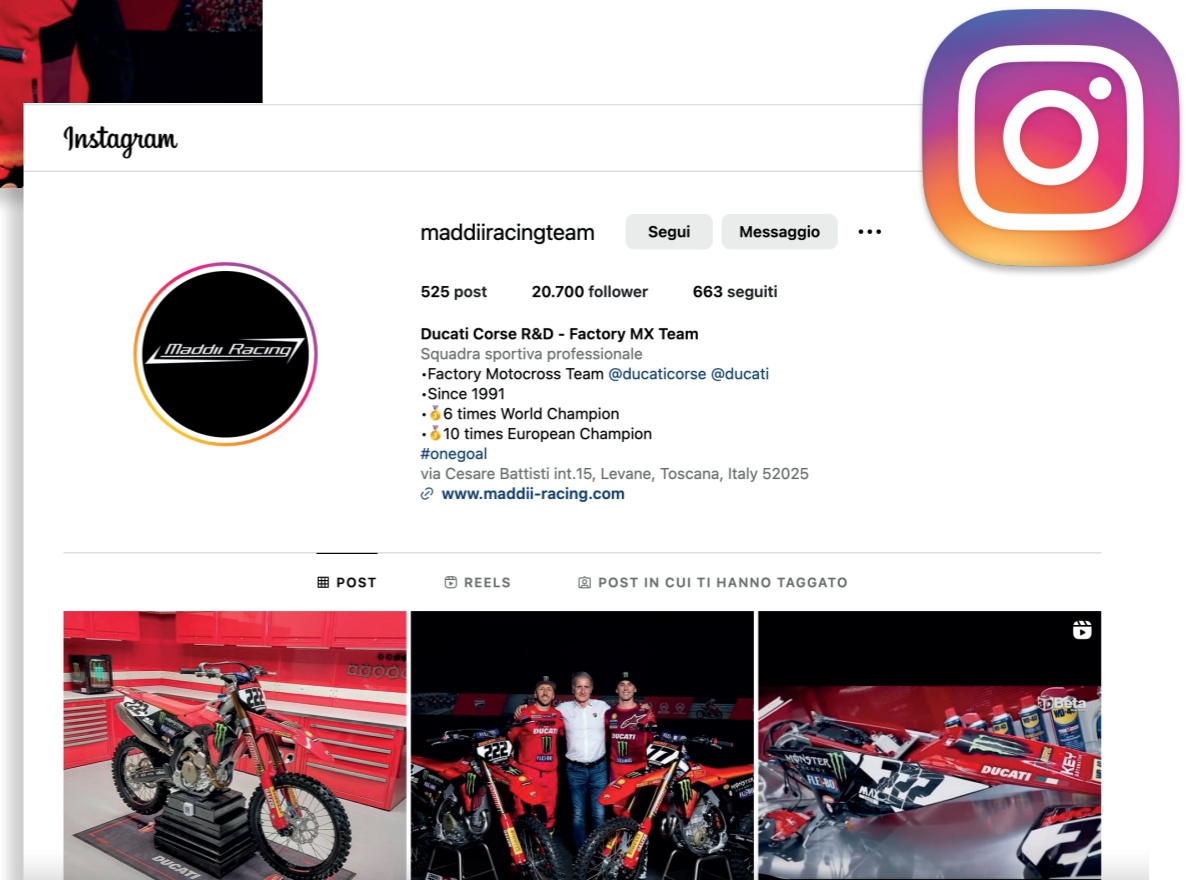
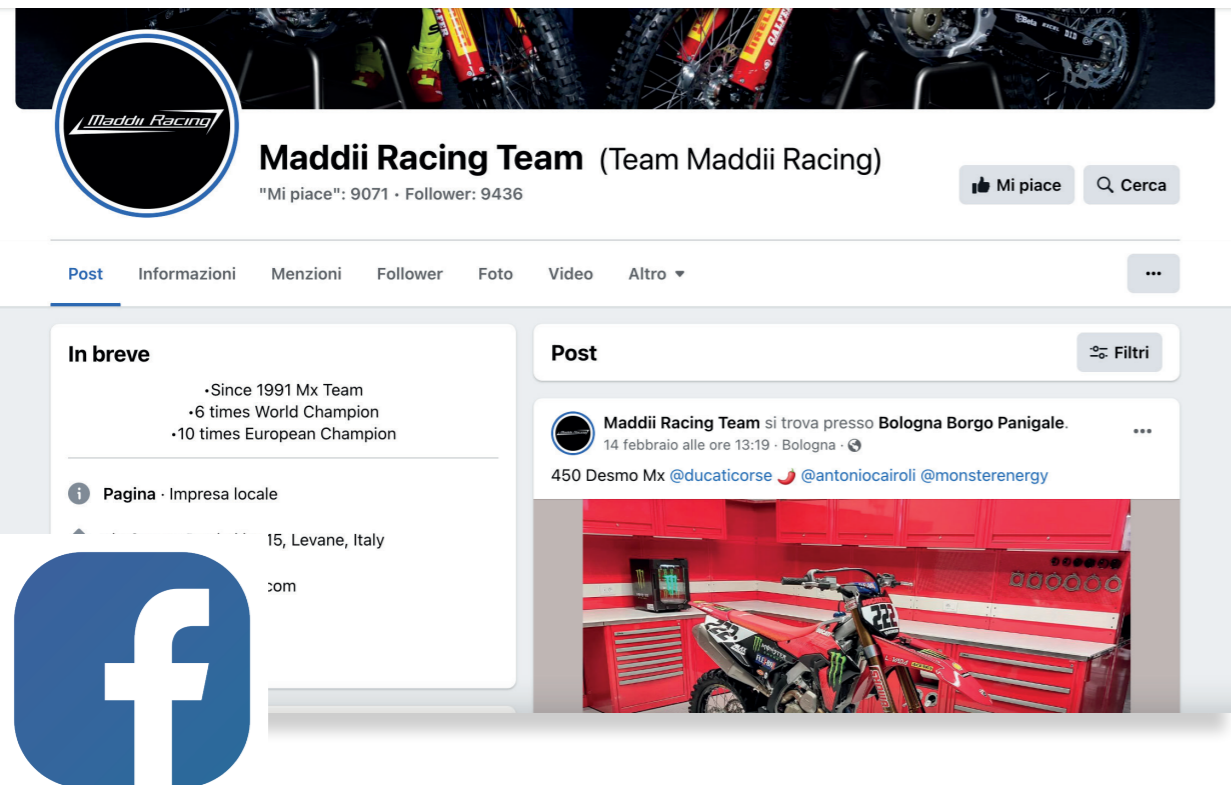
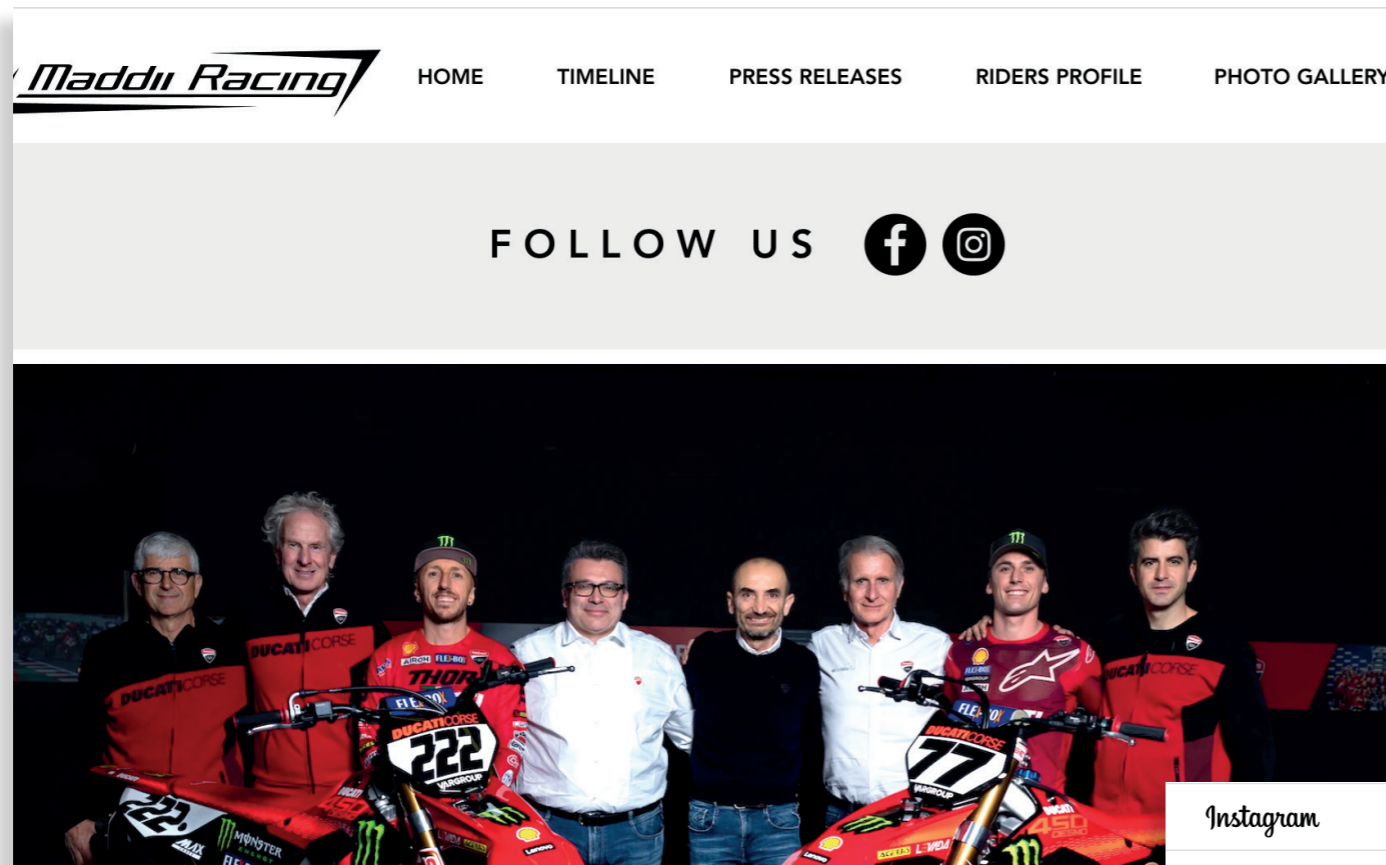
OUR SOCIAL MEDIA STRATEGY:

- More than 2.5 million fans in the motocross mxgp social network
- More than 1 million users on the mxgp website
- 3.3 million sessions
- 10 million page views

OFFICIAL TV MOTOCROSS MXGP-TV.COM

- more than 0.5 million users
- 1.3 million sessions
- 3.6 million views

WEBSITE & SOCIAL MEDIA TEAM MADDII RACING



OPPORTUNITIES

Become a sponsor of the Team Maddii racing for the World Championship can be a solution to reach a large audience at reasonable cost.

Having your brand on the bikes of the best motocross riders is also an opportunity to show fans the world of racing.

- 797.9 million potential spectators across the globe for each Grand Prix
- 11,044 hours of TV coverage in 2021(+ 176% VS. 2020)
- 589,500 spectators at the 2021 MXGP events (+ 2% VS. 2020)
- 2,022 journalists and photographers accredited in 2023



SPONSORS TEAM MADDII RACING





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