

PARTNERSHIP PROPOSAL

BE PART OF MOTOGP'S MOST EXCITING TEAM



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01

MOTOGP BACKGROUND

- MotoGP is the oldest motorsport world championship, originally founded in 1949
- The world's premier motorcycle manufacturers

9

Months of
competition

20

Grands
Prix


5

Continents

 **YAMAHA**
FACTORY RACING

HONDA

DUCATI

 **SUZUKI**

aprilia

KTM





2021 MOTOGP
CALENDAR *(Tentative)*



Qatar
Grand Prix
28 MAR



Argentina
Grand Prix
11 APR



Americas
Grand Prix
18 APR



Spanish
Grand Prix
02 MAY



French
Grand Prix
16 MAY



Italian
Grand Prix
30 MAY



Catalan
Grand Prix
06 JUN



German
Grand Prix
20 JUN



Dutch
Grand Prix
27 JUN



Finnish
Grand Prix
11 JUL

To be
Decided
TBC



Austrian
Grand Prix
15 AUG



British
Grand Prix
29 AUG



Aragon
Grand Prix
12 SEP



San Marino
Grand Prix
19 SEP



Japanese
Grand Prix
03 OCT



Thai
Grand Prix
10 OCT



Australian
Grand Prix
24 OCT



Malaysian
Grand Prix
31 OCT



Valencia
Grand Prix
14 NOV

RESERVE GRAND PRIX VENUES

Portuguese
Grand Prix
TBC

Indonesia
Grand Prix
TBC

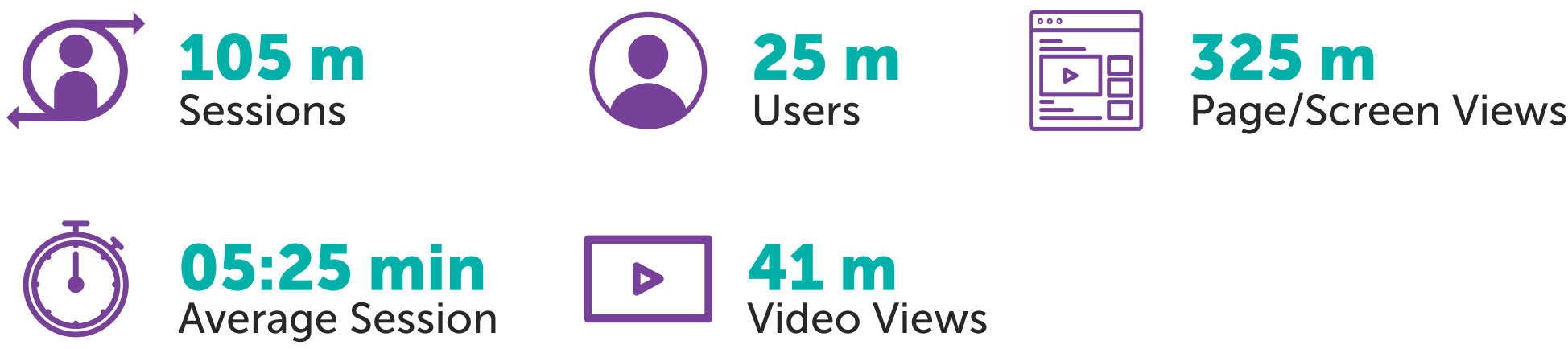
Russian
Grand Prix
TBC



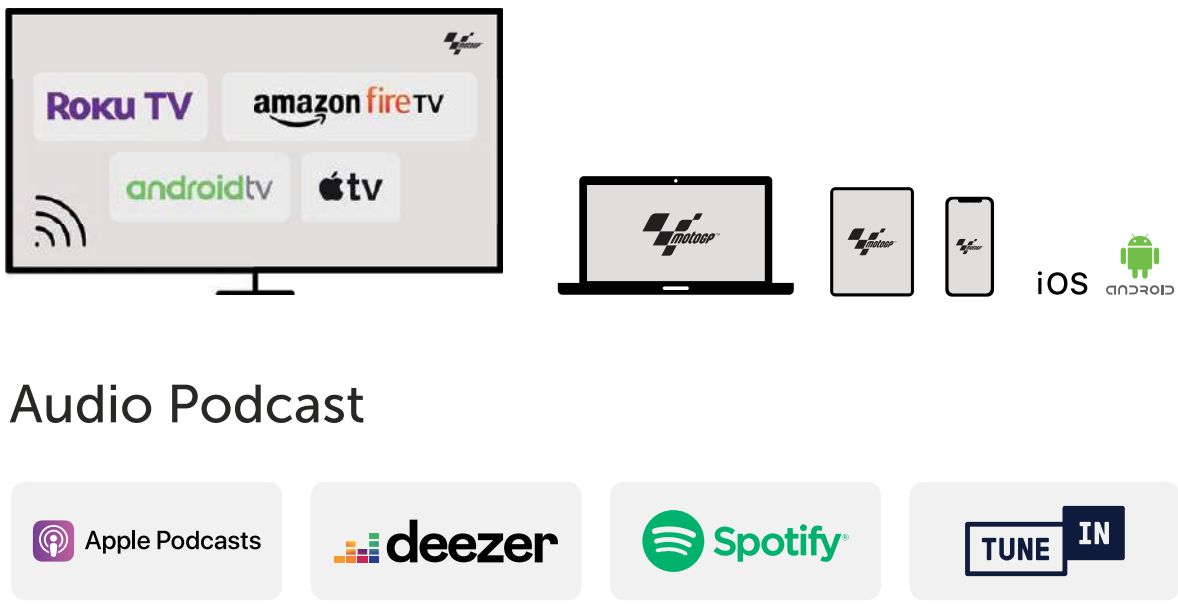
2019 GLOBAL DIGITAL PROFILE



Official MotoGP Website and App



Digital Devices



Source :
CSM International GmbH, Nielsen Sports,
Zenith Media and Kantar Media
all contribute to Dorna's market analysis work.

01

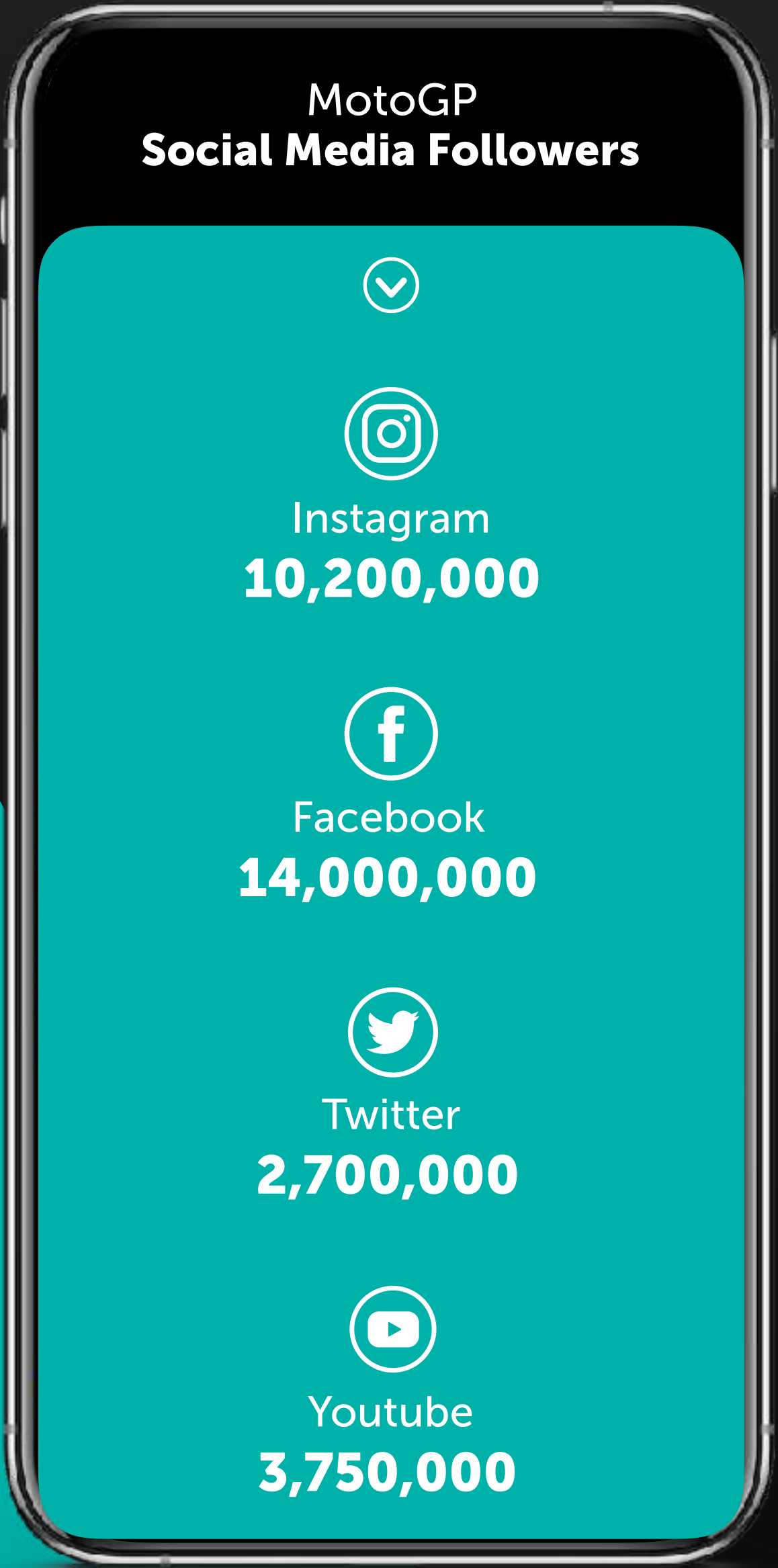
2020 MOTOGP DIGITAL
SOCIAL MEDIA

Year to date

 Impressions
11.7 b

 Video Views
2 b

 Engagement
425 m



Source :
2020 Social Media Data

01

2020 BROADCAST BRAND VALUE
TOP BRAND IN MOTOGP

CLEARSTIGHT figures showing brand value gained through broadcast in 2020 from season start till year end.

PETRONAS

€ 29,200,724



€ 17,199,350



€ 16,683,061



€ 13,064,035



€ 11,622,263



€ 8,999,705



€ 8,817,282



€ 8,699,786

Source :
Clearsight



2

WHO IS
SEPPANG RACING TEAM?

02



INTRODUCING PETRONAS SEPANG RACING TEAM (PSRT)

- A team that is seen by a massive global audience delivering an exceptional return on partnership investment
- A team that has presence in all 3 categories in the MotoGP World Championship
 - ▶ MotoGP, Moto2 and Moto3
- A team that creates and delivers premium experiences for partners on and off track
- A team that builds brand awareness and enhances brand value

PETRONAS SEPANG RACING TEAM

Three teams, Sepang International Circuit and the Malaysian Grand Prix.

PETRONAS Sepang Racing Team is a unique entity in motorsport, encompassing MotoGP with PETRONAS Yamaha Sepang Racing Team and Moto2 and Moto3 with PETRONAS Sprinta Racing.

The teams are part of the operation of the world-renowned Sepang International Circuit, home to 19 Formula 1 Grands Prix and host of the Malaysian Motorcycle Grand Prix since 1999. Sepang International Circuit is owned by the Malaysian Government and comes under the remit of the Ministry of Finance.

In its debut 2019 MotoGP season, PETRONAS Yamaha Sepang Racing Team took its first pole position after only four races - with its first podium coming after only seven races - and went on to take seven podium finishes, six pole positions and the Independent Teams' and Riders' Championships with Fabio Quartararo and Franco Morbidelli.

Remarkably, its second season, 2020, saw the team score six victories – more than any other team – and finish second in both the team and riders' championships. Both the team's riders won three races apiece, with Fabio Quartararo taking victory at the season-opening Spanish Grand Prix then a week later at the Andalucia GP. Franco Morbidelli came on strong in the second half of the season with his three wins to finish just 13 points off the riders' title. The squad won the title Top Independent Team for the second year running.

For 2021, PETRONAS Yamaha Sepang Racing Team continues with Franco Morbidelli, who is joined by the sport's Greatest Of All Time rider, Valentino Rossi who can look back on seven world championship titles in the premier class.

The PSRT squad first tasted the top step of the podium in 2019 with PETRONAS Sprinta Racing in the 2019 French Grand Prix at Le Mans with John McPhee. John continued with poles, podiums and wins in 2020 and remains with the squad in 2021 when he will be joined by class race-winner Darryn Binder.

In Moto2, the riding squad was doubled in size for 2020 with two riders, Xavi Vierge and Jake Dixon showcasing the squad's talent-building remit with both riders leading a race during the year and Xavi posting the squad's first pole position. Xavi and Jake are retained for 2021.



Razlan Razali

Team Principal

PETRONAS Sepang Racing Team is a source of great pride for myself and my fellow Malaysians. In two short years we have gone from a concept to a race-winning, championship-leading team in MotoGP. We have achieved many highlights in this journey and we have been able to highlight Malaysia and our Partners on the global stage. We showcase Malaysia as a country and as a competitor on a global platform and we align ourselves with Partners who share our vision and passion. We are in this sport for the long term and share a title Partner in PETRONAS who have the same outlook.

Our debut season in MotoGP in 2019 with PETRONAS Yamaha Sepang Racing Team was exceptional, yet our 2020 season surpassed this. We have stood on the top step of the podium with both of our riders. We won six races in 2020 – more than any other team – and finished second in the team and rider championships. We led both championships for much of the season. We were Top Independent Team for the second year running. These are incredible accomplishments against manufacturer opposition in only our second season in the premier class.

MotoGP gets the headlines, but we are also strong in the junior categories, Moto3 and Moto2 with PETRONAS Sprinta Racing. We have enjoyed Moto3 poles, podium and wins and we are pushing hard to get Moto2 victories too, and we enjoyed our first Moto2 pole and leading races in 2020.

Our Malaysian nationality provides international Partners with incredible access to the South East Asia market. Our global presence allied to our sporting success and proactive promotion provides all our Partners with incredible exposure and return on investment. We seek to make long term partnerships and offer the best support and promotion in the paddock for our Partners.

In 2021 we are joined by a legend of our sport, Valentino Rossi. That a team, in only the third year of its existence, can be joined by a record-breaking rider of this calibre is an exquisite honour. We look forward to this new collaboration.

We thank you for your time and consideration and hope to welcome you to join us on this incredible journey in the near future.



“The strength of the team is each individual member. The strength of each member is the team”

- Phil Jackson

TEAM BRANDING BROADCAST VALUE REPORT

2020 TOTAL BRANDING VALUE

€ 117,526,778 (+35.9%)

2019 TOTAL BRANDING VALUE

€ 86,424,390

motoE

**2020 PETRONAS
SPRINTA RACING**

€ 12,445,317 (-14.5%)

**2019 PETRONAS
SPRINTA RACING**

€ 14,564,595



moto2

**2020 PETRONAS
SPRINTA RACING**

€ 9,295,485 (+845%)

**2019 PETRONAS
SPRINTA RACING**

€ 983,462

motoGP

**2020 PETRONAS
YAMAHA SRT**

€ 95,785,976 (+35.1%)

**2019 PETRONAS
YAMAHA SRT**

€ 70,876,333

Source :
Clearsight

MEDIA COVERAGE

2019 PSRT MEDIA COVERAGE

Insight from 28th January - 22nd November 2019

Online news coverage
for team

€ 1,179,275,248

Social media coverage
for team

€ 546.3 m

Number of Social Media Posts

The team was mentioned in

93,964

Social media posts

Potential Views

The number of potential views

3.5b

2020 PSRT MEDIA COVERAGE

Insight from Dec 2019 - April 2020

Online news coverage
for team

€ 343.8 m

Social media coverage
for team

€ 252.4 m

Number of Social Media Posts

The team was mentioned in

33,389

Social media posts

Potential Views

The number of potential views

1.0 b

Source :
Meltwater

02

2020 PSRT DIGITAL
SOCIAL MEDIA



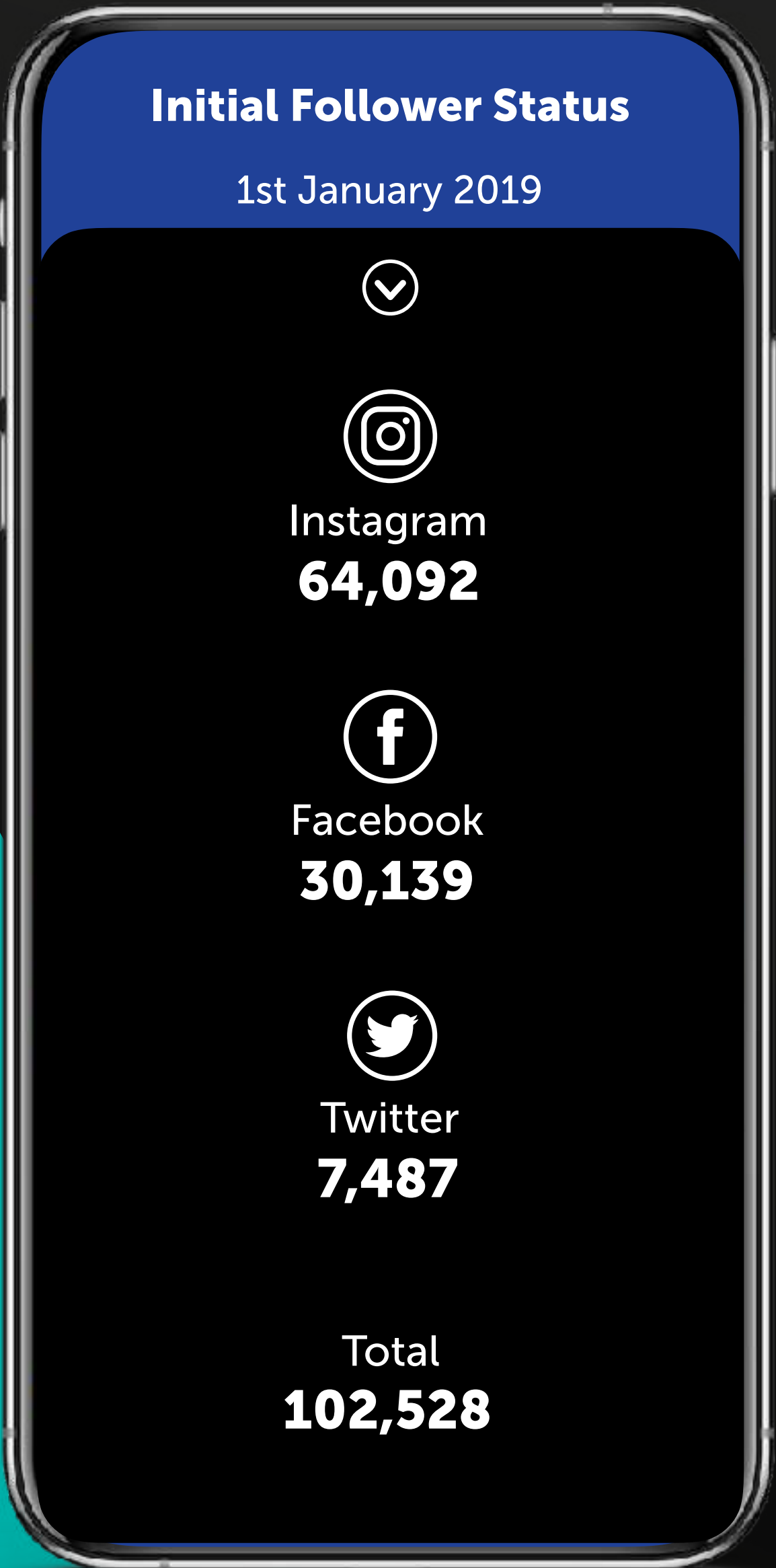
Potential reach
5.2 b



Engagements
2.8 m



Mentions
94,900



Source :
Google Analytic / Data



MOTOGP WORLD CHAMPIONSHIP

The world's top class in the premier motorcycle racing championship, home for legends of the sport since 1949.

PETRONAS Yamaha Sepang Racing Team joined the MotoGP class for the 2019 season, taking just four races to take its first pole position with rider Fabio Quartararo. A podium finish came just three races later.

In that first season, thanks to the efforts of Quartararo and team-mate Franco Morbidelli, the squad finished the season as Top Independent Team and fourth in the overall standings.

The 2020 season went even better. Both riders won three races. Morbidelli finished second in the rider standings. The team took Top Independent Team and finished second in the overall team standings.

For 2021, it's an all-Italian rider line-up in MotoGP with Morbidelli joined by MotoGP living legend and nine-time World Champion, Valentino Rossi bidding for glory.

VALENTINO ROSSI

PETRONAS Yamaha Sepang Racing Team Rider

16 FEB 1979

ITALIAN

Rider Achievements

- 2020 MotoGP World Championship
YAMAHA (15th Classified)
- 2019 MotoGP World Championship
YAMAHA (7th Classified - 2 Podiums)
- 2018 MotoGP World Championship
YAMAHA (3rd Classified - 5 Podiums)
- 2017 MotoGP World Championship
YAMAHA (5th Classified - 6 Podiums)
- 2016 MotoGP World Championship
YAMAHA (2nd Classified - 10 Podiums)

Instagram 9.7 m Followers

Twitter 5.5 m Followers

Facebook 3.1 m Followers



→ 2020 Championship Standings

15

Pole Positions

0

Podiums / Wins

1

FRANCO MORBIDELLI

PETRONAS Yamaha Sepang Racing Team Rider

04 DEC 1994

ITALIAN / BRAZILIAN

Rider Achievements

- 2020** MotoGP World Championship
PETRONAS Yamaha SRT (2nd Classified)
- 2019** MotoGP World Championship
PETRONAS Yamaha SRT (10th Classified)
- 2018** MotoGP World Championship - Rookie of The Year
EG 0,0 Marc VDS (15th Classified)
- 2017** Moto2 World Championship - Moto2 World Champion
EG 0,0 Marc VDS (Champion - 12 Podiums)
- 2016** Moto2 World Championship
EG 0,0 Marc VDS (4th Classified - 8 Podiums)

 **520 k**
Followers

 **57 k**
Followers

 **64 k**
Followers



2020 Championship
Standings

2

Pole Positions

2

Podiums / Wins

5





MOTO2 WORLD CHAMPIONSHIP

Dubbed the most competitive class due to its restrictions on modifications, Moto2 is a category that further pushes the boundaries of rider skills and team management.

For 2021, PETRONAS Sprinta Racing opts for the strength of continuity by retaining the exceptionally promising 2020 rider line-up of Xavi Vierge and Jake Dixon.

Both riders led a race in 2020 and Xavi secured the squad's first pole position. Podiums surely beckon in 2021.

XAVI VIERGE

PETRONAS Sprinta Racing Team Rider

30 APR 1997

SPANISH

Rider Achievements

- 2020** Moto2 World Championship
PETRONAS Sprinta Racing (10th Classified)
- 2019** Moto2 World Championship
Marc VDS (5th French GP Pole Position & Pole Position Argentina GP)
- 2018** Moto2 World Championship
Dynavolt Intact GP (11th classified - 2 Podiums)
- 2017** Debut Moto2 World Championship
Tech 3 (11th classified - 1 Podium)
- 2016** Moto2 World Championship - Rookie of The Year
Tech 3 (20th Classified)

 **82.2 k**
Followers

 **7 k**
Followers

 **7.8 k**
Followers



→ **2020 Championship**
Standings

10

Pole Positions

1

Podiums / Wins

0

JAKE DIXON

PETRONAS Sprinta Racing Team Rider

15 JAN 1996

BRITISH

Rider Achievements

- 2020 Moto2 World Championship
PETRONAS Sprinta Racing (18th Classified)
- 2019 Moto2 World Championship
Angel Nieto Team (Best Finish 12th)
- 2018 British Superbike Championship
Kawasaki (2nd Classified)
- 2017 British Superbike Championship
(6th Classified)
- 2015 British Supersport Championship
(3rd Classified)

 35.3 k Followers

 13.6 k Followers

 7.8 k Followers



→ 2020 Championship Standings

18

Pole Positions

0

Podiums / Wins

0



MOTO3 WORLD CHAMPIONSHIP

MotoGP's junior category is characterized by exceptionally close racing with numerous position changes over the course of a lap.

PETRONAS Sprinta Racing scored the first-ever win for PETRONAS Sepang Racing Team in any category in 2019 when John McPhee took the chequered flag after a superb performance from pole position at Le Mans.

For 2021, PETRONAS Sprinta Racing is joined by one of the hottest prospects in the junior category, South African, Darryn Binder. Scot John McPhee will remain with the team alongside Binder to continue his race-winning and championship-contending ways, giving the squad the strongest line-up on the Moto3 grid.

JOHN MCPHEE

PETRONAS Sprinta Racing Team Rider

14 JULY 1994

BRITISH

Rider Achievements

- 2020** Moto3 World Championship
PETRONAS Sprinta Racing (7th Classified)
- 2019** Moto3 World Championship
PETRONAS Sprinta Racing (5th Classified - 3 Podiums)
- 2018** Moto3 World Championship
CIP Green Power (12th Classified - 2 Podiums)
- 2017** Moto3 World Championship
British Talent Team (7th Classified - 3 Podiums)
- 2016** Moto3 World Championship
Peugeot MC Saxoprint (22nd Classified - 1 Podium)

 **36.2 k**
Followers

 **23.1 k**
Followers

 **22 k**
Followers



→ **2020 Championship**
Standings

7

Pole Positions

1

Podiums / Wins

4

DARRYN BINDER

PETRONAS Sprinta Racing Team Rider

21 JAN 1998

SOUTH AFRICAN

Rider Achievements

- 2020** Moto3 World Championship
PETRONAS Sprinta Racing (8th Classified)
- 2019** Moto3 World Championship
CIP GREEN POWER (2nd Place - Argentina GP)
- 2018** Moto3 World Championship
CIP Green Power (3rd Place First Moto3 Podium - Japanese GP)
- 2017** Moto3 World Championship
KTM Racing (19th Classified)
- 2016** Moto3 World Championship
Mahindra (25th Classified)

 **21.5 k**
Followers

 **7.9 k**
Followers

 **3 k**
Followers



→ **2020 Championship**
Standings

8

Pole Positions

1

Podiums / Wins

2

2020

2020 PSRT CHAMPIONSHIP
STANDINGS



PETRONAS SPRINTA
RACING TEAM

| | | |
|-----------|------------|--------------|
| Position | Points | Podiums/Wins |
| P8 | 131 | 4 |



PETRONAS YAMAHA
SEPANG RACING TEAM

| | | |
|-----------|------------|--------------|
| Position | Points | Podiums/Wins |
| P2 | 248 | 8 |



PETRONAS SPRINTA
RACING TEAM

| | | |
|------------|------------|--------------|
| Position | Points | Podiums/Wins |
| P10 | 123 | 0 |



02

2020 SEPANG RACING TEAM
PARTNERS



PETRONAS



2022

WHY PETRONAS SEPANG RACING TEAM?

- One of the most exciting teams in the paddock
- Proven performance
- Representation across MotoGP, Moto2 and Moto3





**PARTNERSHIP
OPPORTUNITIES**

PARTNERSHIP
GLOBAL OBJECTIVES IN MOTOGP



PETRONAS SEPANG RACING TEAM UNIQUE SELLING POINTS

- ↑

EXCLUSIVITY

01

BUSINESS NETWORKING

02

TAILOR-MADE PROGRAMMES

03

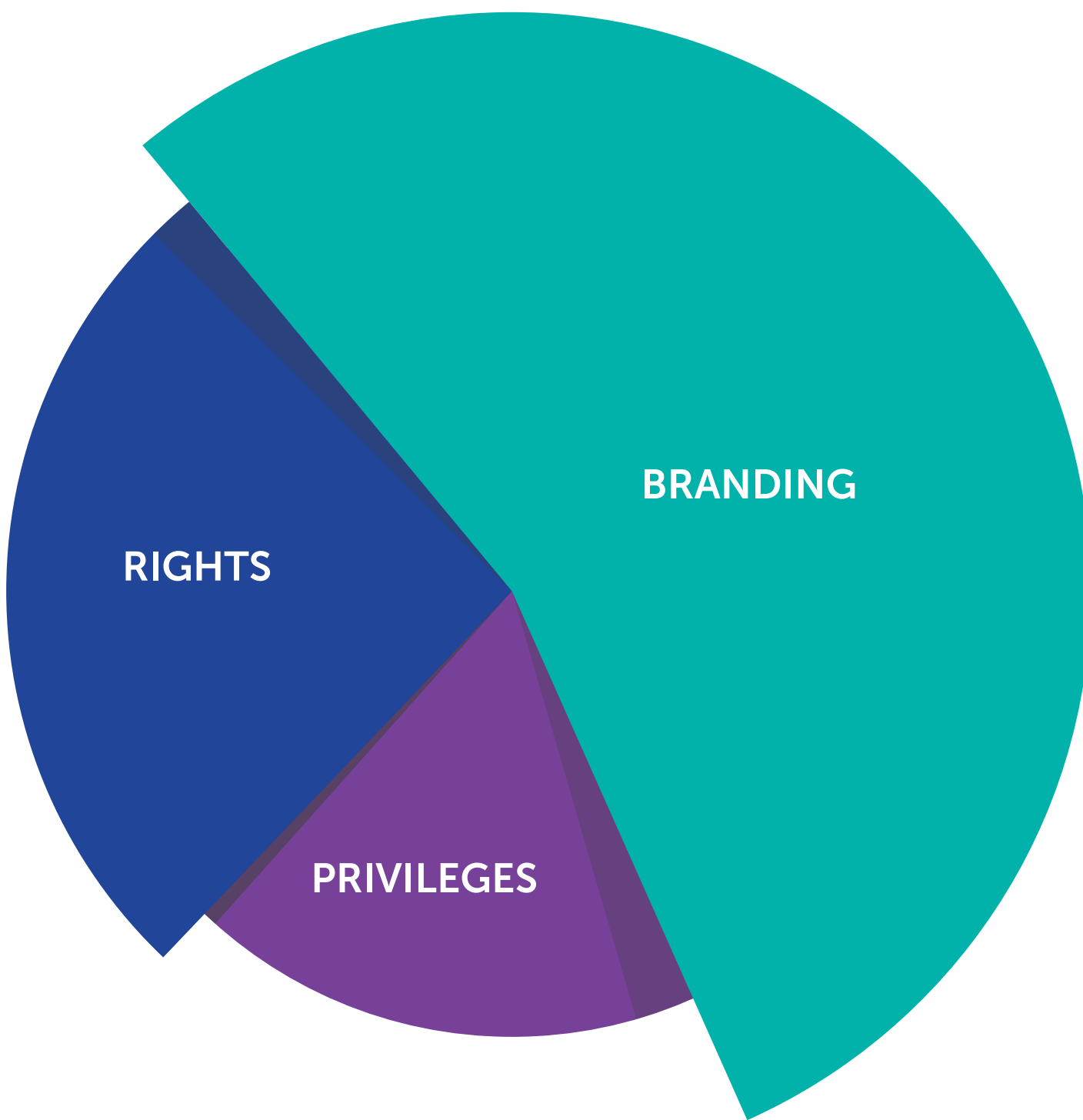
COMMUNICATIONS

04

MARKETING & HOSPITALITY SERVICES

05

BRAND AWARENESS



01

BRANDING

- Bike branding
- Team Assets
 - ▶ Pit box, race trucks
 - ▶ Digital website, digital content, social media platforms, press releases
 - ▶ Offline media
 - ▶ On-track Team Hospitality & interview backdrop

02

RIGHTS

- Official Partner status
- Use of team partner logo, team imagery, videos & recordings (voice notes)
- Rights to produce video for marketing
- Rider and management personal appearances
- Race visits
- Guest Activation

03

PRIVILEGES

- Paddock access (the inner sanctum)
- PSRT Hospitality (the most exclusive VIP hospitality and experiences)
- Team Hospitality events (in our on-track home)

IN A NUTSHELL

WHAT BRANDS CAN ACHIEVE WITH A PSRT PARTNERSHIP

- Brand presence and visibility in a new global motorsport platform
- Leverage on worldwide massive broadcast exposure
- Potential global level engagement to acquire new strategic partnerships to build company's equity
- Partnership with a phenomenal and winning Malaysian Motorsports team
- Brand's visibility across all PSRT touch-points
- Leverage on PSRT world class team initiatives and experiences for external stakeholders and internal staff engagement
- Strategic alliances in specialised, limited editions product launch and R&D



BRANDING PROPOSAL

MOTOGP BIKE LIVERY

* MRA logo on VR46 bike will be slightly smaller to fit together with VR46 logo



Model
YAMAHA YZR-M1

Category
MOTOGP



04

MOTO2 BIKE LIVERY



Model
KALEX TRIUMPH

Category
MOTO2



04

MOTO3 BIKE LIVERY



Model
HONDA NSF 250 RW

Category
MOTO3



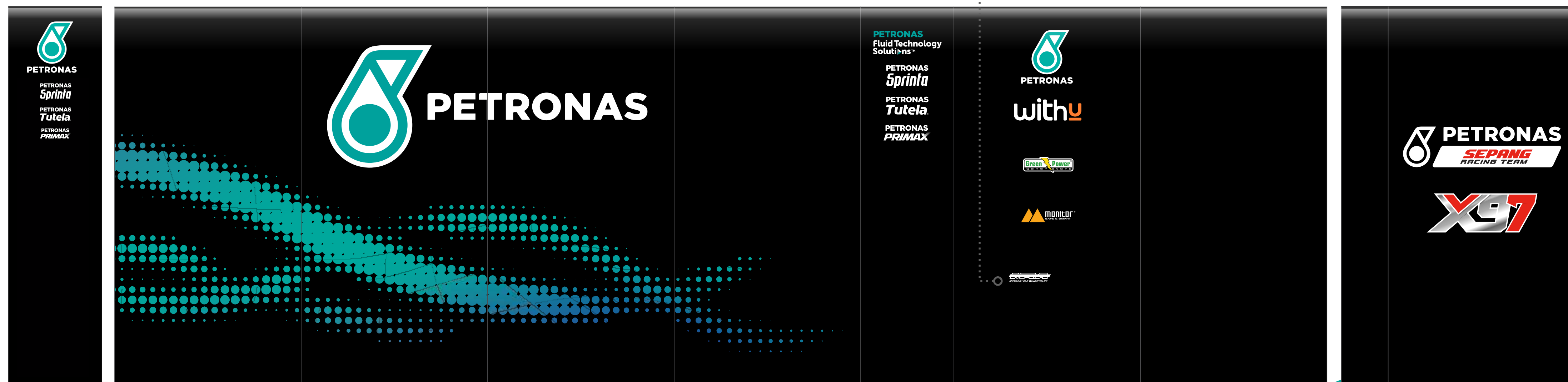
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MOTOGP PIT BOX



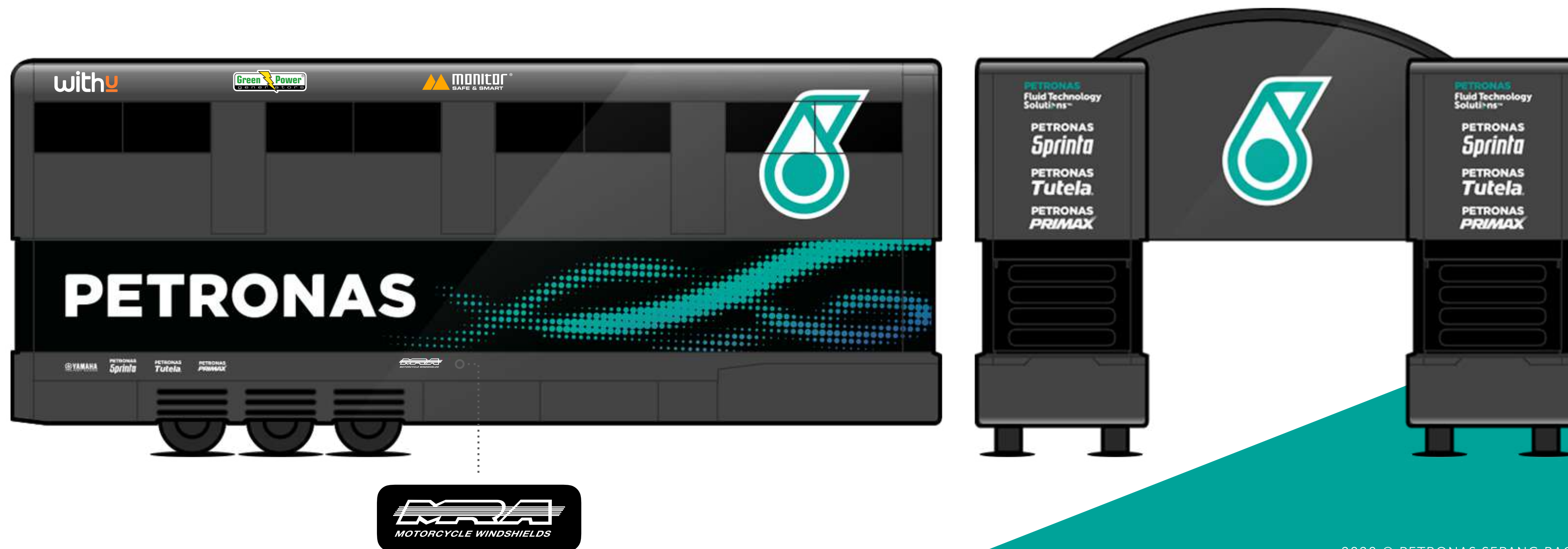
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MOTO2 & MOTO3 PIT BOX



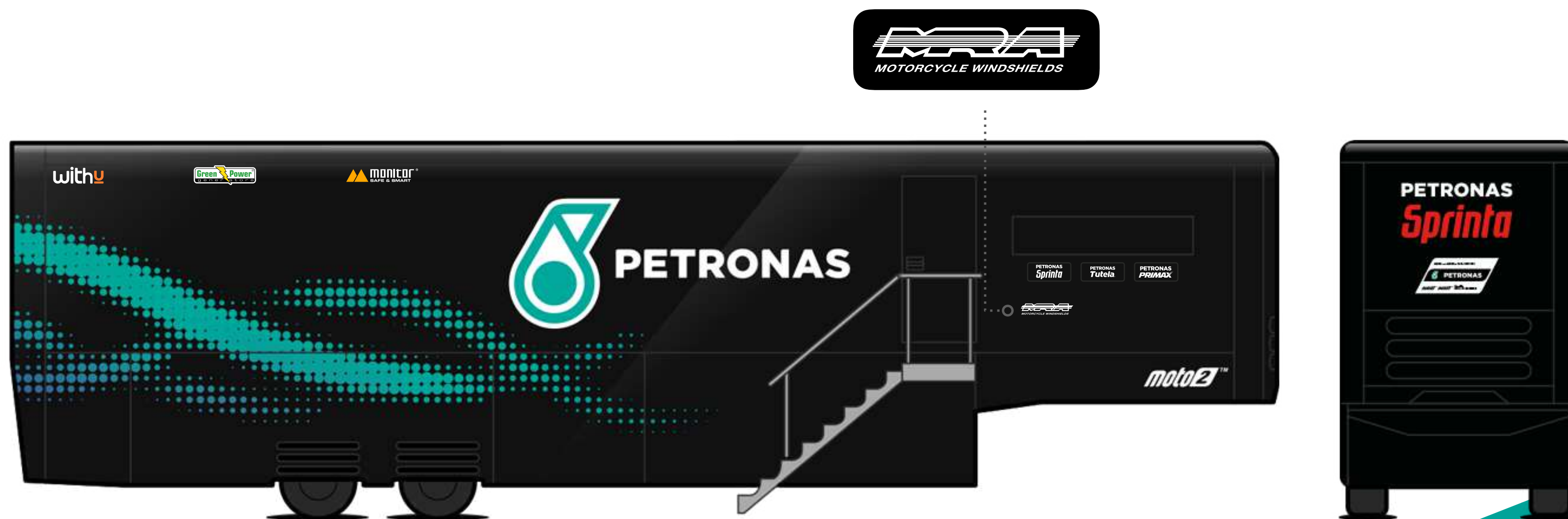
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MOTOGP TEAM TRAILER



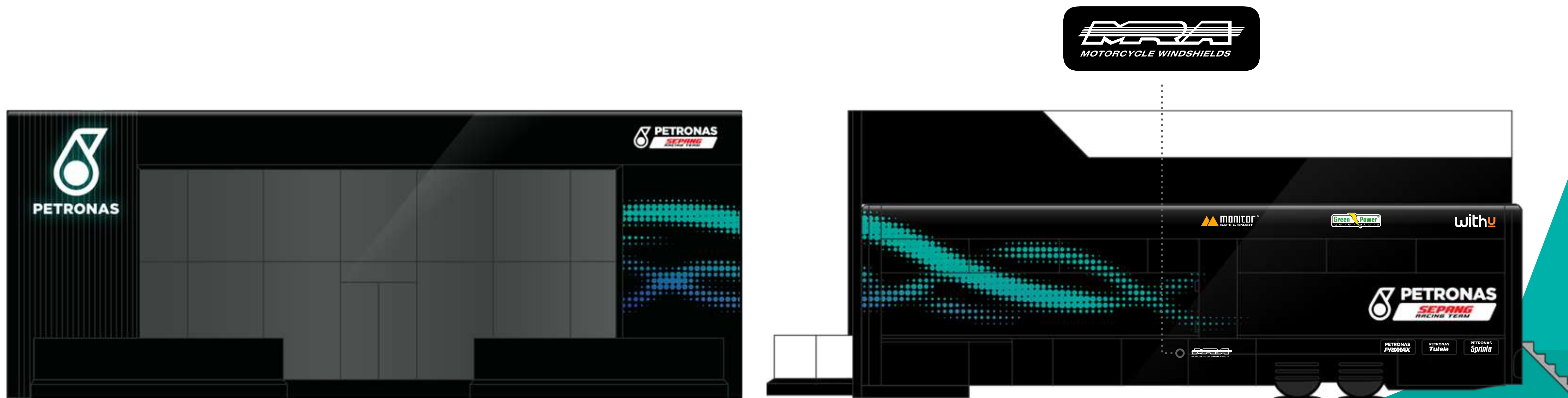
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MOTO2 & MOTO3 TEAM TRAILER



04

TEAM PADDOCK HOSPITALITY





05

**TEAM
HOSPITALITY**

05

TEAM HOSPITALITY

01

Full access to our hospitality at European race weekends

02

World class hospitality facilities

03

Design and create program to enhance client relationship or simply use the hospitality for staff reward programmes

04

Hospitality can be utilized for meetings, workshops, launches, press conference and many other activities



05

MOTOGP EXCLUSIVE HOSPITALITY PASS

Guest Paddock Pass

- Exclusive race-by-race guest pass that will provide access to paddock and team hospitality
- All passes are subject to confirmation by IRTA/DORNA due to the on going pandemic



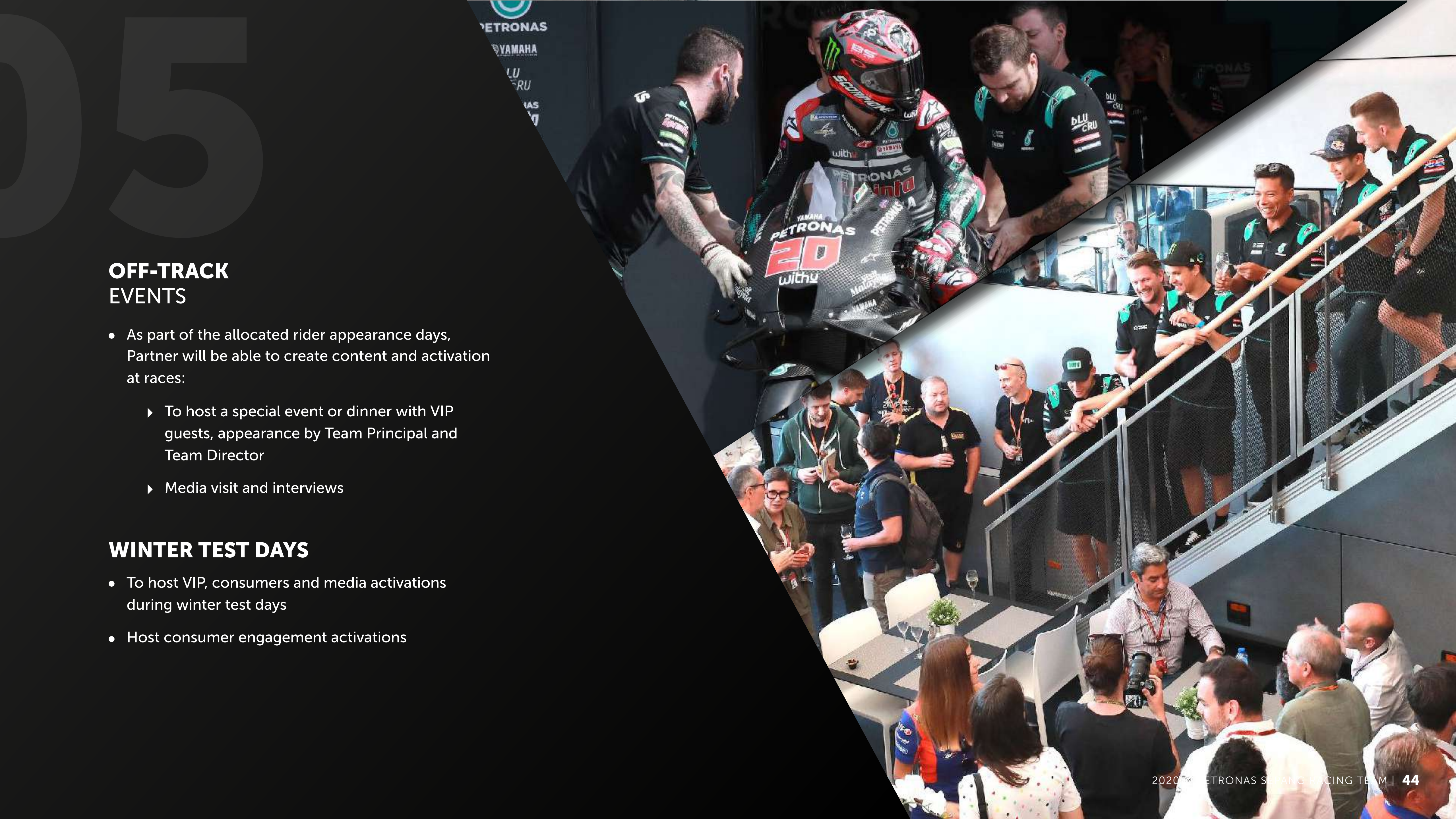


TRACK & HOSPITALITY FUNCTIONS

- Create content and activation with the team in conjunction to partner special event days or celebrations:
 - ▶ Host events and invite international media and guests

SPECIAL EVENTS

- Partner has access to team assets to enhance experience for guests, business partners or personnel
- To host special event programmes such as media experience or consumer engagement activities at race weekend
- Launch of new products in our team hospitality



5

OFF-TRACK EVENTS

- As part of the allocated rider appearance days, Partner will be able to create content and activation at races:
 - ▶ To host a special event or dinner with VIP guests, appearance by Team Principal and Team Director
 - ▶ Media visit and interviews

WINTER TEST DAYS

- To host VIP, consumers and media activations during winter test days
- Host consumer engagement activations

05

**RIDER & MANAGEMENT
APPEARANCES**

Rider and Management appearances according to contractual entitlements





**TEAM
EXPERIENCES**

EXPERIENCES PIT BOX TOUR

- Exclusive guided pit box tours
- Insights from team personnel



EXPERIENCES

MOTORBIKE ANATOMY LESSONS

- Team personnel to explain the cutting-edge technology behind the components which make our riders' amazing machines

EXPERIENCES

TYRE WORKSHOP TOURS

- Guests to visit Michelin or Dunlop Workshop for tyre explanation, introduction of tyre allocation and rules



05

EXPERIENCES

SERVICE ROAD PASS *(EUROPE ONLY)*

- A great opportunity to watch and experience MotoGP racing up close and personal at European tracks

EXPERIENCES

BMW VIP TOURS *(EUROPE ONLY)*

- Stay thrilled with a once-in-a-lifetime experience as a guest in the BMW VIP Tours at European races
- Watch riders up close and personal in the comfort of a dedicated BMW car



EXPERIENCES

ALPINESTARS RIDER SUIT & TECH AIR SYSTEM

- Explanation provided by Alpinestars representative
- Guests can touch/feel and take pictures

EXPERIENCES

HELMET TECHNOLOGY & SAFETY EXPLANATION

- Explanation of helmet technology, air flow and safety



05

VIRTUAL EXPERIENCES RACETIME & RIDERMEET

- New for 2020 was a dedicated pre-race Partner-exclusive show featuring interviews from management and riders to give a true behind-the-scenes experience for Partners just before racing starts!
- Partners are invited to participate in the pre-race show thus enabling another fantastic B2B showcase to PSRT's Partner network
- Also new for 2020, RiderMeet allows a virtual Meet and Greet for Partner VIPs who are not able to come to the races. Team riders can be asked questions and interact via the dedicated PartnerZone in the team's website





**IT'S ALL ABOUT
PARTNER MANAGEMENT
& COMMUNICATION**

SPORT

IT'S ALL ABOUT PARTNER MANAGEMENT & COMMUNICATION

The team has its finger on the pulse to deliver exposure across all media and social platforms and keep all Partners up to date with the latest news

- PARTNER MANAGEMENT
- PHOTOGRAPHY
- WEBSITE
- MOBILE APP
- NEWSLETTER
- PRESS RELEASE
- SOCIAL MEDIA
- TEAM DOCU SERIES





**COMMERCIAL
OPPORTUNITIES**

COMMERCIAL OPPORTUNITIES

As a strategic partner, you will be able to leverage on the team to develop limited edition opportunities for commercialisation purposes.

Commercialise opportunities in the form of

- Apparels & Merchandising
- 2 Wheels – Bikes, Pocket Bikes & Bicycles
- Technology, Mobile and Games





28

**PARTNERSHIP
CATEGORIES**

07

PETRONAS SEPANG RACING TEAM
PARTNER AND SUPPLIER CATEGORIES



PETRONAS
SEPANG
RACING TEAM

PETRONAS

TITLE PARTNER



PETRONAS
SEPANG
RACING TEAM

PARTNERS



PETRONAS
SEPANG
RACING TEAM

OFFICIAL SUPPLIERS





PETRONAS
SEPANG
RACING TEAM

TECHNICAL SUPPLIERS



PETRONAS
SEPANG
RACING TEAM

HOSPITALITY SUPPLIERS



09

**RETURN ON
INVESTMENT**

RETURN ON INVESTMENT BRANDING

- Leverage on the worldwide branding exposure for leads to acquire new strategic partnership and to build on brand equity
- Branding viewed in more than 200 countries receiving Live TV signal
- Media coverage on the following platforms:
 - ▶ Online news
 - ▶ Social media
 - ▶ TV coverage



PARTNERSHIP
PACKAGE

CASH

EURO 45,000.00

Excluding tax

TECHNICAL SPONSOSHIP

EURO 20,000.00

Material value

CHAMPIONSHIP BONUS

| | P1 | P2 | P3 |
|--------|----------------|----------------|---------------|
| MotoGP | EURO 20,000.00 | EURO 10,000.00 | EURO 5,000.00 |
| Moto2 | EURO 10,000.00 | EURO 6,000.00 | EURO 3,000.00 |
| Moto3 | EURO 7,000.00 | EURO 4,000.00 | EURO 2,000.00 |



**PARTNER
ENTITLEMENT**

| ASSETS | | ENTITLEMENT |
|--------|----------------|---|
| 1 | Branding | Bike - All Categories |
| | | Pit Box - All Categories |
| | | Team Trailer - All Categories |
| 2 | Communications | Riders Social Media x 2 post for the season |
| | | Logo on PSRT Website |
| | | Logo on all PSRT Press Releases |

WELCOME TO THE TEAM!



FOR MORE INFORMATION PLEASE CONTACT

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