

COLLABORATION FILE



Jaimie
van Sikkelerus

Introduction

Jaimie van Sikkelerus is the first and only Dutch rider to compete a full season in the prestigious **British Superbike (BSB) motorsport class**. With speed, precision, and determination, he has established himself as a leading racer in the international road racing world. Because the challenges he got along the way, Jaimie stands out for his resilience and inspiring comeback stories, resonating with a wide audience.

With his ambition to achieve international motorsport success, Jaimie is seeking partners to join him in building visibility and growth. His unique position in the sport offers partners not only a platform in the adrenaline-fueled world of motorsport but also the opportunity to tell a powerful brand story.

“Winners never quit, and quitters never win” is a motto that has always inspired me. From a young age, I have dedicated myself entirely to motorsport, resulting in a career in one of the most competitive racing classes in the world. This would not have been possible without the support of my sponsors, whom I proudly represent. Together, we are taking the next steps toward success.” – Jaimie van Sikkelerus





Collaboration Opportunities

Visibility options

Partnering with Jaimie offers your brand the chance to gain visibility in an very wide network with a reach of thousands of fans. Through live broadcasts on Eurosport, prominent branding on team trucks, motorcycles, race suits, digital platforms, and press coverage, we ensure maximum exposure.

■ **Racing Suit Branding**

Logos on strategic locations on the racing suit (e.g., chest, shoulders, or back), ideal for action and portrait photography with maximum visibility.

■ **Motorcycles**

Your logo on all four motorcycles of the TAG Honda Team: two Superbike riders and two Superstock riders. Perfect for visibility on television, magazines, interviews, and the social media platforms of all four riders.

■ **Team Trucks**

Logos on both sides of the three TAG team trailers, visible at all BSB events and during transport.

■ **Pitboarding**

Your logo on pitbox front panels, noticeable during TV broadcasts and visible to fans along the track.



Collaboration opportunities

Visibility options

■ Website

Logo placement on the fully redesigned Jaimie van Sikkelerus website.

■ Private Motorcycles

Branding on the motorcycles Jaimie uses for Supermoto and the Dutch Road Racing Championship, including visibility on the pit box panels.

■ Social Media

Targeted visibility on Jaimie's social media channels, including tags and customized options such as product promotions or giveaways.



Top-Level guest experience

When you wish to host guests, we ensure they have a seamless and unforgettable experience, fully taken care of by our professional team

■ **VIP Hospitality**

Guests can have the option to a exclusive VIP pass, granting them access to the Victory VIP Hospitality. They will enjoy unlimited drinks, lunch, and a dedicated table throughout the day. The VIP passes serve as a memorable keepsake from the event.

■ **Comprehensive pitbox tour**

At every race, we offer an extensive, guided Pitbox tour, where all technical aspects of the motorcycles and data are discussed. Guests have the opportunity to ask questions, with Jaimie himself present to provide additional insights and detailed explanations.

■ **Live in action**

Guests experience the thrill of watching live from the specially designed pitbox area. They can follow the action up close, observing qualifications or the race from the pitbox. This experience is available at circuits with larger pitbox spaces, such as Donington Park and select other locations.

Of course the are free to walk through the whole paddock and all around the track with this passes.





Sponsorship Packages

We offer three sponsorship options tailored to the needs and ambitions of your brand:

Gold

- Comprehensive branding package as outlined above.
- Logo on racing suits, four motorcycles, pit box panels, and team trucks.
- VIP package possibility for guests, including the option to the Victory VIP Hospitality, exclusive pit box tours, and the opportunity to watch live qualifications or races.
- Maximum engagement and tailored exposure.
- Logo featured on Jaimie's motorcycle in the popular Ride 5 PlayStation game.
- Branding on private Supermoto and Dutch Championship racing motorcycles.
- Prominent branding on pit box panels during the Dutch Championships.
- High visibility on the website.
- Flexible options, such as having Jaimie or a motorcycle at your event.

Silver

- Extensive branding customized to your preferences.
- Logo on racing suits, motorcycles, pit boxes, and team trucks.
- Opportunity to host guests in the pit box or during events.
- Branding on private Supermoto and Dutch Championship racing motorcycles.
- Prominent branding on pit box panels during the Dutch Championships.
- Enhanced visibility on Jaimie's website.
- Flexible options, such as having Jaimie or a motorcycle at your event.

Bronze

- Branding on Supermoto and Dutch Championship racing motorcycles.
- Branding on pit box panels during the Dutch Championship.
- Visibility on Jaimie's website.





Value for partners

*As a partner of
Jaimie van
Sikkelerus, you enjoy
unique benefits*

- **Unique Visibility:** Prominent exposure on circuits, television (Eurosport), and social media.
- **Professional Network:** Opportunities to expand your network.
- **Emotional Brand Value:** Associate your brand with Jaimie's resilience, professionalism, and success.
- **Wide Exposure:** Visibility on four riders in two racing classes, on three team trucks, and to thousands of fans at events, as well as in magazines, newspapers, and online.
- **Business Relations:** The opportunity to provide your business partners with an unforgettable day and engage in meaningful conversations.



Online

Reach and media exposure

Through the global broadcasts of Jaimie's races on platforms like Eurosport and Discovery+ / HBO, he reaches millions of motorsport fans. Each event not only attracts live viewers but also generates impressive interactions on social media. These networks boost Jaimie's visibility, with increasing follower numbers and rising engagement rates.

Eurosport

With 10 million+ Facebook followers and 3 million+ viewers per race weekend, Eurosport provides Jaimie with significant European visibility.



Jaimie

With 4.4K followers on Facebook, 6K on Instagram, and 500+ on LinkedIn, Jaimie's online community continues to grow steadily.



BSB

BSB reaches motorsport fans worldwide with 405K followers on Facebook, 147K on Instagram, and 49.4K YouTube subscribers.



Racesport

Racesport keeps 52K Facebook followers, 11.4K Instagram followers, and 2.56K YouTube subscribers up to date with the latest motorsport news.



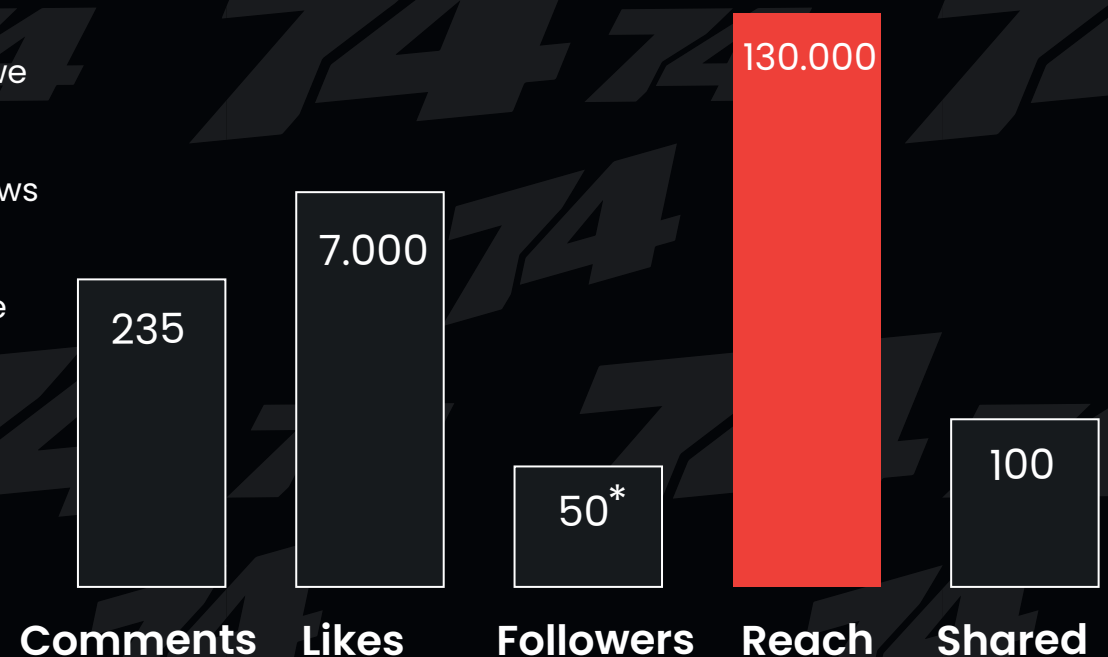
Online

Instagram reach

With an active social media profile, Jaimie reaches thousands of people each month. His high engagement rate shows that followers not only view but also interact and share. This provides sponsors with direct visibility to an active audience and delivers measurable impact.

With a reach of 130,000 unique accounts per month and an engagement rate of 13-15%, we demonstrate broad visibility and high engagement. On average, we achieve 7,000 likes, 230 comments, and 240 profile visits per month. Additionally, our network grows by 50-60 new followers, and at least 50 posts are saved or shared, confirming the value and relevance of our content.

With a current reach of 130,000 unique accounts per month, we already offer a powerful platform. By collaborating and strategically utilizing cross-posting, we can expand this reach even further. By strengthening each other's networks, we create more visibility, interaction, and growth—allowing your brand to make an even greater impact. Together, we build a larger and stronger audience!



*Approximately 50+ new followers per month

More than just visibility

Become a partner

■ Wide audience

Visibility among motorsport fans and a rapidly growing network of engaged followers, both national and international.

■ Emotional connection

Association with Jaimie's inspiring story of perseverance, ambition, and success. This creates a strong emotional connection with the audience.

■ Flexible partnerships

Opportunities range from branding on motorcycles, clothing, and equipment to social media campaigns, promotions, and personal appearances at events.

■ Measurable results

Transparent statistics and insights into reach, engagement, and growth, allowing you to track the impact of your investment directly.





Audience and fans

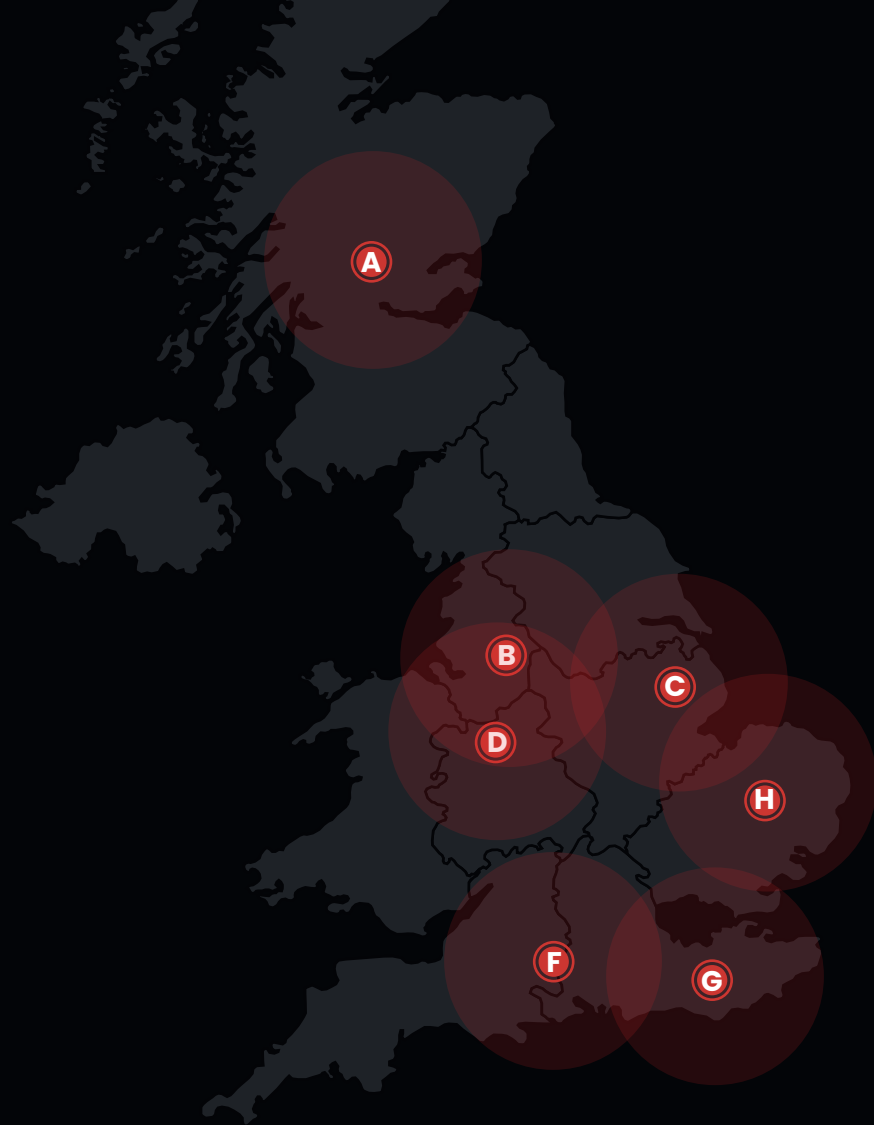
The British Superbike Championship (BSB) attracts an impressive number of fans each year, with an average of **over 500,000 spectators per season**. These fans gather at famous circuits across the United Kingdom, such as Brands Hatch, Donington Park, and Oulton Park.

Worldwide on TV

The British Superbike Championship is broadcast in **60 countries** worldwide, resulting in a global viewership of **44 million**. In addition to the British championship, the series includes international and continental events, with each race contributing to an action-packed and thrilling season. Fans can follow the races through platforms such as **Eurosport and discovery+ / HBO**, making it one of the most accessible motorsport championships in the world.

BSB Statistics

The British Superbike Championship (BSB) is one of the most popular motorsport competitions worldwide, renowned for its thrilling races and incredible atmosphere. Iconic circuits like Brands Hatch and Oulton park attract thousands of fans each year, making BSB a highlight in the world of motorsport.



A KNOCKHILL

TRACK AUDIENCE

28,972

UK TV REACH

700,000



F THRUXTON

TRACK AUDIENCE

42,440

UK TV REACH

945,000



B OULTON PARK

TRACK AUDIENCE

39,900

UK TV REACH

1,130,000



G SNETTERTON

TRACK AUDIENCE

37,500

UK TV REACH

902,400



C CADWELL PARK

TRACK AUDIENCE

58,950

UK TV REACH

950,000



H BRANDS HATCH

TRACK AUDIENCE

59,877

UK TV REACH

1,352,300



D DONINGTON PARK

TRACK AUDIENCE

38,100

UK TV REACH

1,273,000



GLOBAL TV COVERAGE



UNITED KINGDOM

- EUROSPORT
- EUROSPORT 2
- QUEST
- DISCOVERY+

EUROPE

- EUROSPORT
- EUROSPORT 2
- DISCOVERY+

UKRAINE

- XSPORT

CANADA

- MAV TV

NORTH AMERICA

- BEIN USA
- BEIN AMERICA
- MAV TV

ASIA

HONG KONG, SINGAPORE, MALAYSIA, PHILIPPINES, INDONESIA, CAMBODIA, LAOS, THAILAND, EAST TIMOR

- BEIN ASIA
- BEIN MENA

MEXICO

- TVDIRECT MEXICO

INDIA

- DISCOVERY INDIA

AFRICA

SOUTH AFRICA, SUB SAHARAN AFRICA

- SUPERSPORTS

AUSTRALIA

- FOX AUSTRALIA

British Talent Cup Races Live Streamed through MotoGP Facebook to fans globally. (17M followers)

Live Stream and full race replays available in all unlisted territories via www.britishsuperbike.com.

"Thrill of the Race" docu-series showing in-depth interviews and highlights shown across all territories via YouTube and www.britishsuperbike.com.



Unique experiences, maximum value

Additional activities

In addition to standard packages, there are additional options, such as:

Event Support: Use Jaimie and/or the race bike as a highlight during business events or meetings.

Giveaways: Collaborate on promotions to market your brand's products or services via Jaimie's social media.

Customization: We welcome your ideas and are happy to create a partnership that perfectly aligns with your brand.



OFFICIAL TESTS (PRE SEASON)



TEST 1

6/7 April
Circuito de Navarra
(ESP)



TEST 2

18/19 April
Donington Park GP



TEST 3

23/24 April
Oulton Park

MAIN SEASON



ROUND 1 **3-5 May**
Oulton Park



ROUND 2 **16 - 18 May**
Donington Park GP



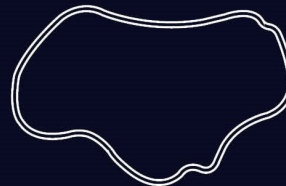
ROUND 3 **20 - 22 June**
Snetterton



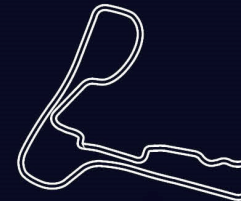
ROUND 4 **4 - 6 July**
Knockhill



ROUND 5 **25 - 27 July**
Brands Hatch GP



ROUND 6 **8 - 10 August**
Thruxton



ROUND 7 **23 - 25 August**
Cadwell Park



ROUND 8 **5 - 7 September**
Donington Park GP

SHOWDOWN




ROUND 9 **19 - 21 September**
TT Circuit Assen (NLD)



ROUND 10 **3 - 5 October**
Oulton Park



ROUND 11 **17 - 19 October**
Brands Hatch GP

-  BRITISHSUPERBIKE
-  @OFFICIALBSB
-  OFFICIALBSB
-  @BRITISHSUPERBIKE
-  BRITISHSUPERBIKE



Together towards success

Joining Jaimie van Sikkelerus means becoming part of an exciting and inspiring motorsport adventure.

It's more than just visibility; it's an opportunity to align your brand with speed, innovation, and determination. With his unique story, Jaimie radiates energy not only on the track but also beyond, with his ambition and dedication.

Your support helps a unique athlete achieve his dreams while simultaneously elevating your own brand to new heights. Together, we can tell a compelling story that inspires both customers and employees.





More information or have a question?

Contact

■ **Phone number**

+31 6 27 466 224

■ **E-mail**

jaimie@jvsmotorsport.nl

■ **Website**

www.jaimievansikkelerus.nl

Would like to welcome you on board.

I would like to thank you for your interest and time, i'm happy to provide more information on partnership opportunities or assist with any inquiries you may have.

Let's discuss how we can create a partnership that benefits everyone.

Lets discover how we can help turn your ambitions into reality within the world of motorsports, and how you can help me to achieve my goals and dreams.

Thankyou.

Look forward to hear from you!

Jaimie van Sikkelerus

Follow [@jaimievsik_74](https://www.instagram.com/jaimievsik_74) for a glimpse into my journey—both on and off the track! From race highlights to behind-the-scenes moments with sponsors and fans, let's hit the track together!





Follow [@jaimievsik_74](#) for a glimpse into my journey—both on and off the track! From race highlights to behind-the-scenes moments with sponsors and fans, let's hit the track together!

