



## RACING PROFILE



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Thoughts –

"There are only three sports: bullfighting, motor racing, and mountaineering; all the rest are merely games."

— Ernest Hemingway

**0 – 100km/h in less than 3 seconds! Top speeds of over 300km/h! more than 180 Horsepower! If any of these things excite you then superbike racing is the place to be.**

#### **About South African Superbike Racing**

The South African Superbike racing scene is filled with high-speed adrenaline fueled excitement. This is an opportunity to be part of this exciting sport by getting involved in sponsorship.

Attracting crowds of over 4000 people per event with TV coverage on national TV channels such as Supersport, SABC 3 and Ignition this is a magnificent way of exposing your brand for minimal capital expenditure.

For 2019 Hendrik de Bruin will be participating in various local championships ranging from Regional Championships as well as the South African National Superbike Championship.

Sponsorships can be agreed upon as a once off, monthly or annual sponsorship depending on your financial situation and / or desired exposure.

#### **About Brand Exposure**

Other than the huge crowds and national TV coverage, superbike racing is also extensively covered within printed media such as newspapers and magazines including but not limited to Pretoria News, Sunday Times, Beeld, Citizen, Superbike, MCSA and BikeSA magazine

Additionally, your company's name will appear in the colour produced programme for each event next to the Rider's name with a special mention during commentary at the live event and subsequently during television broadcasting. NOTE: The option for paid advertisement in the race program also exist. The bike and rider will also be available to the sponsor for any marketing events or functions that the sponsor hosts.

The sponsors branding and logos will be displayed on the following items:

- Race Clothing
- Race Suits
- Bikes
- Pit Backdrops
- Vehicles



## Thoughts –

“Racing is Life! Anything before and after is just waiting”  
– Steve McQueen

### About Hendrik de Bruin

Hendrik de Bruin is a motorcycle-racing fanatic with an absolute passion for the sport.

Hendrik is one of very few individuals in the country to achieve moving from club / regional superbike racing status to full national status in less than 2 years. He is dedicated to his motorcycle racing career.

Hendrik has an absolute urge to succeed in this sport with a “nothing will get me down” attitude.

To him motorcycle racing is NOT a hobby or a weekend past time. It is a PASSION and a lifelong DREAM to succeed in.

Hendrik has achieved various top 3 finishes within the National and Regional Superbike Championships.

### Recent championship results include:

- **2016 – 3<sup>rd</sup> SuperGP SuperMasters Championship**
- **2017 – 3<sup>rd</sup> SuperGP SuperMasters Championship**
- **2018 – 3<sup>rd</sup> Bridgestone Superbikes Championship**
- **2019 – 1<sup>st</sup> Bridgestone Superbikes Championship**

### About the Bike

For 2021 Hendrik will be riding a Yamaha YZF-R1

- Manufacturer: Yamaha
  - Model: YZF-R1
  - Engine Capacity: 998cc (1 Litre)
  - Power: 180 Horsepower
  - Top Speed: Over 300Km/h
- Acceleration: 0-100 Under 2.5secs





## Thoughts –

"The man hunched over his motorcycle can focus only on the present... He is caught in a fragment of time cut off from both the past and the future... He has no fear, because the source of fear is in the future and a person freed of the future has no fear" – Milan Kundera

### 2017 Results

The following table shows some results from 2017

ACHIEVEMENT	CHAMPIONSHIP	DATE	TRACK
RIDER OF THE DAY	DUNLOP THUNDERBIKES	OCTOBER 2015	ZWARTKOPS – GAUTENG – PTA
3 <sup>RD</sup> POSITION	SUPERGP SUPER MASTERS (National Superbikes)	MARCH 2017	KILLARNEY – WESTERN CAPE - CPT
2 <sup>ND</sup> POSITION	SUPERGP SUPER MASTERS (National Superbikes)	MARCH 2017	KILLARNEY – WESTERN CAPE - CPT
2 <sup>ND</sup> POSITION	SUPERGP SUPER MASTERS (National Superbikes)	APRIL 2017	EAST LONDON – EASTERN CAPE – E.L
2 <sup>ND</sup> POSITION	SUPERGP SUPER MASTERS (National Superbikes)	APRIL 2017	EAST LONDON – EASTERN CAPE – E.L
QUALIFIED 1 <sup>ST</sup> *	SUPERGP SUPER MASTERS (National Superbikes)	MAY 2017	ZWARTKOPS – GAUTENG – PTA
2 <sup>ND</sup> POSITION	SUPERGP SUPER MASTERS (National Superbikes)	MAY 2017	KYALAMI – GAUTENG – JHB
2 <sup>ND</sup> POSITION	THUNDERBIKES CLASS X	NOVEMBER 2017	KYALAMI – GAUTENG – JHB
1 <sup>ST</sup> POSITION	THUNDERBIKES CLASS X (Qualified 1st by 1.9sec)	NOVEMBER 2017	ZWARTKOPS – GAUTENG – PTA
3 <sup>RD</sup> POSITION	SUPERGP SUPER MASTERS (National Superbikes)	SEPTEMBER 2017	REDSTAR – MPUMELANGA – DELMAS



Thoughts –

“You live more for five minutes going fast on a bike than other people do in ALL of their life” – Marco Simoncelli

## 2018 Results

The following table shows some results from 2018

ACHIEVEMENT	CHAMPIONSHIP	DATE	TRACK
1 <sup>ST</sup> POSITION	THUNDERBIKES CLASS X	JANUARY 2018	ZWARTKOPS – GAUTENG – GP
4 <sup>TH</sup> POSITION	THUNDERBIKES CLASS X	JANUARY 2018	ZWARTKOPS – GAUTENG – GP
3 <sup>RD</sup> POSITION	THUNDERBIKES CLASS X	JUNE 2018	ZWARTKOPS – GAUTENG – GP
3 <sup>RD</sup> POSITION	THUNDERBIKES CLASS X	JUNE 2018	ZWARTKOPS – GAUTENG – GP
4 <sup>TH</sup> POSITION	THUNDERBIKES CLASS X	SEPTEMBER 2018	KILLARNEY – WESTERN CAPE – WC
3 <sup>RD</sup> POSITION	THUNDERBIKES CLASS X	SEPTEMBER 2018	KILLARNEY – WESTERN CAPE – WC
4 <sup>TH</sup> POSITION	THUNDERBIKES CLASS X	OCTOBER 2018	ZWARTKOPS – GAUTENG – GP
3 <sup>RD</sup> POSITION	THUNDERBIKES CLASS X	OCTOBER 2018	ZWARTKOPS – GAUTENG – GP
QUALIFIED 3 <sup>RD</sup>	THUNDERBIKES CLASS X	NOVEMBER 2018	ZWARTKOPS – GAUTENG – GP



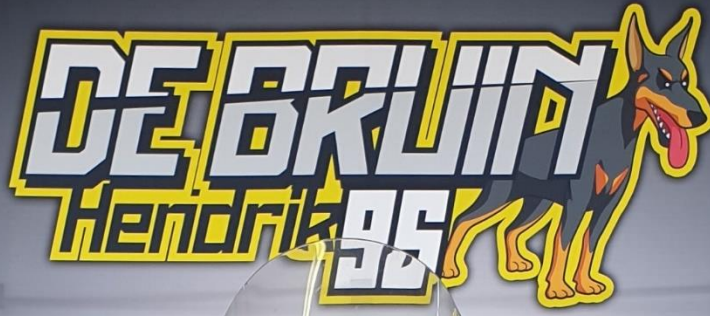
Thoughts –

“Riding a race bike is an art, a thing that you do because you feel something inside” – Valentino Rossi

## 2019 Results

The following table shows some results from 2019

ACHIEVEMENT	CHAMPIONSHIP	DATE	TRACK
1 <sup>ST</sup> POSITION	THUNDERBIKES CLASS A	FEBRUARY 2019	ZWARTKOPS – GAUTENG – GP
4 <sup>TH</sup> POSITION	THUNDERBIKES CLASS A	FEBRUARY 2019	ZWARTKOPS – GAUTENG – GP
2 <sup>ND</sup> POSITION	THUNDERBIKES CLASS A	MARCH 2019	ZWARTKOPS – GAUTENG – GP
1 <sup>ST</sup> POSITION	THUNDERBIKES CLASS A	MARCH 2019	ZWARTKOPS – GAUTENG – GP
4 <sup>TH</sup> POSITION	THUNDERBIKES CLASS A	JUNE 2019	PHAKISA – FREESTATE – FS
2 <sup>ND</sup> POSITION	THUNDERBIKES CLASS A	JUNE 2019	PHAKISA – FREESTATE – FS
2 <sup>ND</sup> POSITION	THUNDERBIKES CLASS A	JULY 2019	REDSTAR – MPUMELANGA – DELMAS
2 <sup>ND</sup> POSITION	THUNDERBIKES CLASS A	JULY 2019	REDSTAR – MPUMELANGA – DELMAS
1 <sup>ST</sup> POSITION	THUNDERBIKES CLASS A	OCTOBER 2019	ZWARTKOPS – GAUTENG – GP
1 <sup>ST</sup> POSITION	THUNDERBIKES CLASS A	OCTOBER 2019	ZWARTKOPS – GAUTENG – GP



# SPONSOR PACKAGES

## SILVER PACKAGE

Includes Branding Exposure on:

- Banner 20cm x 20cm
- Bike 10cm x 10cm
- Leathers 5cm x 5cm
- Social Media

R 1,000.00 p/m

## GOLD PACKAGE

Includes Branding Exposure on:

- Banner 60cm x 60cm
- Bike 20cm x 20cm
- Leathers 10cm x 10cm
- Social Media
- TV Coverage

R 5,000.00 p/m

## PLATINUM PACKAGE

Includes Branding Exposure on:

- Banner 20cm x 20cm
- Bike 20cm x 20cm
- Leathers 5cm x 5cm
- Social Media
- TV Coverage
- Print Media Coverage
- Rich Data Capturing

R 10,000.00 p/m





## Brand Exposure on the Bike

## Brand Exposure in the Pit Area



## Brand Exposure at the Event

(incl Leathers and  
Clothing)

Photograph by Paul Blackburn - © Copyright 2018 - RacePics.co.za

# Motorsport

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SPINE CHILLING. The kind of action that the DEOD SuperGP brigade will bring to the Kyalami Bike Festival this weekend. Picture: Eric Buys

## Lap record could tumble

**KYALAMI:** DEOD 2017 SUPERGP CHAMPIONSHIP WILL BE THE HIGHLIGHT THIS WEEKEND

→ **Clinton Seller, the points leader, will be the one to watch on his Yamaha R1.**

try's quickest circuit racing riders and machines taking to the tarmac on Friday, Saturday and Sunday. The events will be watched with huge interest – and for a valid reason.

Kyalami's current overall lap record is held by Jason Campos on a Shelby Can-Am Cleve V8, in a time of 1:02.400.

The smart money says that record will be tumbled by a SuperGP rider in either this Saturday's or Sunday's race.

The most likely rider to do that, and the weekend's victory favourite, must be Clinton Seller, the current 2017 title points leader on his MiWay Yamaha R1.

Currently, Kyalami's quickest motorcycle lap record is held by

ZKx0R.

He could go quicker this weekend, and will challenge Seller for race victories.

Other really quick contenders will include David McFadden (RPM Centre BMW S1000RR), old-timer Lance Isaacs (Supabets BMW S1000RR), Allan John Venter (Hygenica Yamaha R1), Michael White (Zwartkops Yamaha R1) and

BMW S1000RR) and Ben Levey (Moto Blu Cru Yamaha R1).

The running order will be somewhat different to the normal DEOD SuperGP Championship race weekend.

Practice sessions and qualifying will take place on Friday with one race taking place on Saturday, the other on Sunday.

## Brand Exposure on Social Media

(Access to more than 190,000)

The 17th Passion For Speed

TV Times



ZWARTKOPS

www.zwartkops.co.za



IGNITION

DSV CHANNEL 189

Tue, 20 Feb 2018 - 19:30 - SuperSport CSN  
Tue, 20 Feb 2018 - 19:30 - SuperSport 8  
Wed, 21 Feb 2018 - 01:00 - SuperSport 8  
Wed, 21 Feb 2018 - 06:00 - SuperSport 8  
Wed, 21 Feb 2018 - 15:00 - SuperSport 8  
Thu, 22 Feb 2018 - 11:00 - SuperSport 10  
Fri, 23 Feb 2018 - 15:30 - SuperSport 8

Check Guide for actual show times  
24 Feb 2018 - 2 Mar 2018  
3 Mar 2018 - 9 Mar 2018

## Brand Exposure In the Press

(Including: Citizen Newspaper, Beeld Motoring, Ride Fast Magazine, Superbike Magazine, Bike SA)



Hendrik De Bruin

May 2, 2017

Border Motorsport - East London Grand Prix Circuit, What a track!!! Well known in South Africa as the fastest track in the country and its a title well deserved.

Last time I was at E.L I had a rather big off entering turn 1 (Potters) with a flat front tyre, this time around she was much kinder allowing me to walk away with two 2nd places in the bag for the Super-GP Champions Trophy SuperMasters Championship.

I knew that competition would be tough going into the coastal rounds... See More



Like

Comment

Share

## Brand Exposure on TV

(Including MNET Supersport, Ignition TV)





## **Rich Data Capturing**

*(By getting onboard with us as a Platinum sponsor we can provide access to a monthly audience in excess of 4,000 people using your branded promotional material)*



### **In Conclusion**

Due to our flexible sponsorship packages whereby, your financial commitment can be implemented on an event-by-event basis there is very little risk associated, only gains! We are also open to a trial sponsorship; meaning that if you are not satisfied with your investment there is no contractual issues, and no further sponsorship is required.

Should your organization decide to invest in this opportunity we will ensure that you achieve great exposure and a return on investment.

# DE BRUIN Hendrik 95

 **YAMAHA**

**netcb**



## Contact Details



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