



An exciting way to put your company in front of ten million UK TV viewers and track-side visitors, along with a growing number of international TV spectators

CHARLIE ATKINS



Charlie Atkins is a 12 year old motorcycle racer who has just finished a very notable season competing in the Aprilia Superteen series.

Having finished third in the Aprilia Superteen series with five race victories and 17 podiums Charlie Atkins has made the decision to move up to the Moto3 championship which forms part of the British Superbike Racing series.

Charlie Atkins has been competing successfully in the world of motorcycle Racing since he was eight, but he began riding a motorcycle when he was just aged three. To race at this level a rider requires not only the skill to master the motorcycle, but a team of dedicated people to support them.

Charlie's ability has been recognised by Gary Wilson, a very experienced person in the motorcycle racing scene. He has been in the business for more than 40 years as a mechanic, tuner, crew chief and team owner down the years. Now Charlie Atkins has the opportunity to ride for his team, Wilson Racing.



Website: www.charlieatkins56.com



NAME: Charlie Atkins

AGE: 12 years old

DATE OF BIRTH: 01/02/03

NATIONALITY: British

Charlie was first introduced to bikes at the age of 3. Mainly just playing around on quads at his local track. He showed a very keen interest and things gradually moved forward with him moving from 4 to 2 wheels. Over the next few years Charlie moved from bike to bike. When he turned 6 he then moved on to the Kart circuits riding his minimoto and making improvements all the time. Then in 2011 the decision was taken to make it serious and the racing began.

In 2015 Charlie made the big step up to the more well-known race circuits around the UK. Cadwell park, Donington park etc now awaited the 12 year old. This year Charlie was riding the Aprilia RS125 in the Dunlop Aprilia superteen Challenge at Thundersport GB. Charlie had to miss the first round due to the team deciding to go testing in Spain to try and get Charlie used to the much bigger new machine. As Charlie entered his first round he was straight back to the podium. Gaining 2 wins at his first round. His podium run continued for the next 13 races taking numerous wins along the way. Then a slight set back happened where Charlie sustained a broken foot in a crash at Rockingham forcing him to miss another round. Charlie came back from the injury where he left off again scoring podiums all the way to the end. Giving Charlie a well earned 3rd place in the Championship even with him missing 12 races due to injury and testing.

2014 (11 years old)

This has been an amazing year for Charlie and his most successful to date by far. This year Charlie competed within the FAB British Championship on the new MiniGP UK moto 4 race bike. Charlie gained an overall 1st place in the championship after winning every round. He also competed in several rounds of the National Series where he also successfully took first place in all his races.

2013 (10 years old)

Again this year Charlie raced in two classes within the 2013 FAB British Championship. One class was on a Junior Production Minimoto bike which was offered to Charlie to ride for the year by the Scott Redding (Current Moto GP Rider) Academy. Charlie took a fantastic 1st place in the Championship. He again raced his Metrakit GP50 where he won a well-deserved 3rd place in the Championship.

2012 (9 years old)

Charlie raced in the 2012 FAB British Championship. On his GP5 minimoto he finished in 3rd place in the Championship.



A review of the 2016 budget including mechanics, machinery, tyres and transport costs will total £29,000 to be able to compete at this level. A breakdown of the cost is as follows

- Bike and staff £12,000
- Entry fees £3000
- Tyres for the season £5800
- Kit including leathers, helmets etc 2 sets of each £2600
- Race fuel, oil and engine maintenance costs £3000
- Crash damage budget £2600





Next season Charlie is competing in the new Moto 3 class that will run within the Motostar class at British superbikes. This will include 22 races over the year at all the major circuits in the UK. All the rounds are televised live on British Eurosport and a support show that is shown on ITV after every meeting. The exposure is massive with big TV viewing figures and an average of 25,000 spectators at each event.

Any investment made by a company in this talented British contender will be deductible before taxable profits are calculated for the company involved, while offering more involvement and feedback than conventional advertising. Apart from the obvious exposure that this motorsport offers to companies, inclusion in newspaper articles and of course opportunities to visit all rounds we are also able to offer a range of promotional benefits for your business:-

- Massive TV exposure in the UK on both ITV and Eurosport as well as overseas
- Rider can be included in your promotional material
- Charlie can also be available for personal appearances
- Advertising space on the bike, helmets, leathers, team clothing, banners and awning at each round
- Weekend tickets and hospitality
- Company name on all race support vehicles,
- Tailored made sponsorship packages to suit your companies needs and give you the best return.
- Race reports keeping you up-to-date with his seasons progress

Thank you for taking the time to read this booklet, we look forward to hearing from you and do hope that you and your company maybe able to help this talented British racer make it to the top.

**Thank you very much
Team Charlie Atkins #56**



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