







# *Dear Sirs,*

In just four years since its creation, LRP Poland worked its way to becoming one of the very best and most successful Polish motorcycle racing teams with two national titles in the Supersport category and countless victories in the Superbike and Superstock 1000 classes both in the Polish Championship, the Alpe Adria Championship and the European Cup.







# *LRP Poland - Proven winners*

Right from its very beginning, the LRP Poland team aimed high signing the finest Polish racers, including Marek Szkopek, multiple Polish Champion, European Cup winner and a European Champion. LRP Poland is also the only Polish team with official support from Pirelli, the official tyre supplier in Formula 1 as well as the Superbike and Supersport World Championship. This co-operating has been strenghted ever

further ahead of the team's 2016 World Endurance debut as a permanent entry. The foundation to that has been laid by the LRP Poland's participation in the 24 Hours of Le Mans race in September 2014, as the only Polish squad on the grid, and at the finish line of the gruelling, around the clock marathon. Success on track meant that the team also enjoyed a massive publicity boost, with extended media coverage

and fan interest. The team is well looked after on that front too, thanks to its PR agency, Media4Racing, ran by the 'Polish voice of MotoGP', journalist and motorsport commentator, Mick Fialkowski, providing the squad with a daily updated and popular Facebook Fan Page as well as regular media newsletter reaching several hundred media.





## *FIM World Endurance - the Dakar Rally and FIFA World Cup in one*

The successful Le Mans debut led LRP Poland into joining the FIM EWC as a permanent entry in 2016 with factory support from Pirelli and BMW. The 2016 calendar will include four races, starting with the 24 Hours of Le Mans in mid-April, followed by the 12 Hours of Portimao in Portugal, 8 Hours at Suzuka in Japan and the 8 Hours of Oschersleben in Germany with the next, 2016/2017 season starting already in September and racing its way around the world through the winter. But what exactly is World Endurance all

about? Around fifty teams with three riders each take part in endurance races lasting between 8 and 24 hours, with riders changing one another onboard their team's machine during the brief but spectacular, F1-style pit-stops for tyre change and refuelling. During their debut at Le Mans last year, the LRP Poland riders completed over 700 laps of the 4.2km circuit, covering a total distance of 3,000km without a single technical issue. The world-famous event at the Bugatti circuit attracted a total of 120,000 fans to the

grandstands (twice as much as the capacity of the Polish National Stadium in Warsaw and a similar audience to F1 and MotoGP rounds) and reached over 60 million TV viewers thanks to an extended coverage provided by Eurosport. World Endurance attracts not only the fans but also the world's finest racers with the 2015 8 Hours of Suzuka being won by MotoGP regulars Bradley Smith and Pol Espargaro, a recent Moto2 World Champion, who battled against the likes of a double MotoGP World Champion Casey Stoner





and World Supersport Champion Michael van der Mark, who made his mark in Endurance racing before being signed by one of the top World Superbike squads for 2015. Other EWC events bring similar line-ups, both on the starting grids and on the grandstands, which highlights the series as one of the top World Championship on the planet, next to MotoGP and the Speedway Grand Prix. Mix the Dakar Rally with the FIFA World Cup and the FIM EWC is pretty much what you'd get.

## *Let's fight for the World Title together!*

This is your chance to become a key part of an international, Polish success on the world's finest EWC circuits. With the factory support from BMW and Pirelli, the LRP Poland team aims high, targeting a two-stage plan with the goal of winning the world championship trophy. The upcoming, 2016 season will serve as a stepping stone to a title assault in the following year, with

plenty of marketing activity along the way. Our long list of victories and continuous success convinces us that it's a very realistic target. Depending on the level of involvement, potential partners are welcome to join the the LRP Poland's project either as a Premium or even a Title Sponsor. Each of the five levels of involvement includes branding onboard the bikes,





riders' leathers and team infrastructure, plus marketing and media activity as well as sampling the dramatic track action onsite during the EWC races and off-track sponsors/trade events. During every race the LRP Poland team will be joined by a professional film crew preparing video HD highlights

from each round, as well as the official team photographers. All of that content will be provided as copyright-free to the media and team partners who will enjoy a positive image transfer by their association with top premium brands like BMW and Pirelli as well as the top Polish racing team.

Our partners will also be able to reach out to the hundreds of thousands of fans visiting tracks and grandstands during each event, as well as millions of TV viewers during the extensive Eurosport TV and internet coverage, will all races broadcast live from flag to flag. A lot has been

You are welcome  
to join the best







said about the profile of a motorsport fan over the years with one fact as the crucial highlight: 9 out of 10 fans will buy a product because they associate it with racing! Says it all, doesn't it? As a team founder, manager and a rider of the LRP Poland squad, I'd be more than happy to provide you with more insight and information about the entire project in person, during a meeting in a time and place of your choice.

With Kindest Regards,

Bartłomiej Lewandowski

Founder, Manager and Rider of LRP Poland Team

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