

FIM WOMEN'S MOTOCROSS WORLD CHAMPIONSHIP



00001





Youthstream, Women and Motocross equal WMX - the perfect triad

The company was founded by Giuseppe Luongo who is the Youthstream President

Luongo's achievements in Motocross include the significant development of the FIM Motocross and Supercross World Championships in the late 90s. Youthstream is an international enterprise composed by sports professionals coming from many areas such as MotoGP, Formula1, Supercross, SuperMoto, Motocross and football. The expert staff matches Youthstream's high level of professionalism in sports business and supports the FIM Women's World Championship with efficient marketing, PR and communication programs, for a perfect overall organization.

Youthstream's activity goes even deeper into motorcycle offroad racing; beyond the FIM Women's World Championship (WMX), the company also manages the prestigious FIM Motocross World Championships MX1/MX2/MX3, the FIM Motocross of Nations, the FIM Veteran's Motocross World Cup, the FIM Junior Motocross World Championship, the FIM SuperMoto World Championship, the FIM SuperMoto of Nations, the FIM Snowcross World Championship, the UEM Motocross European Championship, the UEM Motocross of European Nations and the UEM SuperMoto European Championship. Youthstream headquarters are located in Portugal but a branch office is in Monaco-Montecarlo and includes the Television, Marketing and Football departments.

The company runs all its activities with a world-class management team of professionals that covers all business aspects from marketing to television activities as well as logistic (more than 90 people are employed in this area) and event organization for a total of more than 450 people involved in each event.

**W
M
X
2
0
0
9**

The 2009 FIM Motocross Women's World Championship

The 2008 season has seen the first ever FIM Women's World Championship become a part of the MX1/MX2 FIM Motocross World Championship series. The five round campaign was created in response to the popularity and increasing interest in the Women's World Cup that was run for three years from 2005 to 2007 included. The new FIM World Championship was a step forward for the original female competition which was extended from three to five rounds. In 2009 there will be a total of 7 rounds making it an even better Championship. At each round the women race two motos at the length of 20 minutes and 2 laps duration. The championship employs the MX2 technical rules and it sees the majority of participants onboard 250cc four-stroke machinery.

In 2009 the 7 round long WMX series will benefit of a strong television coverage as the second heat will be broadcast live worldwide. The racing schedule will be slightly modified for a more spectator appealing program: heat one will be raced on Saturday with the drama of the final heat to take place on Sunday. By definition motocross is a closed circuit, off-road motorsport that takes place on a natural track consisting of man-made obstacles and jumps; the layout itself also makes use of the landscape for terrain, elevation changes and distinctive features.

7 different countries with 40 Title challengers on board the machines from leading manufacturers, who continuously develop their prototypes.

Motocross also means technology

The FIM Women's Motocross World Championship offers an exclusive combination of excitement, glamour and fervid competition. The WMX circus carries the typical aspects of the motorcycle racing people/paddock having its own life style, color and attitude. Moreover the women's presence adds that sophisticated bit that mixes fashion and speed. Women's Motocross looks like a parallel world found in one's dreams but it is reality. A paddock can be built in a day and dismantled even quicker. In between these two actions there is the race weekend. The charm and character of the competitors, the fascinating paddock life together with the excitement of racing make Women's Motocross look like a wonder. Each race is a package of dreams with 20 minutes plus 2 laps of breathtaking action. Each moto is a show fans cannot miss. They can either come to the venue and witness the race, in the "traditional way", or experience the action through modern media. Radio, television and brand new internet streaming are means of spreading the sport to millions of fans all over the world. Huge audiences watch the races on TV: almost 700 million viewers turn the television on just for the Motocross. Packed starts, dramatic battles on track, impressive slides, wheelies and crashes are just a taste of what Motocross

can deliver. A lot more is to be discovered throughout the 2009 season which will be made of 7 rounds in 7 different countries with 40 Title challengers onboard the machines from leading manufacturers using the Women's experience on the track to further develop their products. The paddock is a mobile village with lots of luxury mobile homes in the likes of branded hospitalities and workshops guarding the secrets of the bikes. A walk in the paddock is always an amazing experience. Motocross dramatically increased its appeal inside the motorsport business reaching other important specialties such as the World Superbike Championship (SBK) and the World Rally Championship (WRC) in terms of TV audience and spectators figures with a forecast of over than one billion TV spectators for the 2009 season. Other than improving the already established activities on the European, American and African Markets Youthstream is exploring new sceneries and markets with an open eye on the Far East.

The results of Youthstream's efforts are reflected in the increase of the TV audience for each venue and in the crowd attendance which is increasing by a minimum of 20% every year. New partners and sponsors are now supporting Youthstream (Red Bull and Hyundai Heavy Industries) with new important prospects under discussion for the 2009 season. The media coverage is provided by professional journalists and dedicated Press Officers and it includes more than 100 journalists at each round resulting in over than 30.000 reports over the season and 3.5 million unique visitors on the official website: www.motocrossMX1.com.

2009
WORLD
CHAMPIONSHIP

Research carried out during the season with spectators at the circuits and television viewers around the world has shown that the main values associated with the FIM Women's Motocross World Championship are:

- ***Excitement***
- ***Action***
- ***Extreme***
- ***Bravery & Skill***
- ***Youth***
- ***Competitiveness***
- ***International***

Motocross *is a perfect platform for sponsorship*

The FIM Women's Motocross World Championship is a perfect platform to activate sponsorship through different activities such as:

- 1) trackside signage for brand awareness activities (more than one billion TV spectators worldwide)
- 2) products showcase at the Grand Prix events where an average of 30.000 spectators attend each event on the week-end, see demography here below:

- **68%** of viewers are between 15 and 39 years-of-age
- **67%** of Motocross viewers are male
- **33%** of Motocross viewers are female
- **11%** is the average number of races watched by each Motocross viewer during the season
- **62%** of viewers and spectators perceive Motocross sponsors to be "dynamic" and "innovative"
- **34%** of Motocross viewers are single

3) co-marketing activities with present partners / sponsors

4) hospitality and PR activities on site with possibility to use exclusive hospitality to receive special guests (see RED BULL Energy Station used this year at all Grand Prix).

Source : 2008 Youthstream spectators survey at

Grand Prix of Spain, Europe, Italy and Motocross of Nations.



WORLD CHAMPIONSHIP

More than **845 million** people tuned in to watch Motocross on television in 2008

■ **959 hours** of Motocross coverage were broadcast in 2008

■ **62 countries** received Motocross coverage live from the circuit during the 2008 season

■ **135 countries** in total were reached by the motocross TV signal in 2008



The FIM Motocross World Championship reached a massive television audience in 2008, with more than 845 million viewers worldwide



Television distribution

For all the 16 Grand Prix of the 2008 season, the FIM Motocross World Championship and RedBull Motocross of Nations was filled with high quality racing, moments of controversy and record-breaking excitement. The equivalent media values of the TV coverage increased compared to previous seasons, as did the number of countries receiving coverage of the championship, emphasising the extent of the worldwide interest in the premier off-road motorcycle racing series. More than 845 million people tuned into Motocross during the course of the 2008 season, with an average of 52 million viewers watching each race of the 15 round championship and RedBull Motocross of Nations. Television coverage of the Motocross World Championship reached 135 countries, with 62 of those countries receiving the live feed direct from the circuits.

WORLD CHAMPIONSHIP

Main TV Broadcasters

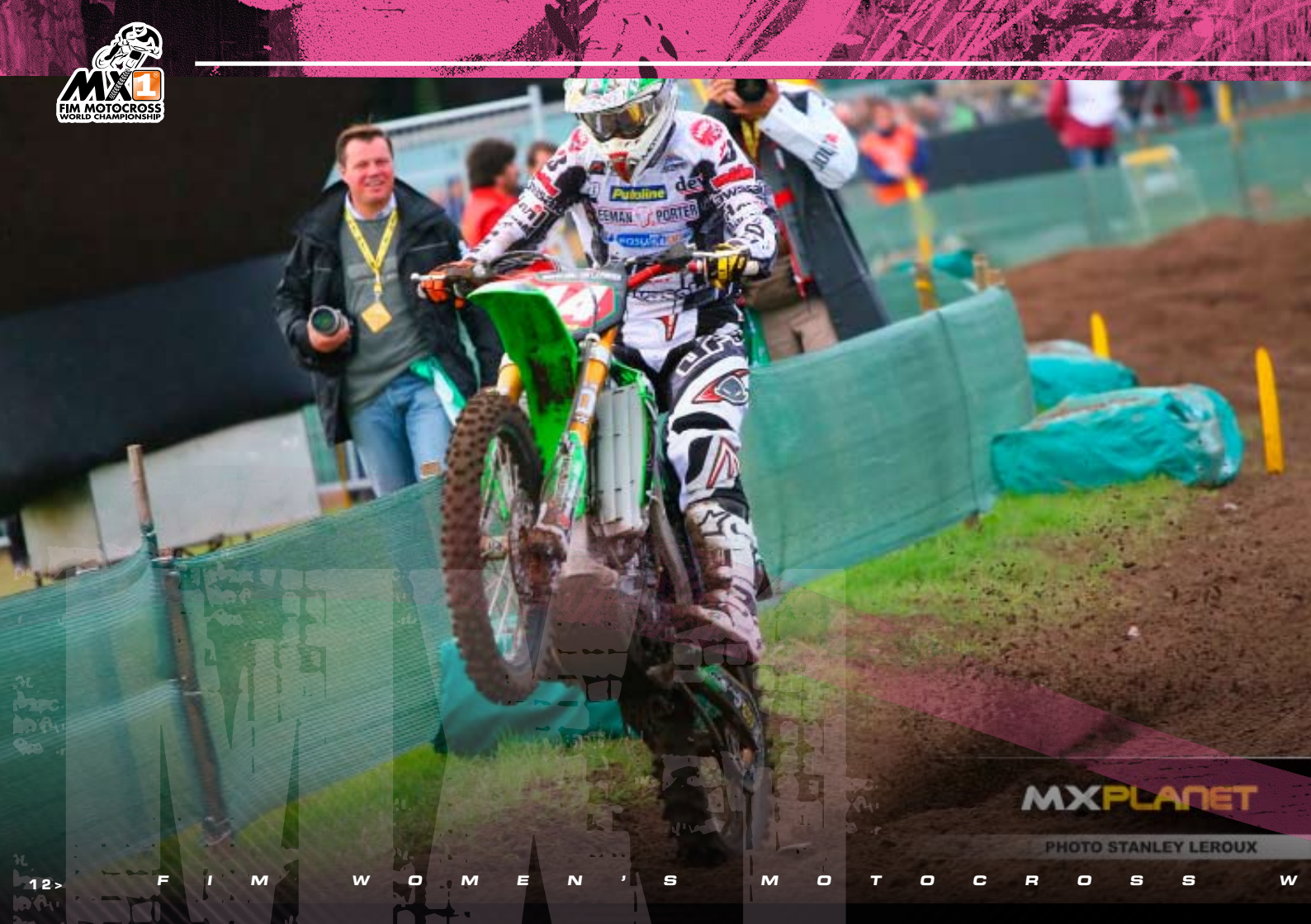


Albania, Algeria, Antigua, Argentina, Armenia, Australia, Austria, Bahamas, Bahrain, Barbados, Barbuda, Belarus, Belgium, Belize, Bolivia, Bosnia, Brazil, British Virgin Islands, Bulgaria, Cayman Islands, Chad, Chile, Columbia, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Djibouti, Dominica, Dominican Republic, Ecuador, El Salvador, Egypt, Estonia, Falkland Island, French Guyana, Finland, France, French speaking Africa, French overseas departments and territories, Germany, Ghana, Greece, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Holland, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Iraq, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kuwait, Latvia, Lithuania, Lebanon, Lesotho, Libya, Luxembourg, Malta, Macedonia, Malaysia, Malta, Martinique, Mauritania, Mauritius, Mexico, Moldova, Montserrat, Morocco, Myanmar, Namibia, Netherlands Antilles, New Zealand, Nicaragua, Nigeria, Norway, Oman, Palestine, Panama, Paraguay, Philippine, Peru, Poland, Portugal, Qatar, Romania, Russia, Saudi-Arabia, Serbia, Slovak Republic, Slovenia, Spain, Singapore, Senegal, Somalia, South Africa, St Christopher & Nevis, St Lucia, St Marten, St Vincent & the Grenadines, Sudan, Suriname, Syria, Sweden, Switzerland, Thailand, Trinidad & Tobago, Tunisia, Turkey, Turks and Caicos Islands, United Arab Emirates, United Kingdom, Ukraine, Uruguay, USA, Venezuela, West African countries, Yemen.

TELEVISION DISTRIBUTION



WORLD CHAMPIONSHIP



MXPLANET

PHOTO STANLEY LEROUX

In the last three years, the huge evolution of Motocross has led to a complete package of television and commercial ventures to provide the perfect opportunity for fans, spectators and sponsors

Viewer Profile

The huge global demand for top quality racing as it happens is met by two dedicated outside broadcast units, manned by a team of over 150 professionals at every racetrack.

Extensive coverage from every viewpoint on the circuit is transmitted via EBU satellite around the world.

As well as live footage, other television packages are produced during the course of the season.

Action from each day of the event is distributed by the major news agencies and also via Youtube, Freecaster.

TV and MotocrossMX1.com, while a 52 minute highlights package is produced and distributed in the week after each round.

This level and quality of broadcasting ensures that Motocross reaches an enormous variety of audiences via television and video distribution in general.



VIEWER PROFILE



More Media in Women's Motocross

Other Media

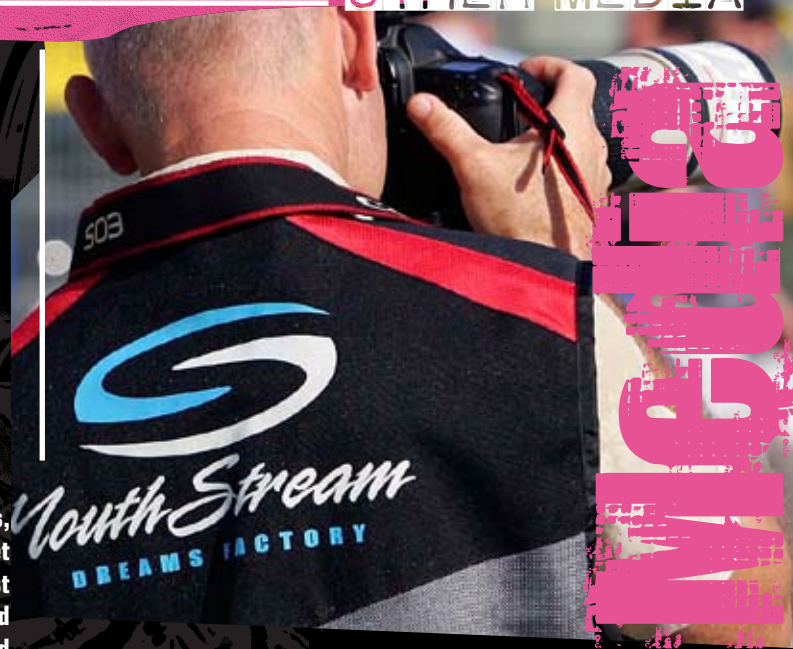
Women's Motocross is not only on TV. There are plenty of newspapers, magazines, radio and internet media covering the sport. The internet is actually hosting more and more Women's Motocross news; the list of websites dedicated to Women's Motocross is getting longer and starts with the official site of the FIM Women's Motocross World Championship, www.motocrossMX1.com.

The interest in the WMX series is growing as much as the number of visitors surfing on the official website: 3.5 million visitors and 183.5 million hits.

The site's contents are in English; there are news, race previews, race reports, the latest info on the Championship and much more, such as technical content, results of any kind (free practices, time practices, qualifying races, races, Championship standings, statistics), live timing and lots of video features. There is also

access to streaming video footage on each event. Each round has an impressive media following that matches the high demand of information from the many WMX fans worldwide.

Reporters, photographers, cameramen and many other dedicated permanent media work at each round with an average of 100 members of the international press per event while local media come in groups of about 50 members.



www.motocrossMX1.com

- 3.5 million visitors
- 23.1 million page views
- 183.5 million hits

MXPLANET

PHOTO STANLEY LEROUX

The webpage is in English and features the latest news on the FIM WMX Championships, its riders and the tracks. The website also features the FIM Motocross World Championships MX1/MX2/MX3, the FIM Motocross of Nations, the FIM Veteran's Motocross World Cup, the FIM Junior Motocross World Championship, the FIM SuperMoto World Championship, the FIM SuperMoto of Nations, the FIM Snowcross World Championship, the UEM Motocross European Championship, the UEM Motocross of European Nations and the UEM SuperMoto European Championship. For anyone fancying numbers there are statistics and results regularly updated, plus a special section dedicated to live timing. Since 2005 the FIM Motocross World Championship has had live streaming on the internet which will be extended also to the WMX series. The partnership between Youthstream and the online broadcaster Freecaster.tv (www.freecaster.tv) will deliver strong emotions this season.

The internet streaming free of charge will make the Women's World Championship a much more accessible series being ready to welcome a new fresh audience as internet access and computers are now fully integrated in everyday's life.

Recently the FIM Women's World Championship partnered up with Myspace.com looking for exciting projects coming out of this union. Check out the Women's World Motocross Championship page on Myspace.com for the latest news.

The FIM Women's Motocross World Championship can also be followed online on :

www.motocrossMX1.com

MOTOCROSS
FIM MOTOCROSS WORLD CHAMPIONSHIP

News Calendar Results Live results Statistics

JUNE
1 GRAND PRIX OF GREAT BRITAIN
MALLORY PARK

CLICK FOR VIDEOS / LIVE STREAMS / INFO

15 GRAND PRIX OF FRANCE
ST-JEAN-VIGNEY

29 GRAND PRIX OF GERMANY
STADIONHOF

6 GRAND PRIX OF SWEDEN
STENSKILJA

20 GRAND PRIX OF SOUTH AFRICA
WELKOM

3 GRAND PRIX OF BELGIUM
STAMBEK

10 GRAND PRIX OF CZECH REP.
LOSTVITKA

31 GRAND PRIX OF REP. OF IRELAND
DUBLIN

7 GRAND PRIX OF BENELUX
LEVALLOIS PERRET

14 GRAND PRIX OF CROATIA
ZAGREB

28 RED BULL MOTOCROSS OF SPAIN
MOTORCROSS PARK

Check what's happened already:

6 GRAND PRIX OF THE NETHERLANDS
VALKENBURG

20 GRAND PRIX OF SPAIN
BELLVER

27 GRAND PRIX OF PORTUGAL
ALCOBACA

11 GRAND PRIX OF SLOVAKIA
KOSICE

LATEST INFO

Press Release: Stefan Bradbury
Date: 2008-09-04 21:18:34 (Austria)
GREGOR BAYER (SLOV) MOTOCROSS RACE TRACK & event for the FIM MX3 & MX2 European Championships.
+ Read more

News: Tummy Bump
Date: 2008-09-04 18:38:11
Red Bull KTM rider Gregor Beyer, Grand Prix of Great Britain, crashed off his bike during the race, leaving him with a tough job for the relative motion of the track.
+ Read more

News: Man Mountain
Date: 2008-09-04 07:31:01
Champion KTM rider Stefan Bradbury, crashed in Sunday's pre-race of the 2008-09-04 event. With only a few laps to go, he lost his front end and eventually crashed off his bike, leaving him with a tough job for the relative motion of the track.
+ Read more

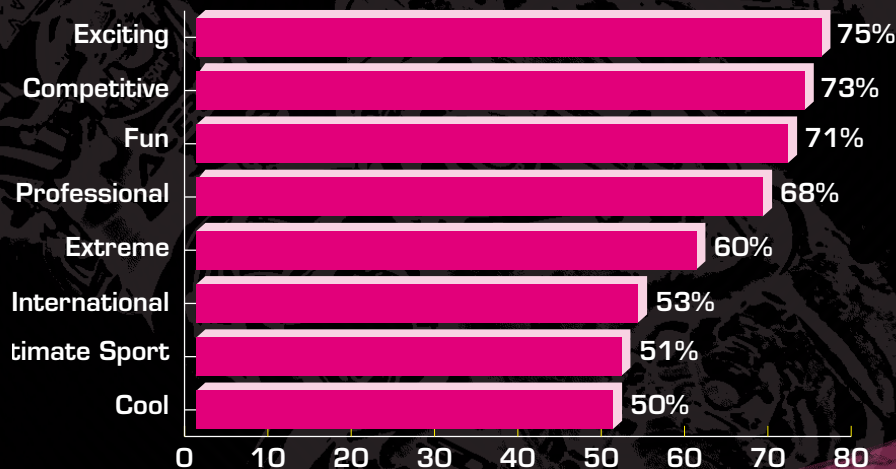
Press Release: 2008-09-04
Date: 2008-09-04 05:28:21
FUNCHAL (PORTUGAL) World's one of the 75 most scenic premises holder of the FIM MX Championships, celebrates a new success.
+ Read more



Motocross Brand Values

When asked, what the sport's fans appreciate above all is the drama and excitement of this extremely battled World Championship. While recognising the professionalism needed to be a winner at this level, the sport is also seen as being fun, all of which keeps the fans loyal to this powerful global entertainment brand.

Delivering extreme excitement



Source Sports Marketing Surveys Sporting Insights online surveys July 2004 Sample 1122

WORLD CHAMPIONSHIP



*Maximum and Dynamic worldwide exposure
for sponsors small and large.*

Maximum Exposure

A loyal young demographic is exposed to Motocross through television, the press, the internet and on mobiles.

- **952** hours of television in over 130 countries.
- More than **480,000** event spectators
- **3.5** million visitors on www.motocrossMX1.com
- Quality TV exposure assured by in-house TV production.
- Title sponsors achieve an excellent **5.4%** legibility for their brands within Motocross broadcasts resulting in a gross media equivalency of **134** million*.
- Board and podium sponsors account for **2.4%** of the airtime and representing **59** million gross exposure*.
- Sponsors with board packages receive a potential **25** million gross exposure*.

* Source : Sports Marketing Surveys, gross figures based on 2008 projections from Youthstream's TV distribution list.



WORLD CHAMPIONSHIP



Partnership Opportunities

MXPLANET

PHOTO STANLEY LEROUX

Partnership benefits:

- Associate the common values of your brand with a sport proven to be seen as International and to represent Excitement, Competitiveness, Fun, and Professionalism.
- Quality exposure in global media assured by in-house TV production and distribution.
- Access to committed and young fans. 89% of Motocross fans claim they “definitely” or “possibly” would buy brands that sponsor their sport*.
- Proven hospitality opportunities at spectacular international events

* Source : Sports Marketing Surveys, gross figures based on 2008 projections from Youthstream's TV distribution list.



*Exalting the value
of the association*





A look over the 2009 season



The first ever edition of the FIM Women's Motocross World Championship in 2008 was a total success; responding to this fast development of the series the number of rounds has been increased to 7 for a very globalized calendar as each round's second moto will go live on television and internet. 40 riders are going to take part in each moto of the WMX Championship chasing the honors of being a World Champion while the teams and the manufacturers are showing more interest in this series directly linked to the female market and offering a unique tool to approach it directly. Each venue will have top quality facilities for the spectators onsite while the rest of the fans can follow the series from home via the healthy media coverage the Women's World Championship enjoys. With these standards being already set up and with new goals coming the 2009 FIM Women's Motocross World Championship will be as exciting as ever.

1. Package WTS* 1 package available:

TITLE SPONSOR

This is the title sponsor package for the FIM Women's World Championship.

It includes also the official name of the championship "Sponsor Name" FIM Women Motocross World Championship.

Logo in dominant position on the podium, on the TV interviews background panel and on the Press Conference background panel 5 banners (dimension 3 mt. x 1 mt.) strategically placed for TV exposure

Logo on online and print results pages

Logo on Youthstream's website

Double page ad on the 2009 Official Motocross Guide

We are in the process to verify the possibility to insert the LOGO, mandatory, on each front # plate of each woman rider

Budget requirement 80.000 €

2. Package W1* 4 packages available:

MAIN SPONSOR

5 Logos on the podium, on the TV interviews background panel and on the Press Conference background panel

2 banners (dimension 3 mt. x 1 mt.) strategically placed for TV exposure

Logo on online and print results pages

Logo on Youthstream's website

Single page ad on the 2009 Official Motocross Guide

Budget requirement 35.000 €

* valid for the 7 women's GP only

2009 SPONSORSHIP PROPOSAL



W
O
R
L
D
C
H
A
M
P
I
O
N
S
H
I
P



2009 SPONSORSHIP PROPOSAL

2009
WORLD
CHAMPIONSHIP

WORLD CHAMPIONSHIP / • / 2009 29

3. Paddock activities*

Hospitality area (maximum size 15 mt. x 10 mt.)

sampling activities

Budget requirement 6000 € for event

* valid for the 7 women's GP only



2009 SPONSORSHIP PROPOSAL



SPONSORSHIP

WORLD CHAMPIONSHIP // • / 2009 31

4. Media Training sponsors

This is a service that we decided to provide to our athletes. During the media training session the riders learn how to act with the media, how to represent sponsors etc.. Each media training session is filmed so it can be used by the riders to practice their skill and learn from their mistake. At the end of the program a 'segment' will be broadcast worldwide during the 52' highlights giving maximum exposure to the sponsor.

The media training will be at the same location at each GP (tent with sponsor logo) and the sponsor logo will be visible at each GP inside the paddock. Sponsor can distribute sampling, during the media training. This is a great way to be associated to a great cause.. teaching those girls valuable life lessons.

Budget requirement 10.000 € for the 7 women's GP

2009 SPONSORSHIP PROPOSAL



Sponsorship



5. Single GP

Opportunity to sponsor one GP only.
to be discussed and tailored upon needs.

6. Pole Position award

Opportunity to sponsor the women's pole position at each single GP. The sponsor will give one of their products as an award to the pole position winner (back drop panel with sponsor logo). A press release will be dedicate to the ceremony and images will be shown at every GP during the 52' highlights

Budget requirement 6.000 € for the 7 women's GP + Gadgets

CONTACTS

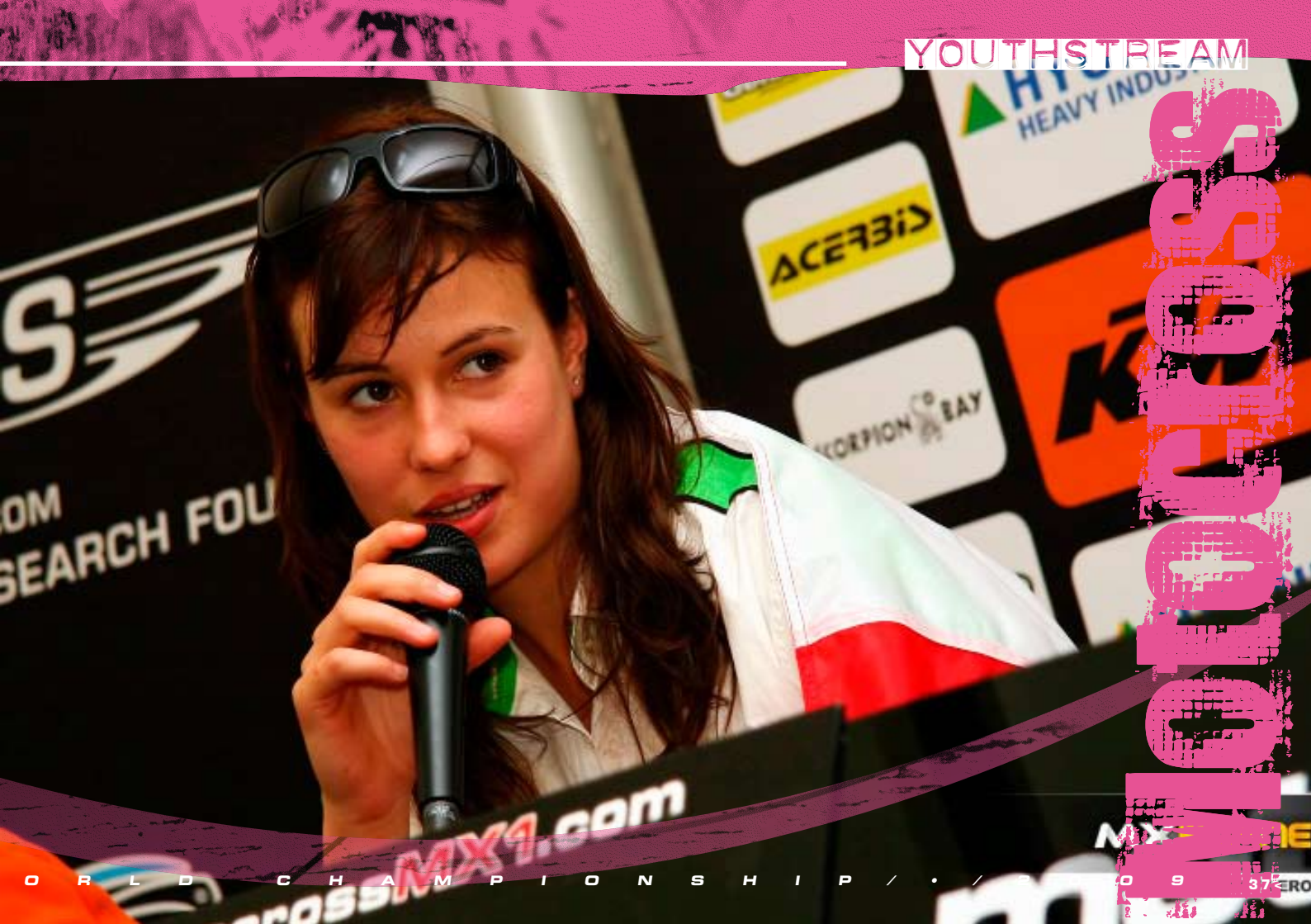
Guido G. Becchis
Youthstream
Marketing & Sales Director
marketing@youthstream.org

Stefy Bau
Youthstream
Manager FIM Women's World Championship Division
s.bau@youthstream.org on customer demand



WORLD CHAMPION





WORLD CHAMPIONSHIP





All this is
MOTOCROSS!



W
O
R
L
D
C
H
A
M
P
I
O
N
S
H
I
P
/
2
0
0
9



YOUTHSTREAM Consultores e Serviços, Ida
Rua Dr Brito Câmara, 20-1º
9000-039 Funchal - Madeira - Portugal
marketing@youthstream.org

YOUTHSTREAM Sport World
Marketing Department & Television Office
Stade Louis II - 13, av. des Castelans - 98000 Monaco
Tel : +377 97 70 73 33 - Fax : +377 97 70 75 55
contact@youthstream.org

motocrossMX1.com