



Unique Opportunity for Sponsorship

Riders Profile - **Craig Fisher #34**

- Name: Craig Fisher
- Age: 45
- Spanner man: Pete Burchett
- Pit crew: Nick Boustesd
- Main Sponsor: TBC
- Race Number: 34

So what is Desmo Due?

Desmo due, more affectionately known as “DD”, is a UK race series born in 2005 designed by the members of the Ducati Sporting Club (DSC) to be a stepping stone for its members wishing to move on from track days and dip a toe in the water of club racing. It has, however become much more than that – some very good racers with national experience have been granted entries into the series, and many have emerged from within the club’s rank-and-file, so the racing is fast and close, very entertaining and not to be underestimated by the sight of so many novice vests.

The emphasis is to keep it relatively cheap and focus on rider ability rather than use the size of the wallet, so the series is for Ducati 2 valve 600/620 post 1992 bikes, which will allow the SS, Multistrada or Monster.

DD is now supported and sponsored by Ducati UK, Pirelli and Shell (UK), so it’s a pretty high profile series in the world of cup racing. The series has seen coverage in the motorcycle press including MCN, Performance Bikes, Fast Bikes and Motorcycle Racer Magazine. Guest rides have been welcomed to the grid where names include Michael Neeves and Mark Potter from MCN, and Rob Hoyles from Motorcycle Racer Magazine.

The championship runs with New Era MCC at some of the country’s top tracks including Donington Park, Cadwell Park, Castle Combe and Oulton Park. The season opener will be on the Sunday 29th March at Donington Park and the event is to be broadcast on TV. The Desmo Due paddock is extremely friendly and a place to view the bikes up close or chat with the riders.





What can I do for you?

Advertising is obviously top of the list for corporate sponsorship.

For 2009 the bike will be presented with full fairing, so the advertising space is available on large side panels as well as the bottom catch tray (the catch tray is great for showing up the photographs, when the bike is leaned over this area is very prominent). The bike will be presented in the paddock parked outside the awning for all to see.

I would also like to show your logo on the side of the race van. This is a plain White Iveco Daily in a very presentable condition with plenty of space on each side as well as the rear. Additional advantage of logos on the race van is that the van is also used by me for personal travel, increasing the visibility of your logo.

Your logo will appear on the foot of each page in a race report after every meeting, this is typically a 3 page PDF sent out to all my supporters and sponsors as well as being made available on my personal web space. A link to the on-line report will be sent shortly after each round for you to do with as you wish.

For 2009 I will be preparing a website dedicated to my race effort. Your logo will feature on the home page, and for your website I can provide a link on a separate page for sponsors and include text of your choice.

Advertising space can also be used in the race programme for the meeting, as well as being named against my entry in the program listings.

When the race bike is not in use it can be made available for presentation at your events. It will be in full race trim and delivered to you. I can be there too if you wish.

And of course, you will get a signed print to hang on the wall.



What can you do for me?

To be supported in any way is a huge boost for me on track and really does see better results, it's well known in football that a good crowd is like having an extra man on the field.

Obviously the best form of support would be anything which eases the financial burden throughout the season. Some people take pride pointing to the bike on track and being able to say "I paid for that set of tyres" or "I sponsored his entries for this weekend".



#34

The Bike

- Ducati M620ie Dark
- Modified to ACU regulations plus:
- Pirelli Diablo Tyres
- Ohlin's frame mounted steering damper
- 10" Race Clip-on's
- Brembo Twin Disc Conversion from a 996
- Brembo PSC16 Master Cylinder
- 996 Rear sets with custom mounts
- Ducati Performance Oil Cooler
- Sil Motor High Level Pipes
- Dynojet Power Commander
- Modified Compression and Cam Timing





2009 Budget Forecast

Category	Details	Estimate(£)
Race Entries	9 rounds at approx £130 per round 2 additional races at maybe 4 rounds @ £25	1170 200
Tyres	Minimum of 4 pairs @ £130 (price to be confirmed)	520
Testing	1 test day before each round approx £130	1170
Race Fuel	Typical estimates £15 per race meeting £20 per test day	120 160
Travel	Cost of fuel only, typically £60 per event	960
Maintenance	Routine maintenance including servicing and spares For example: timing belts, internal consumables, brakes, drive chain, regular fluid and filter changes	500
Administration	Licensing, membership fees and insurance	140
Pre-season	Engine work (ignition mapping, dyno work, cam timing) Fairings Riding kit (replace helmet)	600 125 250
Other	Paddock supplies (gas, catering and guest passes) Sponsors graphics	50 100
Not included	Crash damage!!!	
	Total:	£6,065



2009 Desmo Due Championship Calendar

March 28/29	Donnington
May 9/10	Anglesey
May 24/25	Snetterton
June 21	Mallory Park
July 18	Oulton Park
Aug 1/2	Cadwell Park
Aug 22	Castle Combe
Sept 26/27	Pembrey
Oct 3/4	Cadwell Park