

Darvill Racing

2011





New bikes, new layout, new location. . . Same great Team.

Who are we...?

Darvill Racing is firmly established as one of the leading privateer endurance race teams in the United Kingdom.

A long history...

Darvill Racing began in the fifties by late Peter Darvill, he had considerable successes throughout the 50's, 60's and 70's as a solo rider with Manx Grand Prix podium finishes and finally a win.

He then moved onto the TT and managed a number of top-ten finishes and given the field during those years (Agositini, Reed, Ivy, Redman etcetera, this was no minor achievement. Peter then moved to endurance racing winning the Barcelona 24hrs twice, coming 2nd at the Bol d'Or and also won the World Endurance Championship in '71 (for Darvill Racing). Peter suffered a major injury during a race in Barcelona that ended his solo race career in 1975 while racing for Honda (Factory Team onboard the legendary RCB), however as soon as he could walk again he rejoined the World Endurance circuits as Team Manager.

He continued as Team Manager up until the 1999 when he officially retired. This didn't last long and only four years later in 2003 he was persuaded to support a Team with his machines, this arrangement remained in place until February 2009 when I was given the opportunity to take over the helm. The Team now consists of nine fulltime members with a plethora of other personnel that assist as and when they can.

For 2011 we are concentrating again on the European Classic Endurance circuit and two National Minitwin Championships, the Lansdowne Classic Cup (Chris Firmin riding a Molnar Manx for Andy Molnar) and the F1 Side-car Championship (again supporting Chirs Firmin).

So where can we be seen...?

With the two National MiniTwin Championships we can be found at UK race Circuits most weekends during the season, and internationally attending singular events (the Isle of Man TT and Manx Grand Prix are prime examples of this). In addition to all of the above, we are one of a handful of British Teams participating in classic events across Europe, this means that at these events (the Bol d'Or Classic for example)

We also add a number of 'fun' events throughout the season, these are again spread across the UK and Europe, this are a vital part of our season endeavours as they allow us to entertain our sponsors, meet and greet our followers and also have the added benefit of allowing us to 'let our collective hair-down'.

In summary, we have media exposure in the British Isles at BSB events (as part of the Lansdowne Classic Series), PowerBike Championship, at the Pre-TT Classic (Isle of Man - ITV4), Manx GP (Isle of Man - ITV4), CRMC Race series (Classic Racer - Mortons Media). For the European events there are a number of TV and press corporations in attendance, chiefly the legendary Moto Revue!

Therefore we engage with thousands of individuals on an annual basis and can expose you and your brand to this diverse demographic.

We stand out from the other participants...!

Please see our website for up to date information on our events, results and the latest news:

www.darvillracing.co.uk

Sponsorship Opportunities

Darvill Racing... What's in it for you..?

Historically automotive sponsorship used to consist of a sticker on a fairing and a patch on your leathers... those days are long gone. Sponsorship of any sport was often driven by a personal agenda; now (especially now) and in the future it, sponsorship, has to work for the business and the brand... Up until now we have focused on return on investment (ROI) when approaching companies and individuals for support, how a return on objectives (ROO) delivers more qualitative metrics such as product satisfaction or media monitoring.

To begin we need to ask:

Does/will Darvill Racing fit with your brand?

Do/will you fully activate?

Does/will it work?

Three simple questions – unfortunately often asked at the wrong times. Sponsors have limited resources – teams even less; sponsors can see the audience but sometimes just can't achieve the 'brand-to-fan' connection; sponsors get frustrated when 'an integrated campaign' only results in a 'point-of-purchase' leaflet dispenser.

So, sponsors expect more ...and so do the fans. The sport becomes the conduit and the touch-point for sure – but – it (the communication) has to be sustained, honest and consistent. How..?

It's all down to activation – Darvill Racing can be the mechanism or catalyst (not the deliverer) for your business, we not only use the traditional methods: stickers, banners and corporate branding but we also utilise our website, Flickr, the press and TV coverage from the events we attend. However everyone is having to recognise the power of social media channels such as Facebook, Twitter and YouTube and we have a presence in all three.

Darvill Racing can provide a one-to-one relationship with the public and your brand, enhancing its reputation, strength and position whilst integrating with your marketing strategy. Our Blogs, press releases, website updates and media exposure enables us to keep your brand 'front-of-mind' for your fans without selling directly to the audience, the audience will make up their own mind, we have to make the experience memorable and real!

What do you get for your money...?

We have a number of 'off the peg' solutions for you/your company:

- Tyre Sponsorship – Individual race
 - Logistics Sponsorship
 - Individual race sponsorship
 - Tyre Sponsorship – Full Season
 - Full Season Sponsorship (example below)
1. Fully tailored solution
 2. Team apparel and bike design to your own specifications (look and feel)
 3. All support vehicles with your logo
 4. Brand recognition (logo, company mentions and product placement)
 5. Website and Press releases utilising your brand as the 'face' of Darvill Racing
 6. Targeted marketing campaign aligned with your business strategy
 7. VIP hospitality at all our events with the Team on hand to meet and greet you and your guests

Additionally we have a proven programme of engaging with you, your guests and your Staff and we have tailored packages that allow you to 'roll your sleeves-up' and become an active member of the team for the day...

With our race programme and our 'public' events we can provide you/your company a wealth of opportunities for you, your staff and your clients alike to engage at all levels (from hands-on to spectators) and enable Team building and client engagement opportunities.

In short we can provide a fully tailored solution, and are happy to discuss any ideas that you may have.

Full details can be supplied upon request, for more information please contact us (details can be found on the back page).



Contact...

For more information please contact:

Alex Aitchison
Team Principal
Darvill Racing

Mobile: +44 (0)7624 433 594
Email: alex@darvillracing.co.uk
Web: www.darvillracing.co.uk

Our Sponsors

