



MOTOCROSS TEAM  
SINCE 1991

Sponsorship proposal

**CONTINUES**

**THE CHALLENGE**

*Maddii Racing*

A close-up, low-angle shot of a motorcycle chain and gear. The chain is made of metal links, some of which are gold-colored. It is running over a black gear. The background is blurred, showing parts of the motorcycle frame and other mechanical components.

MOTOCROSS

HISTORY

TEAM RESULTS

SOCIAL MEDIA AND TV

OPPORTUNITY

SPONSORSHIP



## WHAT IS MOTOCROSS

Motocross is a motor discipline that takes place on unpaved roads. The tracks can have all kinds of ground and different jumps. This sport is considered one of the most complete disciplines of physical endurance, strength and technique. Under motorsports this is certainly the most spectacular and full of adrenaline.

Many fans of this sport follow the races around the world that are also broadcast on TV and on the internet.

The main motocross championships are:

- World Championship
- European Championship
- National Championship

Our team is mainly involved in high-level European and Italian competitions with young emerging riders representing the future of this sport.







## CARRADO MADDII

Corrado Maddii was born in Levane (AR) in March 1957, he began his motorcycle career in 1973. In nineteen years of competitions he has been twice runner-up of the world and fifteen times national champion.

He stopped his rider activity and started as a team manager in 1991 and has worked with the most important companies.

Because of his past as a glorious rider, Corrado still sees the races today as if he is in the saddle, aware of the fatigue, concentration and moments of difficulty that characterize motocross. His great experience is an inexhaustible source for young talent.

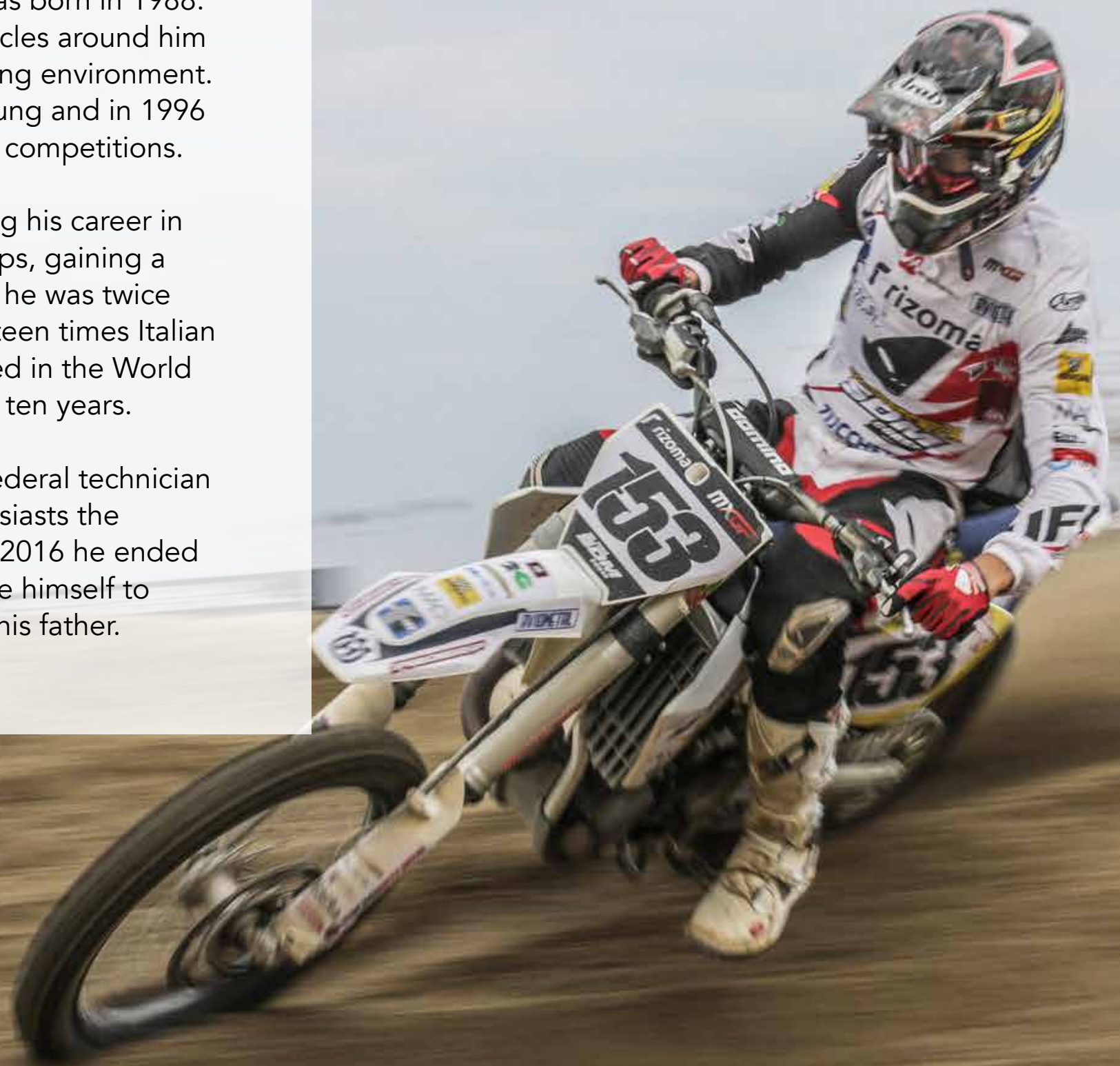


## MARCO MADDII

Marco, son of Corrado was born in 1988. He grew up with motorcycles around him and in the motocross racing environment. He started riding very young and in 1996 he made his debut in the competitions.

He has participated during his career in various specialties and trips, gaining a huge experience. In total he was twice European champion, thirteen times Italian champion and participated in the World Championship for almost ten years.

In 2013 he became the federal technician for teaching young enthusiasts the practice of motocross. In 2016 he ended his riding career to devote himself to managing the team with his father.





## TEAM MADDII RACING

The Team Maddii Racing was born in 1991 at the hands of Corrado Maddii, who would like to offer riders his experience of many years of high-level competitions.

In these 26 years of activity, the team has achieved great results and represented important companies such as Honda, Aprilia, Husqvarna and KTM. In 2017, with the support of his son Marco in the team management, a new era starts that is more focused on younger riders.

In the last two previous seasons Corrado and Marco have achieved important results by winning a world title and four Italian championships, all with young Azzurri talents.

### THE MOST IMPORTANT TEAM RESULTS

- 6 TIMES WORLD CHAMPIONS
- 6 TIMES EUROPEAN CHAMPIONS
- MORE THAN 32 TIMES ITALIAN CHAMPIONS
- 40 PODIUMS IN THE LAST THREE YEARS







## SOCIAL MEDIA AND TV

- 50.000 FOLLOWERS OF THE TEAM MADDII RACING ON SOCIAL MEDIA

### OUR SOCIAL MEDIA STRATEGY:

- Every two days a post on Instagram and Facebook
- After each race a newsletter
- After each race a post
- Live on Instagram at every race
- Team site [www.maddiiracing.com](http://www.maddiiracing.com)
- All our riders publish constantly on social media mentioning our partners
- Click here for the video of the 2018 season  
<https://www.maddii-racing.com/videos>



### OUR SOCIAL MEDIA STRATEGY:

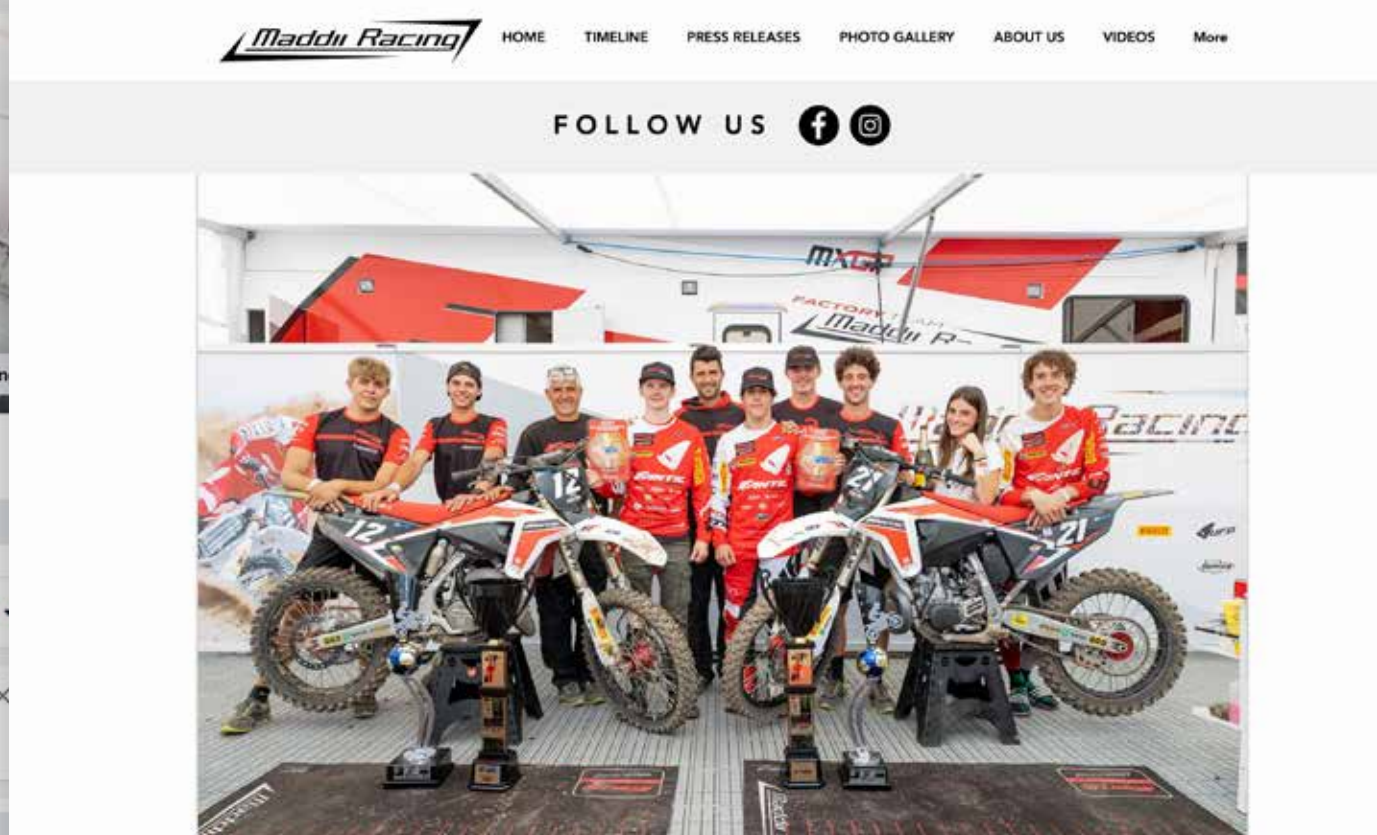
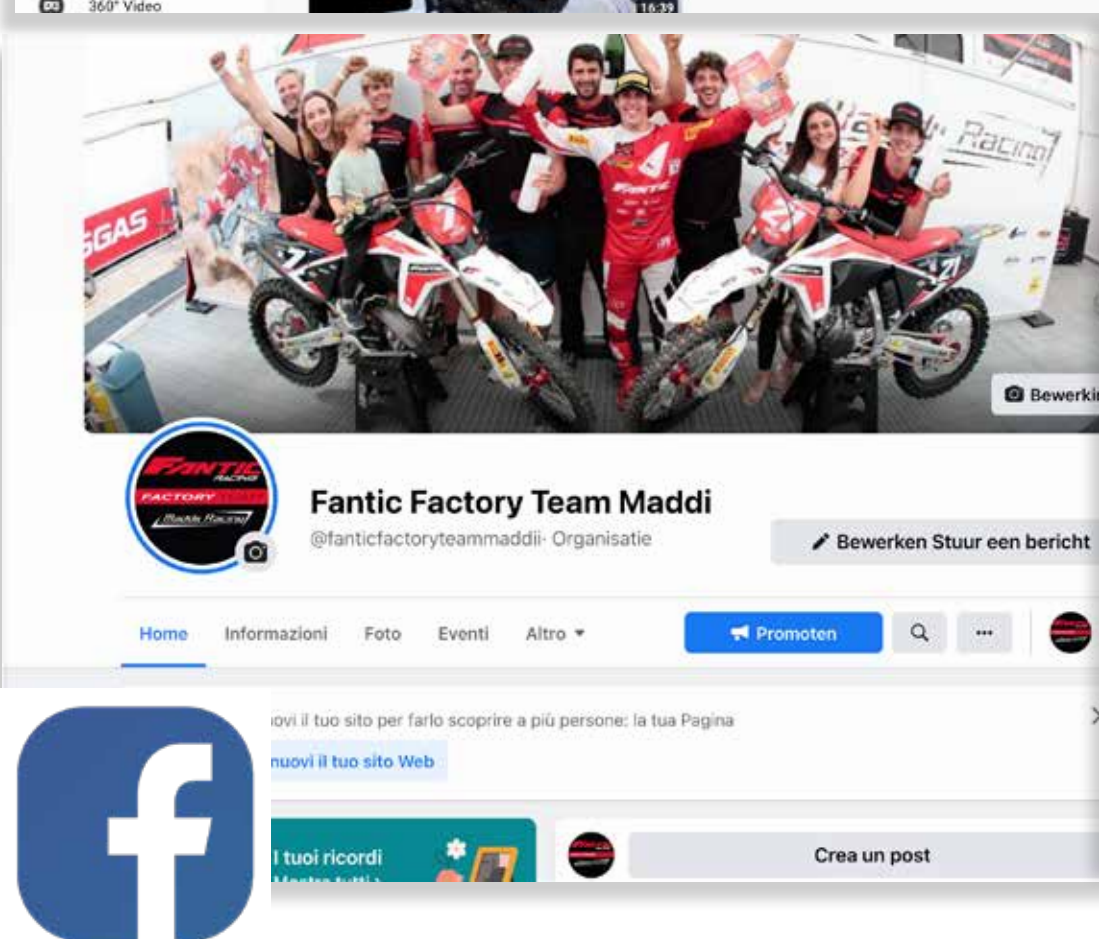
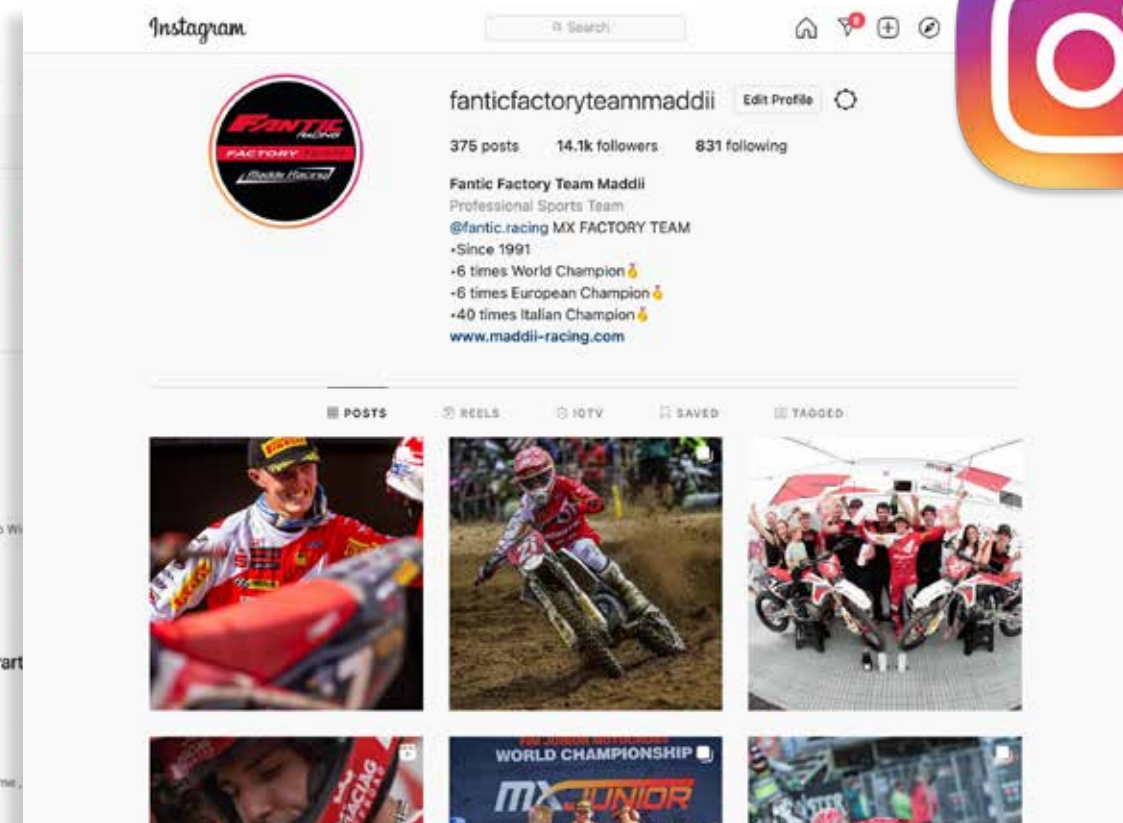
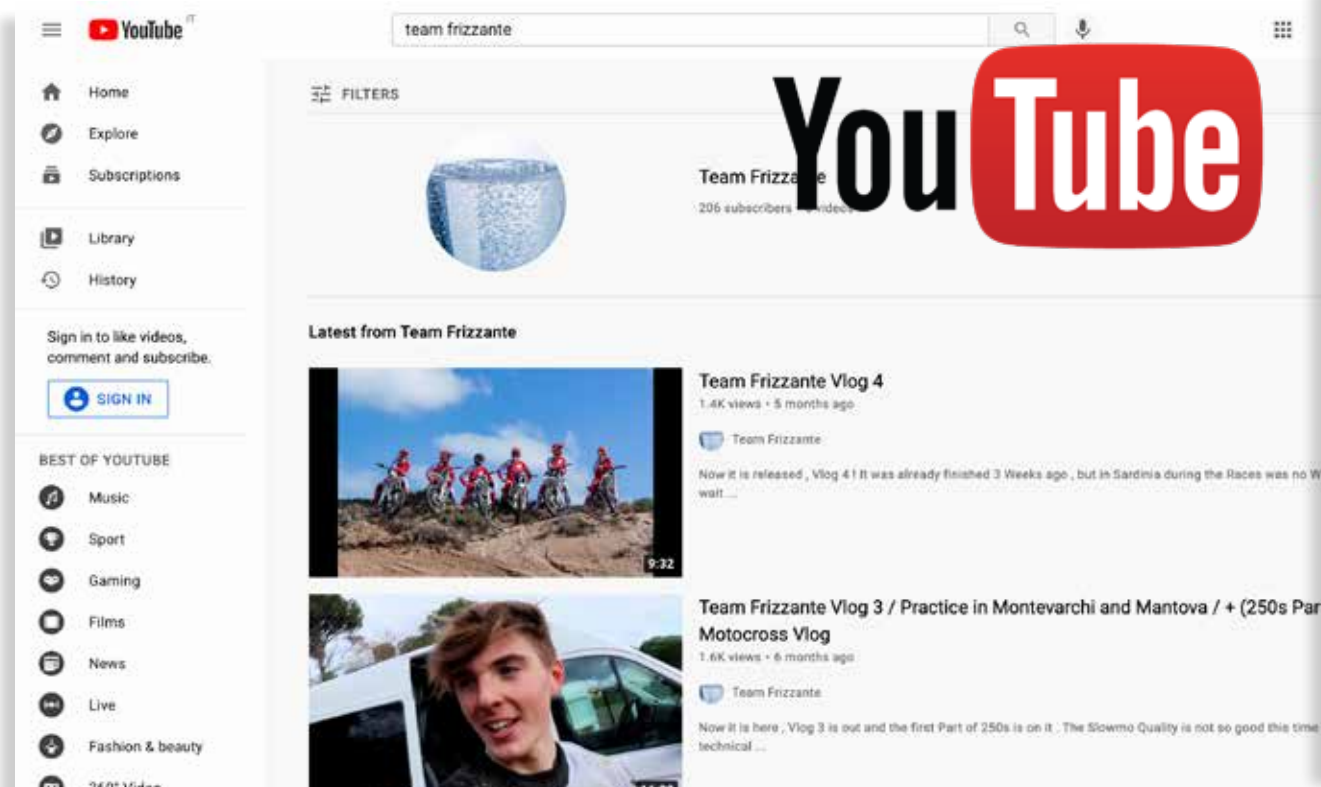
- More than 2.5 million fans in the motocross mxgp social network
- More than 1 million users on the mxgp website
- 3.3 million sessions
- 10 million page views

### OFFICIAL TV MOTOCROSS MXGP-TV.COM

- more than 0.5 million users
- 1.3 million sessions
- 3.6 million views



# WEBSITE & SOCIAL MEDIA TEAM MADDII RACING FANTIC







## OPPORTUNITIES

Become a sponsor of the Team Maddii racing for the European championship can be a solution to reach a large audience at reasonable cost.

Having your brand on the bikes of the best motocross riders is also an opportunity to show fans the world of racing.

- 797.9 million potential spectators across the globe for each Grand Prix
- 11,044 hours of TV coverage in 2019 (+ 176% VS. 2018)
- 589,500 spectators at the 2019 MXGP events (+ 2% VS. 2018)
- 2,022 journalists and photographers accredited in 2019







## 2021 PROVISIONAL FIM MXGP & MX2 MOTOCROSS WORLD CHAMPIONSHIP CALENDAR

DATE	GRAND PRIX	VENUE	ADDITIONAL RACES
3 April	OMAN	Muscat	
25 April	ITALY	Tba	WMX, EMX125
9 May	PORTUGAL	Agueda	EMX250, EMX125
23 May	THE NETHERLANDS	Oss	EMX250, EMX OPEN
30 May	GERMANY	Teutschenthal	EMX250, EMX125
13 June	RUSSIA	Orlyonok	EMX250, EMX OPEN
20 June	LATVIA	Kegums	EMX250, EMX OPEN
4 July	JAKARTA (INA)	Jakarta	
11 July	INDONESIA	Semarang	
25 July	CZECH REPUBLIC	Loket	WMX, EMX85, EMX65
1 August	BELGIUM	Lommel	WMX, EMX250, EMX2t
8 August	SWEDEN	Uddevalla	EMX250, EMX125
22 August	FINLAND	Iitti-KimiRing	EMX250, EMX125
29 August	IGORA DRIVE (RUS)	Igora Drive	EMX250, EMX125
12 September	TURKEY	Afyonkarahisar	WMX, EMX OPEN, EMX2t
19 September	CHINA	Tba	
10 October	FRANCE	St Jean d'Angely	EMX250, EMX125
17 October	SPAIN	intu Xanadu-Arroyomolinos	WMX, EMX125
31 October	TBA	Tba	EMX OPEN, EMX2t
14 November	PATAGONIA ARGENTINA	Neuquen	
26 September	MONSTER ENERGY FIM MOTOCROSS OF NATIONS – ITALY, IMOLA		





**BIRTHDAY:** 04/26/2004

**NATIONALITY:** Norway

# Hakon Osterhagen

**START NUMBER:** 12

**BIKE:** Fantic XX 125

**CLASS:** EMX125 European  
Championship

## RESULTS

- 2019: 2nd Norwegian championship 125
- 2020: 1st Norwegian speed cross champion 125
- 3rd Norwegian speed cross championship 250

# Nicholas Lapucci

**BIRTHDAY:** 12/16/1998

**NATIONALITY:** Italy

**START NUMBER:** 211

**BIKE:** Fantic XX 250

**CLASS:** EMX250 European  
Championship

## RESULTS

- 2010: 2nd junior world championship
- 2012: 2nd European supercross championship
- 2015: MX2 Italian champion
- 2020: MX1 Italian champion





**BIRTHDAY:** 02/02/2002

**NATIONALITY:** Italy

**START NUMBER:** 3

**BIKE:** Fantic XX 250

**CLASS:** EMX250, EMX 2t European  
Championship

#### RESULTS

- 2019: 2nd Italian champion 125
- 2020: 3rd Italian championship  
MX2 fast,
- 2nd EMX2t

# Federico Tuani



# Max Spies

**BIRTHDAY:** 02/27/2004

**NATIONALITY:** Germany

**START NUMBER:** 7

**BIKE:** Fantic XX 250

**CLASS:** EMX250 European Championship

#### RESULTS

- 2016: German Champion 85, Winner EMX 85  
Race
- of Germany
- 2017 - 2018: 2x 2nd German 125cc  
Championship
- 2018: ADAC MX Junior Cup 125cc P7
- 2019: Podium ADAC MX Youngster Cup
- 2020: ADAC MX Youngster Cup Champion
- 2020: 2x 6th overall EMX 250



# FANTIC RACING

## FACTORY TEAM

### Maddii Racing

**SELASTI**  
S.p.A.  
SETTORE LASTRE STIGO

MVR. PETERS

**ZUCCHETTI**  
CENTRO SISTEMI  
LE SOLUZIONI CHE CREANO SUCCESSO

FRANTOIO  
MADDII







MOTOCROSS TEAM SINCE 1991

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