

DALEY MATHISON RACING #104

Fuelled by Mercedes-Benz of Teesside

2014 Sponsorship Portfolio



07853 335991

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Date of Birth: 20th July 1991
Lives: Murton, Co. Durham
Occupation: Construction worker
Fitness: Regular gym sessions

Daley Mathison is a 22-year old with a difference.

Whilst most teenagers are playing on computer games and dreaming of becoming Pop stars or Racing Drivers - Daley is out there making his own dreams come true.

Eight years ago Daley started his career in Motorcycle Racing and, with the help of a very supportive Dad, he quickly gained respect and attention as an up-and-coming star of the future - aged just 13!



3rd place in the Superbike Open B Race
Cookstown 100, April 2013

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Daley started racing in Junior Championships which guarantees a hard and cut-throat race due to the do-or-die attitude of the fearless youngsters.

A mature and calm nature served him well throughout and his confidence and experience grew through the following years, along with the development and honing his of race craft and skills.

He has gained the well-deserved respect of his peers and race officials alike due to his natural talent combined with a determined attitude and a highly professional approach.

Daley is easy to work with and due to his superb communication and inter-personal skills is a sponsor's dream.



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Sponsorship Opportunities

What's really in it for you?

There are of course, some exciting opportunities for your company to become involved in the fast and exhilarating world of Motorcycle Road Racing by becoming one of Daley's sponsors.

Below are some of the advantages your company can benefit from:

- Your Company Logo on the bike and rider's leathers (possibility of logo on rider's helmet, gloves, boots, *etc.*), as well as team clothing .
- Your Company Logo on racing transport.
- Regular plugs/exposure in the website and *via* social networking sites.
- Regular exposure *via* prominent placing of logos on team sponsor advertising boards and on official merchandise at all meetings.
- Coverage in local papers as well as motorcycle press (e.g. Bikesport News/MCN/Road Racing Ireland, *etc.*).
- Event entrance with hospitality for guests, to unlimited rounds of your choice.
- "Behind the scenes" action at races and insight into the paddock and pits.
- Rider endorsements at all press calls, interviews, *etc.*
- Regular sponsor-oriented Newsletters throughout the season.
- Regular website updates containing race results, meeting reports and photos. (The website is updated after every meeting and frequently in any event.)
- "Plugs" by race commentator at all events.
- Use of Rider and Machine for Corporate events and promotions.
- Plus the added bonus of Tax Relief through company advertising and corporate hospitality.

All sponsors are recognised as being of paramount importance to Daley and are treated as part of the team. This is a unique opportunity to support and become involved in the career of a star of the future.

Packages can be negotiated to suit all budgets.

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The Importance of Sponsorship

Motorcycle racing at any level is very expensive and a majority of riders rely on the support they receive from sponsors in order to be able to compete. In these stringent economic times it is increasingly important that riders and sponsors work together to each other's benefit. Daley always makes a big effort to build and maintain a strong working relationship with his sponsors and has been successful in bringing on-board significant new sponsors.

Daley is committed to working with all his sponsors to give them maximum publicity and exposure so that they get real value for money from the relationship.

Sponsors will benefit from Daley's increasing status, publicity and exposure as he competes in major international as well as national race meetings. He continues to be successful in gaining significant media exposure. For example, in January and in March 2013 Daley was invited to be interviewed on live radio by BIKERfm, the UK's foremost biker-oriented online radio station. In the interviews, lasting nearly an hour and centred around current and future plans, Daley made a point of mentioning each of his sponsors by name and he has been invited back to give updates as the 2013 season progresses.

In a second example, Daley was invited to take part in a 3-week sponsored "Sunshine Superbike" event in South Africa in January 2013 by 7-times TT winner Mick Grant. This high-profile event gave Daley's sponsors exposure to a very wide and relevant audience.

BIKERfm advertising flyer, Jan. 2013

DALEY MATHISON

Daley Mathison - 2013 Underway

One of the first riders to get his 2013 campaign underway in Daley Mathison after racing in South Africa at the end of January at the annual initiation of 7 times TT winner Mick Grant. With his Honda Fireblade superbike, he's the 21-year-old with three race meetings held on successive weekends in an 18 day race trip.

The first was at Aldo Scaramia Raceway in that it wasn't but a delay in releasing the bike from customs meant the UK riders missed most of the opening practice session. Mathison says, "For a start, the organisers allowed the session to be extended and even turned the headlights on to help out. My first time was very breezy which was helped by a faulty master cylinder. A replacement was sourced from a local source but by the time I had been fitted I had missed the morning warm-up and qualifying. Consequently, I had to start at the back of the grid for the race. After an exciting first heat battle with a local rider I treated the race as the position, which was really pleasing considering my start position and the fact I hadn't ridden the bike since Scarborough last September. The second race again starting from the back of the grid was very similar. The bike was then coated up for the 700-mile journey north to Chatterbox Raceway the following weekend.

The first practice session was cut short after I, along with other riders parked as I appeared the cars out before an hour had gone off, making the track really sticky. Daley's race day came with the 1000cc bike time for practice and my confidence level was not high due to the worries about the condition of the track and suspension concerns at wet corners. The race was not buggy after four laps, then restarted, but it was not flagged again after just two laps. The time used for the time between laps to adjust the suspension and lower the fuelpods, which helped my race two times a lot. I felt that right at the end of the day I was really starting to seem to get on the groove earlier and to have much more ride-control speed.

Racing at the third meeting at Kyalami was overshadowed by two separate serious incidents. Marco Paggi, 28, and Warren Bartlett, 41, unfortunately both died on what was probably the hottest day for accidents at Kyalami in many years. My hopes, congratulations and deep sympathy go out to the families and friends of the two riders.

On my own part, I had a very good day during Friday's practice and qualifying sessions and got onto a few good laps in the 1000cc bike. My race was unfortunately marred by two unfortunate accidents. The bike was cringed up for the journey home.

Overall, the trip to South Africa was very successful and a lot of learning was possible, with some pleasing race results being returned, giving me the confidence and some very useful experience for the upcoming season. I'm able to capture video footage of the events from on-board and off-board camera and edited footage will be posted on my website shortly. I am now looking forward to the Superbike National at Scarborough followed by the National 1000cc event. We are still looking for potential sponsors to come on-board and become an integral part of our team as with three bikes we have a busy season ahead of us.

Thanks to recently secured sponsorship we have a new ride-tuned Suzuki 1000cc for the Superbike race. Big thanks to Top 1.0 for the contract on-board to support me this season.

I'd also like to thank everyone interested and up-to-date by means of posts on my website www.daleymathisonracing.co.uk and Facebook www.facebook.com/DaleyMathison.

Look forward to seeing you all at Scarborough, Ireland and the Isle of Man very soon."

MARCH 2013

Road Racing Ireland article, March 2013

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Sponsors Already Involved:



SIMON'S RACEPICS

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Testimonials

To whom it may concern

Re: Daley Mathison Racing

As a motorcycle race fan for over 20 years I have worked as a professional photographer and journalist at both road and short circuit meetings for the last five seasons. I have been very pleased to be associated with Daley Mathison since first meeting him at Scarborough's Oliver's Mount four years ago.

After a chance encounter his self-belief and determination to succeed in the sport were clear even at just 17! Having learnt his race craft on the smaller 125cc machines his ambitions even at that young age were totally focussed. A career around the pure road racing scene was the path he craved and so he relocated to Northern Ireland for two years to compete in the highly competitive road race events there. Now much more experienced he has moved away from the smaller bikes. This though is a measured decision as the future of road racing lies within the 1000/600cc four-stroke classes. A close team has developed over the years with the professionalism and enthusiasm which is needed to succeed. The team now has the experience and infrastructure to compete at the highest level, with Daley ever focussed on guiding the team.

I've always been happy to see and chat with Daley at meetings, and this is a character trait that is so unusual to find. But Daley has a maturity beyond his years and we are sure that he can progress right to the pinnacle of his chosen sport over the next few seasons with the support of an ever growing number of fans and sponsors.

I am sure the future will bring even more success and we are glad to be a part of a future star.

Simon Charity & Cheryl Chapman

www.simonsracepics.co.uk

June 2013

SIMON'S RACEPICS

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Testimonials

For the past 2 seasons we have sponsored Daley and without doubt he provides an excellent return for our product. As a Product within the industry, establishment of the brand is built on promotion, so a name on a belly pan isn't worth much to us. Daley is pro-active in sharing our product within his social media sites and provides excellent images and reports on his success throughout each season. This is what we need; we are very pleased.

James East, March 2013

james.east@racebikebitz.com

Racebikebitz@SamcoDistribution



Although a small company, OSX are approached by numerous riders in the "off" season wanting sponsorship. Whilst in an ideal world it would be nice to help all those that request help, financially it is just not possible. Therefore, difficult decisions have to be made and the choice of riders to support has to be justified to the directors on the basis of who will best help promote the company. Whilst race results are important, they are not the be all and end all; the attitude and personality of the rider is probably of more value.

I confess, when first approached by Daley, I had not heard of him. However, I was impressed with the approach that he made to OSX and his professional attitude to his racing and his sponsors. He was not a rider sitting back waiting for things to come to him, he was actively involved in seeking sponsorship and financial help with such things as a fan club. It probably speaks volumes when you count the number of sponsor's logos on his leathers.

Already Daley has mentioned OSX on BIKERfm, and photographs showing our company logos on his bike have appeared both in print and on various social media websites.

I wish Daley every success in his racing career and hope that the relationship with OSX can continue well into the future.

Best Wishes,

Ian

Ian Webb (OSX Leathers and Biker Fashion), March 2013



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2013/2014 Race Schedules Overview

Race Schedule Overview for 2013

In January and at the personal invitation of 7-times TT winner Mick Grant, Daley was invited to take part in a 3-week “Sunshine Superbike” event in South Africa alongside international racers Gary Johnson, Lee Johnston, James Lodge and James Cowton - including racing at the Kyalami, Zwartkops and Aldo Scribante circuits.

Other events contested included all 3 major events at Oliver’s Mount, Scarborough (Spring Cup, Cock o’the North, Gold Cup); events on the Irish roads such as the Cookstown 100, Tandragee 100 and Armoy, the Manx Grand Prix and Darley Moor. A detailed race schedule for 2013, with amendments noted, together with race results and meeting reports form the season, can be found on Daley’s website – www.daleymathisonracing.co.uk.

Track time was also utilised at Oulton Park and Donington Park circuits.

Race Schedule Overview for 2014

At the time of writing (October 2013) the race schedule for 2014 has yet to be finalised. But the main event will be the Isle of Man TT Races in May-June with a similar balance of events to those of 2013 with the Irish meetings, Scarborough’s Oliver’s Mount and Darley Moor featuring, for example - approximately 12 meetings in total. The 2014 race schedule will be published late in 2013 *via* the website.

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Contact Us

To discuss this exciting opportunity further, please send an e-mail to the address below providing details on how we may contact you.

E-mail: ddmracing@hotmail.co.uk

Or alternatively you can write to or call the team:

Daley Mathison Racing,
6 North View,
Murton,
Co. Durham,
SR7 9PF

Rider: Daley Mathison - Mobile: 07853 335991

Website: www.daleymathisonracing.co.uk

Facebook: www.facebook.com/DaleyMathisonRacing

All sponsors are kept fully informed of Daley's progress *via* the website, which is updated with news, events and results very regularly (even out of season), regular direct copies of in-season Sponsors' Newsletters and the social media.

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2014 Season – looking forward

The Isle of Man Tourist Trophy Races, or TT for short, represent the ultimate challenge for any motorcycle road racer. Starting back in 1907 the Isle of Man Government allows 37.73 miles of its major road system to be closed during a two-week period in June every year to allow the worlds best 'Road Racers' to compete. With top speeds of over 190mph and average lap speeds now exceeding 130mph the TT Races attract over 40,000 race fans from all over the world and are rapidly gaining increasingly wide media coverage *via* television and live internet links.

Making his TT debut in 2014 will be a dream come true and Daley is aware of the difficult task ahead, but is approaching the event with a mature head and is confident in his ability to return some very good results.

Having ridden with great success with an impressive 5th place finish in the Newcomer's A race in the Manx GP in 2013 - and with a best average lap speed in excess of 113mph - Daley has had an excellent preparation for the TT in 2014. Further anticipated preparations will provide Daley with excellent machinery to compete on in 2014.



Powering through Laurel Bank on the Hol-Taj Suzuki GSX-R600 during the Newcomer's A Race at the Manx Grand Prix, 2013

In 2014 the Race Schedule will comprise a similar balance of events to that of 2013 and in addition to the TT will feature Irish meetings, Scarborough's Oliver's Mount and Darley Moor, for example - approximately 12 meetings in total. The 2014 race schedule will be published late in 2013 *via* the website

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2013 Season Review

An injury sustained at the Tandragee 100 Races in May prevented Daley from competing in the 2013 TT as planned, however, he was subsequently entered into two classes at the Manx Grand Prix in August, including the Senior (which was unfortunately cancelled due to bad weather), and the Newcomer's A Race where he rode the standard-engined Hol-Taj Suzuki GSX-R600 to an impressive 5th position finish at a best average lap speed of 113mph.

Competing on a variety of machinery Daley achieved some excellent results throughout the 2013 season. For example:

- a 3rd place in the Superbike Open B Race at the Cookstown 100 on a Honda Fireblade;
- a 5th place in the Cock o'the North feature race at Scarborough also on the Honda;
- a 4th position at the Armoy Road Races on a Honda 125cc machine;
- a 5th place in the Newcomer's A race at the Manx Grand Prix on the Hol-Taj Suzuki GSX-R600;
- a 3rd place in qualification to line up on the starting grid alongside Guy Martin, Bruce Anstey and Dean Harrison on the Honda Fireblade for the Darren Lindsay Trophy Race at the Gold Cup Race at Scarborough (where he finished in 6th place);
- qualifying in pole position in wet conditions for the Formula 600 Race at Darley Moor's Stars at Darley, to finish the race 1st on the road but finally in 2nd position due to a 10s jump start penalty.



On the Honda Fireblade at the Cookstown 100 races, 2013



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2012 Season Review

A disappointing season overall. With only a week before the season was due to start the new team Daley had lined up for 2012 pulled out, leaving him high-and-dry, too late to get anything else organised as everyone else had their sponsorship arranged. That left Daley with no choice other than to take some time out save up and buy new machinery. Daley did take part in a few events at Oliver's Mount, Scarborough, where both times he proved he still had what it takes to run at the top, with a 2nd and 3rd place in April and a 2nd place in July.



2011 Honda CBR1000RR

Daley purchased a 2011 Honda CBR1000RR Fireblade which he competed on in the Superstock 1000 class at the remaining Scarborough races (on 15th & 16th September). These races were classed as a test so as to build the best possible setup for Daley to compete on in the 2013 season which, taken alongside a newly-sponsored Hol-Taj Suzuki GSX-R600, provided machinery capable of putting Daley not only on the podium but on the top step.

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2011 Season Review

After a successful 2010 there were high hopes for 2011 and the first race at Oliver's Mount, Scarborough, proved that - finishing 3rd behind veterans Ian Lougher and Chris Palmer on the D&GW Racing 125cc machine.



Cookstown 100 125cc Race – On the podium with Nigel Moore and William Dunlop

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2011 Season (contd.)

Cookstown 100

Daley showed all his Road Racing potential in Practice for the Cookstown 100 Road Races in Co. Tyrone by setting pole position for Saturday's 125cc Irish Championship. He also set 7th fastest time in the 250cc practice session from a third row start on the D&GW Racing Honda. Also during practice, Daley had his first outing on the D&GW Racing Suzuki Superstock machine. However, a problem at the timekeeper's end meant that Daley would have to start from the back row of the Open B Race, which wasn't a disappointment as it was his first outing on the bike and he was only out there to learn the bike.

Race day came along and it was the 125cc race which was first on the list. With a few changes to the bike through the night Daley's confidence blossomed in the first 3 laps where he lead from Nigel Moore, Darren Burns and William Dunlop. It was on the fourth lap when Daley was passed by Nigel Moore. Battling with William Dunlop on corrected times Daley managed to hold William off on the last lap to finish the D&GW Racing 125cc on the second step of the podium, less than 3 bike lengths behind Moore. Daley was over-the-moon with his second place finish as it was his best-ever National race result and a fantastic way to start the season.

The second race for Daley was the 250cc race. Coming off the 3rd row Daley got a fantastic start and was 3rd into the first corner. However, he just couldn't quite match the pace of the riders that had qualified in front of him. Daley managed to finish in 6th place which was still a good start to the year for the 250cc championship.

Finally, the Open B race came around for Daley and a great start and a blistering few laps put him into 2nd on corrected times. However, Daley ended up in an open space on the track and his lap times started to suffer. Not really knowing where he was in the race, fatigue also played a part in the lap times and in the end Daley finished the race in 5th place. Daley was happy enough with this result, however he felt he had more to give and said with a bit more track time he should be able to improve on the bike 'brute' race-by-race.

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2011 Season (contd.)

Tandragee 100

Daley continued his good form at the "Around a Pound" Tandragee 100 Road Races with the 19-year old taking a solid fifth place finish in the 250cc race and a top fifteen place in the Open Superbike Class, without having seen the Co. Armagh circuit until last weekend.

His debut visit was however affected when he had to retire his D&GW Racing 125cc Honda after a deflated rear tyre slowly ruined his chances in the race. Daley noticed this on the first lap when he hit the jump at the back of the circuit and said that on landing he felt the wheel rim touch the floor. Daley tried to ride out the storm hoping he could finish the shortened race to collect some valuable points as he was second in the championship after Cookstown. Daley finally couldn't ride round anymore and pulled in extremely disappointed. When the bike got back they discovered that it was a fault by the tyre fitters as when the wet tyres were taken off the rims in the morning the valve was not tightened into the wheel .

Daley Mathison: *"I really enjoyed my first visit to Tandragee.....it really is everything that you could get at a road race. It has ultra fast, sweeping bends and great jumps, which I enjoyed. It was a bit disappointing not being able to get a race on the 125cc Honda. I was gutted as I did not score any Championship points and I think that leaves me on 20 points from Cookstown and way down in 6th place.*

Everything went well with the 250cc D&GW Racing Honda, but I just wanted to try and learn the place, so to take fifth and lap at over 94mph was, for me, very pleasing. I had my second run out on the D&GW Racing Superstock Suzuki - the one that William Dunlop rode in 2010. This is all new stuff for me and the big bikes are a real handful over the Tandragee jumps, so to finish in 15th place and with a lot of seasoned riders behind me was the icing on the cake of what I would call a very successful learning weekend."

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2011 Season (contd.)

Bush Road Races

Friday started off very wet and after a long delay the officials decided that a controlled untimed practice would be the order of the day - with no qualifying as the conditions were too dangerous. Daley decided to take the bikes out to get a 'setup' as he had never ridden in the Bush races in the wet before and had only ridden the 250cc once in the wet anyway. And the bikes went well.

However, it made no difference on race day as the sun was out in force. Away from the second row in the 125cc race Daley managing to get into 3rd place on the first lap. After 3 hard laps battling with Darren Burns the bike overheated and seized, leaving Daley devastated after his non-finish at Tandragee and another dropout here after a promising 3rd place. But at least there was the 250cc race still to go.

The 250cc race was red-flagged after a big incident on the 2nd lap, but Daley got a good restart and battled with Darren Burns for 2nd place. Finally, on the last lap Daley had to give in to 3rd place – a great result nevertheless. Overall a good day showing some great potential.



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2010 Season Review

After the 2009 season Daley and the team wanted to progress further into the Real Road Racing scene, rather than the circuit-based racing in England.

For the 2010 season, and riding for D & G Wray Racing, Daley took the decision to move to Northern Ireland and to base himself where the majority of his races would take place.

A first year would be spent learning the often complex and dangerous, but exhilarating, Irish “Closed Public Roads” race circuits.



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2010 Season (contd.)

As the year progressed Daley began to return some outstanding results. The season's highlights were a hard-fought 4th place at the Bush Road Races on the D&GW Racing Honda 250, plus a fabulous 4th place in the International Ulster Grand Prix 250cc Race where he would finish in front of the vastly experienced Davy Morgan in a quality field of international racers.

The battle was featured heavily in the BBC's extensive coverage of the event, giving great media exposure to the relative newcomer to Road Racing.



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2010 Season (contd.)

A full season of racing in the Irish National Championships, plus trips back over to the mainland for meetings at the familiar tracks of Oliver's Mount Scarborough, Aberdare Park and Darley Moor. After debuting in 2009, the International Ulster Grand Prix would fill a busy year for the confident young racer.

The 'Roads' based circuits in Ireland vary massively from compact village circuits to the ultra-fast 7 mile Dundrod circuit, where average speeds exceed 130mph! All on public highways!



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2010 Season (contd.)

After a season full of many highs Daley was very proudly awarded the **James Crumpton Memorial Trophy**, given by the “2-Stroke Supporters Club” for the “**Best Non-Irish Performance on the Irish Roads Series**”.



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The Team

As with many sports, the motorsports arena is one of fierce competition and pressure.

It's crucial that the team and rider are a close-knit, professional group who understand and have total trust in each other's ability and commitment.

Daley and his mechanics and rider support team have developed a working relationship second to none. Indeed Daley has very much grown up with the team's support around him in his racing career.



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“Thank You”

From all of the team for taking the time to read Daley’s portfolio. We hope to hear from you soon.

Daley Mathison
Racing Team



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Contact Us

To discuss this exciting opportunity further, please send an e-mail to the address below providing details on how we may contact you.

E-mail: ddmracing@hotmail.co.uk

Or alternatively you can write to or call the team:

Daley Mathison Racing,
6 North View,
Murton,
Co. Durham,
SR7 9PF

Rider: Daley Mathison - Mobile: 07853 335991

Website: www.daleymathisonracing.co.uk

Facebook: www.facebook.com/DaleyMathisonRacing

All sponsors are kept fully informed of Daley's progress *via* the website, which is updated with news, events and results very regularly (even out of season), regular direct copies of in-season Sponsors' Newsletters and the social media.