



MV AGUSTA. OUR HISTORY:

The story of MV Agusta began like a fairy tale. A bike manufacturer born from the inspiration of a great man who made an Italian brand worldwide known, getting 37 world titles on the following categories: 125cc, 150cc, 250cc, 350cc, 500cc, 600 cc and 750cc.

MV AGUSTA AT PRESENT:

In the last 15 years, MV Agusta has grown in an exponential way, becoming in a reference on supersport and superbike sectors. MV Agusta currently competes on the Superbike World Championship.

Sponsorship
Dossier



Are you
ready?



Sponsorship Dossier

Please let us introduce the COPPA F3 MV AGUSTA - BOX3IMOTOS.
A national competition which takes place in FIM homologated circuits across Spain.

The championship calendar consists in 6 meetings that take part with CIV Championship races.

ARE YOU READY?

CIRCUITO DE ALBACETE

6 - 7 MAY



CIRCUITO DE JEREZ

3 - 4 JUNE



CIRCUITO DE MONTMELÓ

22 - 23 JULY



CIRCUITO DE NAVARRA

5 - 6 AUGUST



CIRCUITO DE CHESTE

9 - 10 SEPTEMBER



CIRCUITO DE ALMERÍA

14 - 15 OCTOBER



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ARE YOU READY?

SIX RACES PLENTY OF FUN

MV Agusta 675, this is the bike we chose for our championship. This bike has demonstrated its effectiveness on the Supersport World Championship with Jules Cluzel and Lorenzo Zanetti, official riders of MV Agusta Official Team (MV AGUSTA REPARTO CORSE).

Inline 3-cylinder engine with 675 cc, 128 Hp, traction control, Brembo Monobloc calipers M4, SAT gear shift and featuring the new MVICS (Motor & Vehicle Integrated Control System) platform, this supersport boasts an ultra-advanced chassis and cutting-edge technology on a par with the best litre-class bike. The dry weight of 167 kg and with ultra-light wheels to reduce unsprung mass even further and so give the F3 675 heaven-sent handling performance.

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ARE YOU READY?



CBR675

128 HP 675cc

8 levelst traction control

Brembo Monobloc Calipers

4 available maps

Electronic quick-shift

Slipper clutch

167 Kg dry weight

RACE KIT

Competition race fairings

Different gearset

Exhaust

Suspensions

Fast release fuel cap

Adjustable foot pegs

Pick up protection

Brakeline kit

Technical assistance

Suspension technical assistance

Special discounts in spare parts.

TYRES SUPPLIERS

Michelin is supplying the tyres for
our championship. Michelin is the
current supplier of MotoGP™

WITHOUT LIMITS!

We offer a complete pack priced at 16.500 Eur to take part in our championship. This pack includes the bike, the inscription to all meetings and a race kit with all you need for your F3.

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ARE YOU READY?

BIKE + RACEKIT + REGISTRATION = 16.500 EUR

We also offer the possibility to racers that already have a F3, to get only the racekit and the race registrations (6 races) with a price of 6.900 Eur.



Sponsorship Dossier

ARE YOU READY?



The CIV (Campeonato interautonómico de velocidad) started last year, it was a great success. It surpassed all statistics in Spain. 1.197 racers took part of it with an average of 250 racers per meeting. We have never seen such a huge amount of racers per meeting in any motorcycling race or event in Spain. This astonishing quantity of racers will increase by 10% with the participants of the Coppa F3 MV Agusta.

The CIV championship also congregates a huge number of spectators. It makes the CIV the second championship in number of spectators per meeting in Spain, being only exceeded by the MotoGP World Championship.

The 6 races of the COPPA F3 MV AGUSTA are scheduled at the same time than the CIV Championship. The CIV has different classes, where we can highlight the following categories: Supersport 600cc, Extreme 1000cc, Copa BMW, Classic bikes, Copa TPR 85 (a special championship to help the promotion of young racers of 9-15 years old). In summary, the CIV is a championship where can be found racers with very different years of age, and where amateur and professional racers live together.

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ARE YOU READY?



LEON CAMIER

MV Agusta Reparto Corse official Racer Leon Camier will attend Montmeló race presenting the awards on the Coppa MV Agusta F3 award ceremony.

COMMUNICATION

We will send more than 250 press notes to international and national mass media per meeting.

The media coverage was assured by the following list. It contains the most prominent media in motorbike sectors.



COMMUNICATION CHANNELS

Sponsorship Dossier

ARE YOU READY?

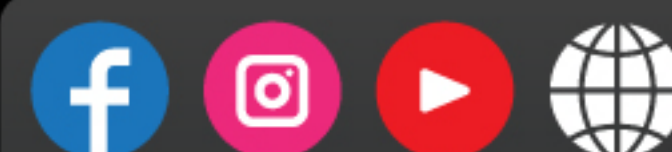
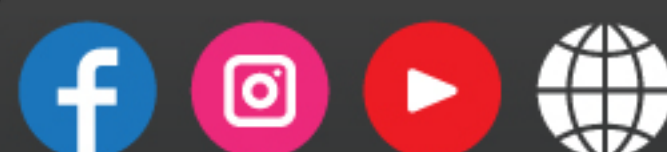
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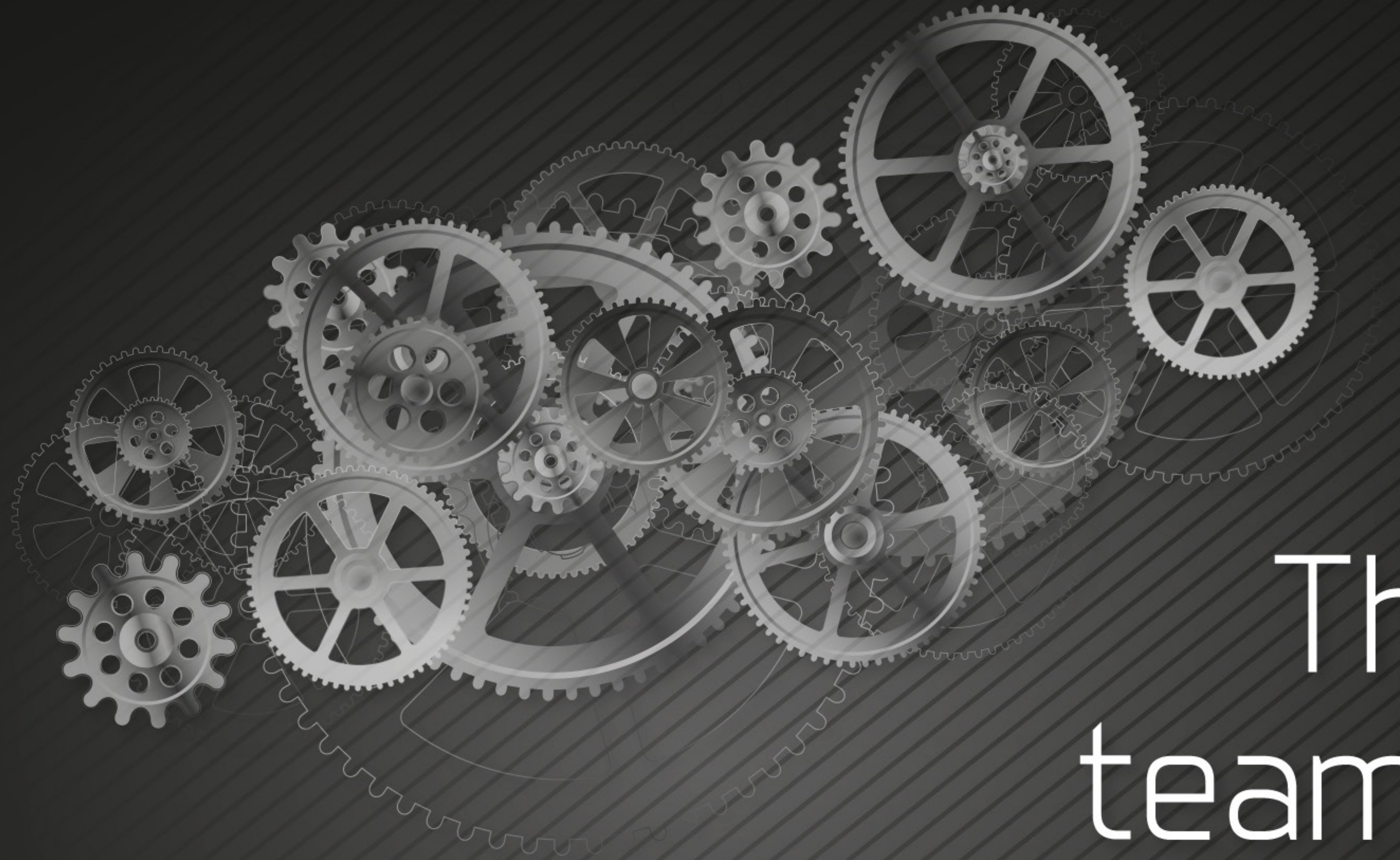
+10.000



The advertising and the video of the COPPA MV AGUSTA F3 - BOX31MOTOS published in our official website got 70.000 clicks, 40.000 views, 200 commentaries and 128 shares. In only 20 days! In our website, we don't only offer you all relevant information about the championship and the bike, we also offer the possibility to sign up on the championship.

The official website is also promoted from Box31motos, MV Agusta Madrid and David Peinado through facebook, Instagram and our own channel in youtube.





The
team?



BOX31 MOTOS MV AGUSTA MADRID

We started our business 20 years ago. We became authorized dealer and technical service of MVAgusta in 2003.

Currently, Box31 Motos is the biggest MVAgusta dealer in Spain, getting 50% of the total sales of the Italian brand in our country.



BOX31 MOTOS MV AGUSTA MADRID

Sponsorship
Dossier

We have more than 1.600 m2 in our 2 stories authorized dealer. 800 m2 are fully dedicated to expose the more attractive, actual and well known motorbikes.

THE TEAM?



Where can you see the biggest exposition of MV Agusta bikes in Europe? In BOX31 MOTOS.

BOX31 MOTOS MV AGUSTA MADRID

We have been always linked to competition from the very beginning of our story. We have our own Competition Team (Box31 Motos) and we have also provided support to racers in different National Championships.

We are also federated instructors of the Real Automovil Club de España (RACE). We give courses for all levels of experience in a regular basis. We offer different options for safety or competition riding, covering different users of all ages.



DAVID PEINADO RODRIGUEZ

General Manager of BOX31 MOTOS since 1998.
21 years providing technical service to
different brands.

David Peinado is also a professional racer.
He has competed in many different
regional and national championships.
He has also provided technical
assistance and support to different
professional and amateur racers.

Sponsorship Dossier

THE TEAM?



ATTENDED CHAMPIONSHIPS

CASTILLA LA MANCHA CHAMPIONSHIP

MADRID CHAMPIONSHIP

SPANISH CHAMPIONSHIP [2005, 2006]

KAWASAKI NINJA CUP [2007]

FIM CEV

KAWASAKI ZCUP [2013, 2014, 2015, 2016]

PALMARÉS

2001 Madrid Championship winner and C. La Mancha Championship 1000cc 2nd place

2002 Madrid Championship 1000cc 2nd place. Castilla La Mancha 1000cc winner

2003 Yamaha R6 Cup. Winner

2004 Yamaha R1 Cup. Winner

2005 National Spanish Championship EXTREME 1000cc (CEV)

2006 National Spanish Championship EXTREME 1000cc (CEV)

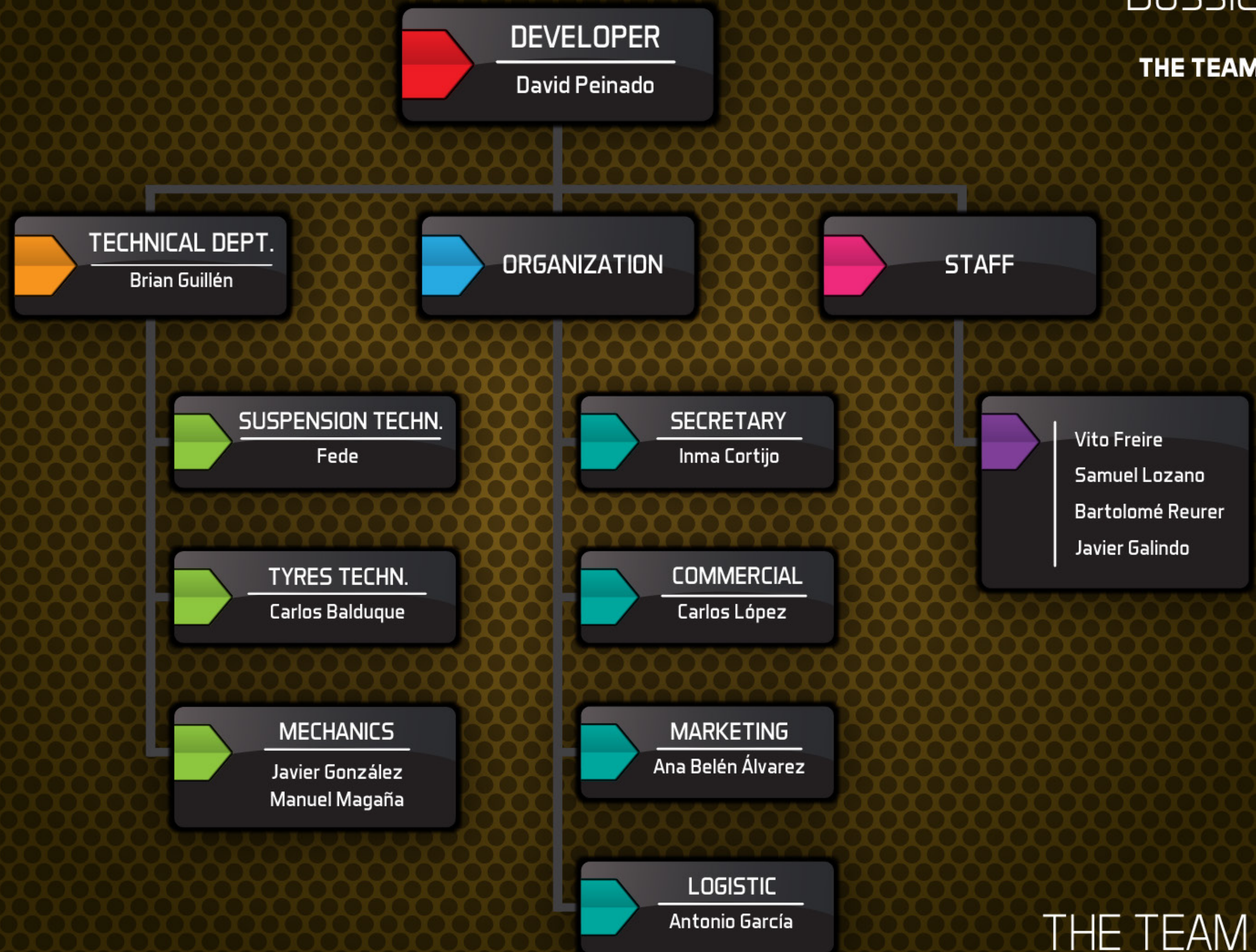
2007 Kawasaki Ninja Cup. 6th position

2013 FIM CEV Kawasaki ZCup. 3rd position

2014 FIM CEV Kawasaki ZCup. 5th position

2015 FIM CEV Kawasaki ZCup. 9th position

2016 FIM CEV Kawasaki ZCup. 9th position



MICHELIN

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Are you going
to miss it?

Sponsorship Dossier

ARE YOU GOING TO MISS IT?



SPONSORSHIP / PARTNERSHIP

SPONSORSHIP VALUES COPPA F3 MV AGUSTA - BOX31MOTOS

To generate brand identity linked to people who love sports, adrenalin, competitiveness, health, teamwork, self improvement...

To improve MV Agusta renown reinforcing it in other influence areas. We also want to improve the brand visibility in other areas where MV Agusta is not well known.

To avoid the advertising saturation. This strategy seeks to remain on the consumer mind for a longer time than conventional advertising does.

To provide MV Agusta an access to a target audience in a moment of relaxation, within an exclusive environment.

Motorcycling is a global sport which clear values: youth, innovation, passion, dynamism, enthusiasm and technology. This public is characterized by its loyalty to motorcycling and with ages between 15 and 60 years old.

The profile of MV Agusta owners is made by people between 18 and 55 years old with medium-high incomes, living in cities over 150.000 inhabitants.



SPONSOR

Sponsorship Dossier

ARE YOU GOING TO MISS IT?

LINKAGE OF THE SPONSOR BRAND TO THE CHAMPIONSHIP

- "Sponsor" Coppa F3 MV Agusta.

DISPLAY ADVERTISEMENT

- Personal branding on the racing bikes.
- Presence on boxes, paddock, pit line and starting line.
- Staff vehicles.
- Brand logo on team uniforms.
- Official advertising on the prize-giving ceremony.
- Photocall attended by the racers.
- Press-kit.

INTERNET AND PRESS

- Brand logo included on the official website with a link to sponsor's website.
- Advertising and mentions in our social networks.
- Press notes release to 250 mass media on each of the 6 scheduled meetings. The press notes are released on 3 stages: advance notice, race and report after the race.

GRAPHIC MATERIAL

- Other graphic material (advertising, etc)
- Final report of the event.
- Access to the image archive of the championship.
- Summary video of each event

SPONSOR

SPONSOR

- Brand logo on the racer leather suits.
- Brand logo on the racer t-shirts.

LAUNCH CEREMONY MV AGUSTA COPPA F

- The MV Agusta COPPA F3 launch ceremony will take part at Salón MOTOh Barcelona (Barcelona Motorcycle Show)

SALES / ADVERTISING

- Every sponsor get the right to set up a stand to promote its brand (the related costs will be covered by the sponsor)

MISCELLANEOUS

- Brand product available on Award Ceremony.
- Merchandising distribution among MV Agusta products.
- Possibility to arrange raffles to generate databases.



SPONSORS
CURRENTLY
PARTICIPATING
WITH US

Sponsorship
Dossier

ARE YOU GOING TO MISS IT?



MXGP 3
THE OFFICIAL MOTOGP VIDEOGAME

MICHELIN

MOTUL

MotoGP 17

helvetia

METAL
LUBE

RECUPERACIONES
GAMMA

Andreani
MHS

ÖHLINS

TERMIGNONI

RC VEGA
HI-TECH PARTS

2AS!
Racing careados

SBS
THE POWER TO STOP YOU

HERO
RACING

If you want to support our championship, COPPA F3 MV AGUSTA, or get more information about it, please don't hesitate to contact us through BOX31 MOTOS.

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Official team email: info@box31motos.com

Developer: **David Peinado Rodríguez**

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Thank you!

