

CHAMPIONSHIP 2018



MV AGUSTA MADRID





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, achieving 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 races on the Superbike World Championship.



Are you
ready?

Sponsorship Dossier

ARE YOU READY?

Please let us introduce the COPPA F3 MV AGUSTA - BOX3IMOTOS.
A National Competition which takes place at FIM homologated circuits across Spain.

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

Please find below the provisional circuits and dates for the 2nd edition of the 2018 Coppa F3 MV Agusta.

CIRCUITO DE JEREZ

20 MAY



CIRCUITO DE MOTORLAND

10 de JUNE



CIRCUITO DE ALBACETE

1 JULY



CIRCUITO DE MONTMELÓ

22 JULY



CIRCUITO DE CHESTE

23 SEPTEMBER



CIRCUITO DE ANDALUCÍA

21 OCTOBER



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ARE YOU READY?



SIX RACES AND A LOT OF FUN

The MV Agusta F3 75 is the bike we choose to compete at MV AGUSTA COPPA 2018. This bike has shown a great effectiveness in the WorldSBK (supersport category) last 2015, 2016 and 2017 seasons. The MV Agusta F3 Reparto Corse is ridden by Ayrton Badovini and Raffaele De Rosa this year. Both riders belong to MV Agusta official team. 3-cylinder engine with 128 Hp, traction control, Brembo monobloc M4 piston calipers, quickshifter up and down and the bike dry weight of just 167 kg are some of the weapons the bike offers to become in one of the best supersport bikes.

Sponsorship Dossier

ARE YOU READY?



F3 675

RACE KIT

Coppa F3 Special map available
Competition fairing
Termignoni exhaust
Ohlins and Andreani shock absorbers
Gas cap, engine covers and metallic brake hoses
from MV Agusta.
Competition footpegs.
Suction intake
Racing air intake
Colour scheme 2018 Racing model
One piece leather Racing Suit
Box included
Technical and mechanical assistance by Box31motos
Suspension assistance by Andreani
All spare parts with special discounts

128 HP 675cc
traction control 8 levels
Brembo Monobloc Calipers M4
4 available electronic maps
Electronic quick-shift
Slipper clutch
167 Kg dry weight

TYRES SUPPLIERS

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

WITHOUT LIMITS!

REGISTRATION PERIOD IS NOW OPEN FOR ALL RIDERS THAT WANT TO TAKE PART IN THE 2018 COPPA F3 MVAGUSTA. AN "APPROACHABLE" CHAMPIONSHIP TO COMPETE IN THE BEST SPANISH CIRCUITS.

We offer different options to cover all needs of the riders who wants to participate on the championship

Sponsorship Dossier

ARE YOU READY?



WITHOUT LIMITS!

NEW RIDERS

We offer a complete pack that include the bike, the registration for all races and an special kit with all the parts to tune your MV Agusta F3

BIKE + RACING KIT + REGISTRATIONS = 17,500 €*

RIDERS WHO ALREADY OWNS THE BIKE

We offer to those riders who own the bike the Racing kit and also the registrations for all races.

RACING KIT + REGISTRATIONS = 7.400 €*

RIDERS WHO HAS ALREADY RACED LAST SEASON

Those riders who has already taken part in 2017 championship can also participate in 2018 season. We offer among the special kit and registration the following:

- New Coppa F3 special map for the control unit
- Suction intakes
- Racing air intake
- 2018 Colour Scheme
- One pice leather Racing suit
- Box included
- Technical and mechanical
- Assistance by Box3Motos
- Suspension assistance by Andreani
- Speacial discounts on the spare parts

SPECIAL KIT + REGISTRATIONS = 1.990 €*

Sponsorship
Dossier

ARE YOU READY?

BIKE RENTAL SERVICE COPPA F3 MV AGUSTA

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We give you the opportunity to rent the bike to those riders who doesn't want to own the bike to race the championship. Our rental service includes the following:

ARE YOU READY?

BASIC RENTAL SERVICE **1.560€***

BASIC RENTAL SERVICE PER RACE**

- Coppa F3 MVAgusta bike***
- All-in transport to the circuit
- Box available anytime at your convenience
- Race registration

BASIC PLUS RENTAL SERVICE **1.995€***

BASIC PLUS RENTAL SERVICE PER RACE**

- Coppa F3 MVAgusta bike***
- All-in transport to the circuit
- Box available anytime at your convenience
- Race registration
- Your own technician shared with other rider

FULL RENTAL SERVICE **2.995€***

FULL RENTAL SERVICE PER RACE**

- Coppa F3 MVAgusta bike***
- All-in transport to the circuit
- Box available anytime at your convenience
- Race registration
- Your own technician shared with other rider
- Free practice on Fridays
- Three new rear tyres
- Two new front tyres
- Petrol

FULL CHAMPIONSHIP RENTAL SERVICE

We offer a 5% discount to those riders who want to rent our services for all the championship, six races. (Full payment in advance is requested).



*VAT included.
**2.500 € deposit.
***Bike falls not included.



The team?



| MV AGUSTA MADRID |

BOX31 MOTOS MV AGUSTA MADRID

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

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 of them are fully dedicated to expose the more attractive, actual and well known motorbikes of the moment.

THE TEAM?



Where can you look at the biggest exposition of MV Agusta bikes in Europe? At BOX31 MOTOS.

BOX31 MOTOS MV AGUSTA MADRID

We have been always linked to motorsport with our own competition team and also giving assistance to riders in different national championships.

We are federated instructors of the Real Automovil Club de España (RACE). We teach training 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

Providing technical assistance since 1996 and managing BOX3IMOTOS from 22 years ago.

He has raced many regional championships through the years.

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]

COPPA F3 MV AGUSTA [2017]

TRACK RECORD

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

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

2003 - 1st position at Yamaha R6 Cup

2004 - 1st position at Yamaha R1 Cup

2005 - Spanish CEV Championship. EXTREME 1000cc

2006 - Spanish CEV Championship. EXTREME 1000cc

2007 - Kawasaki Ninja Cup. 6th position

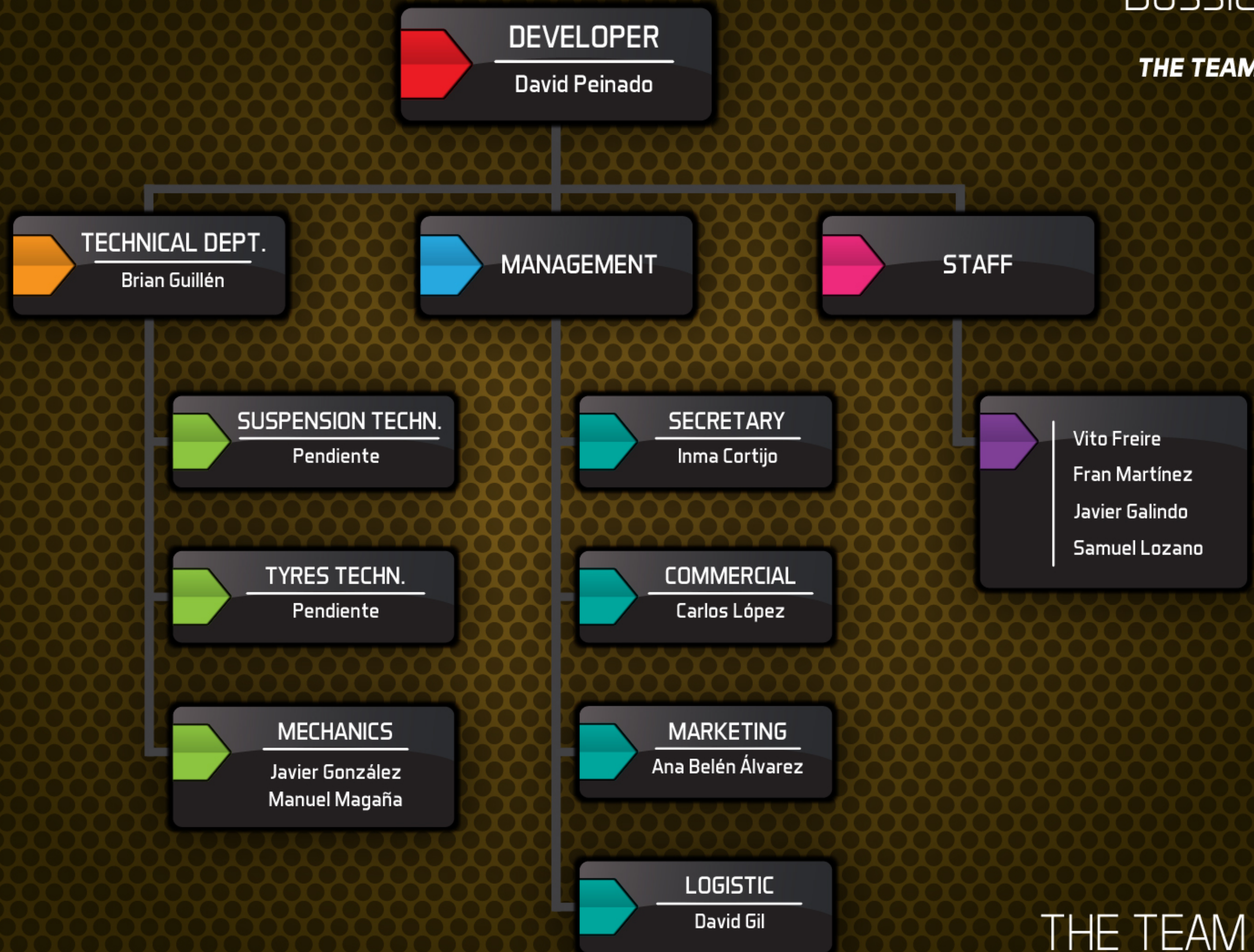
2013 - FIM CEV Kawasaki Zcup. 3rd position

2014 - FIM CEV Kawasaki Zcup. 5th position

2015 - FIM CEV Kawasaki Zcup. 9th position

2016 - FIM CEV Kawasaki Zcup. 9th position

2017 - Coppa F3 MVAgusta. 4th position (senior class)



MICHELIN

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Are you going
to miss it?

Sponsorship Dossier

ARE YOU GOING TO MISS IT?



SPONSORSHIP / PARTNERSHIP

VALORES DE PATROCINIO COPPA F3 MV AGUSTA - BOX31MOTOS

Generar imagen de marca vinculada a amantes de los deportes, de la adrenalina, competitividad, salud, trabajo en equipo, superación propia, etc.

Ampliar la notoriedad de la marca, reforzarla en zonas de influencia y mejorar su grado de conocimiento en zonas de menor influencia.

Evitar la saturación publicitaria y permanecer más tiempo en el recuerdo del consumidor que la publicidad convencional.

Proporcionar acceso a un público objetivo en un momento de relajación, dentro de un ambiente exclusivo.

Motorcycling is a global sport with real values: youth, innovation, passion, dynamism, keenness, action, courage, hability ans state of the art technology. Its audience is characterized by following the different championships through the years. The target audience ages are between 15 and 60 years old (67% under 40's and 64% are male). They often use internet, social media and watch TV contents.

Public profile for MVAgusta: people between 18 and 55 years old, upper middle incomes, who live in cities with a population over 150.000 inhabitants



Sponsorship Dossier

ARE YOU GOING TO MISS IT?



The CIV Championship is the 2nd championship according to the number of attendants in Spain. It is also the championship that brings together many different categories. It is only overcome by the MotoGP Championship.

It started in 2016 and it exceeded all the statistics with 1,197 riders enrolled at the championship and with an average of 250 riders per race. The MVAgusta cup joined the CIV championship in 2017.

The MVAgusta F3 Coppa shares the circuit with other championships like Supersport 600 cc, Extreme 1000 cc, BMW cup, classic bikes championship, TPR 85 (high potential riders between 9 to 15 years old). It is a championship created for amateur and semi professional riders from all ages.

COMMUNICATION CHANNELS:

ARE YOU GOING TO MISS IT?



► OFFICIAL WEBSITE

Official website Coppa F3MV Agusta - Box 31 Motos.



► SOCIAL MEDIA

Diffusion through the different channels in RRSS.



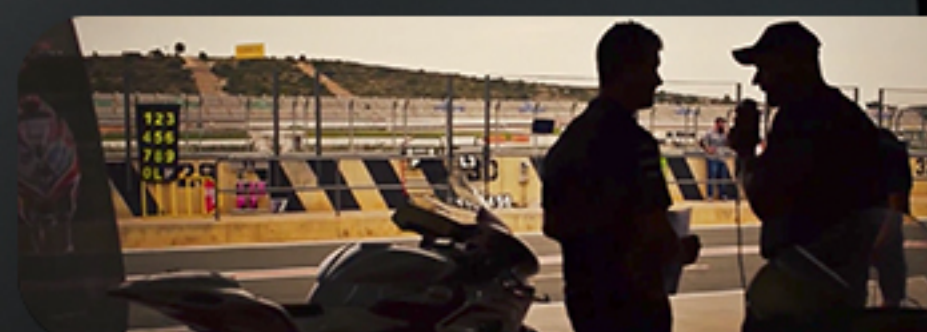
► TELEVISION

Race highlights in different pay per view TV's.



► PRESS RELEASES

Sending press releases to more than 250 mass media.



► CLIPS

Clip edition of each race, events and promotions.



► FOTOGRAFÍA

Skilled sport photographers.

OUR COMMUNICATION CHANNELS WEBSITE

ARE YOU GOING TO MISS IT?

We currently have 2 websites to cover all the information of the championship.



The 2017 championship website brings together the information of the riders, general classification by category and links to each 2017 race.

It is possible to consult the reports, classification, race times, clips and picture gallery of each race.

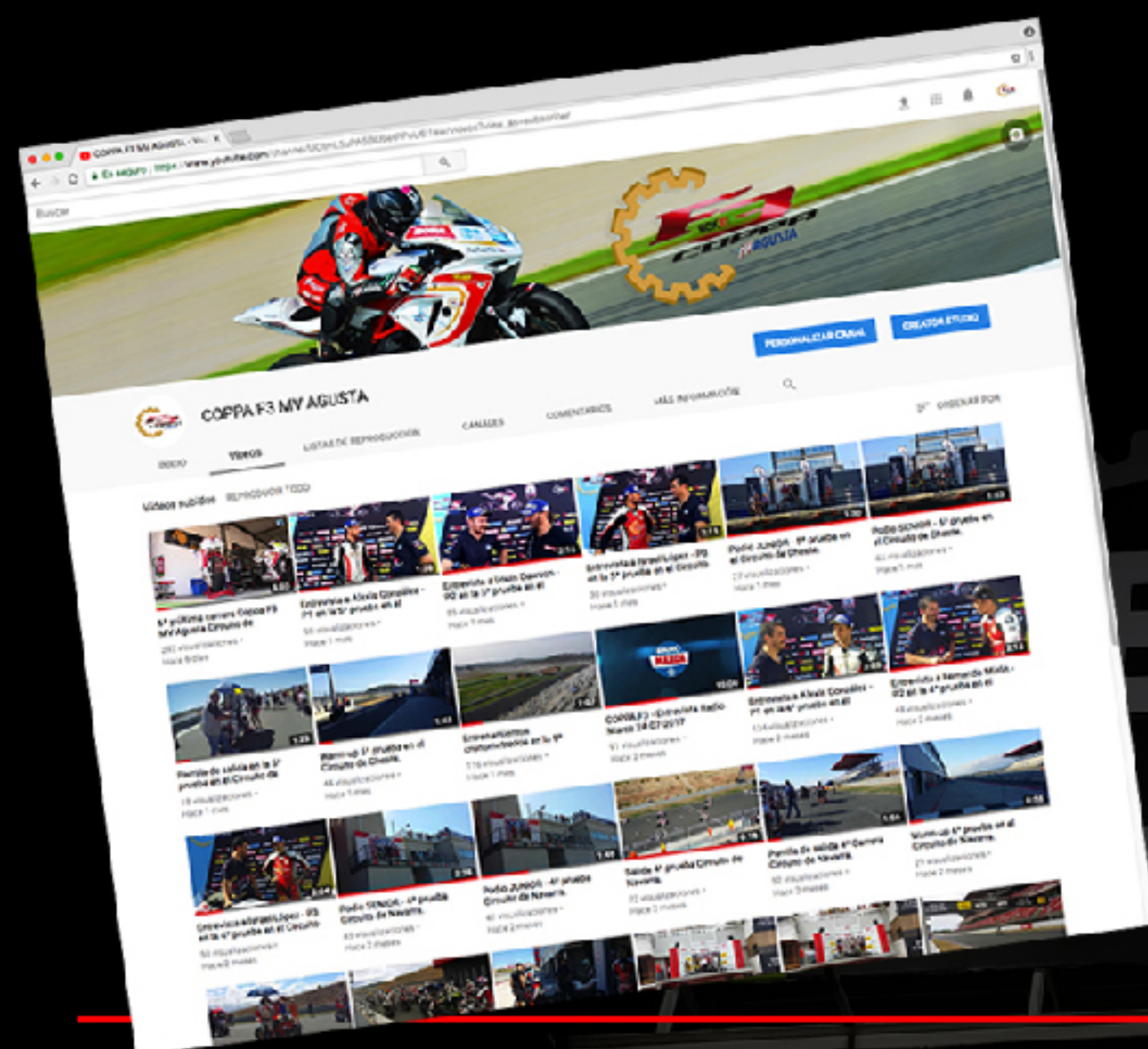
The 2018 championship website offers all the information and statistics to follow the Coppa F3 and give the possibility to apply to race the championship.



Sponsorship Dossier

ARE YOU GOING TO MISS IT?

OUR COMMUNICATION CHANNELS SOCIAL MEDIA



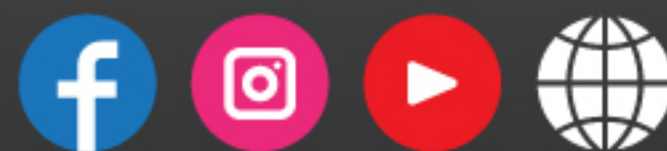
We keep informed all our supporters through the different social media. We bring together more than 14.500 users.

In our youtube channel we display the clips of each race and any other special event. We share this info with the different channels generating thousands of visits.

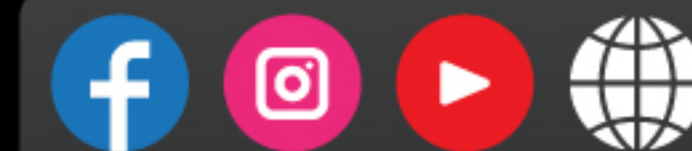
+14.500



@CoppaF3MVAgusta



@box31motos



@mvagustamadrid

@davidpeinadorodriguez

COMMUNICATION | TELEVISION

Sponsorship Dossier

ARE YOU GOING TO MISS IT?

VER VIDEO



GarageTV is the main television channel about cars, motoring world and its lifestyle for latin-hispanic people. They are present in all Spanish speaking countries in Latin America. Garage TV offers its contents in Spain since 2012.

GarageTV can be seen in different pay per view platforms like VODAFONE, MOVISTAR +, TELECABLE, EUSKALTEL and AOTEC. These platforms bring together around 6 million of subscribers with a potential audience of 15 million of spectators.

The highlights of each race will be screened in GAS A FONDO. This program is displayed many times in different slots all week long.



VODAFONE TV - CANAL 390 | MOVISTAR + - CANAL 087 | EUSKALTEL - CANAL 062 | TELECABLE - CANAL 047

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.

ARE YOU GOING TO MISS IT?

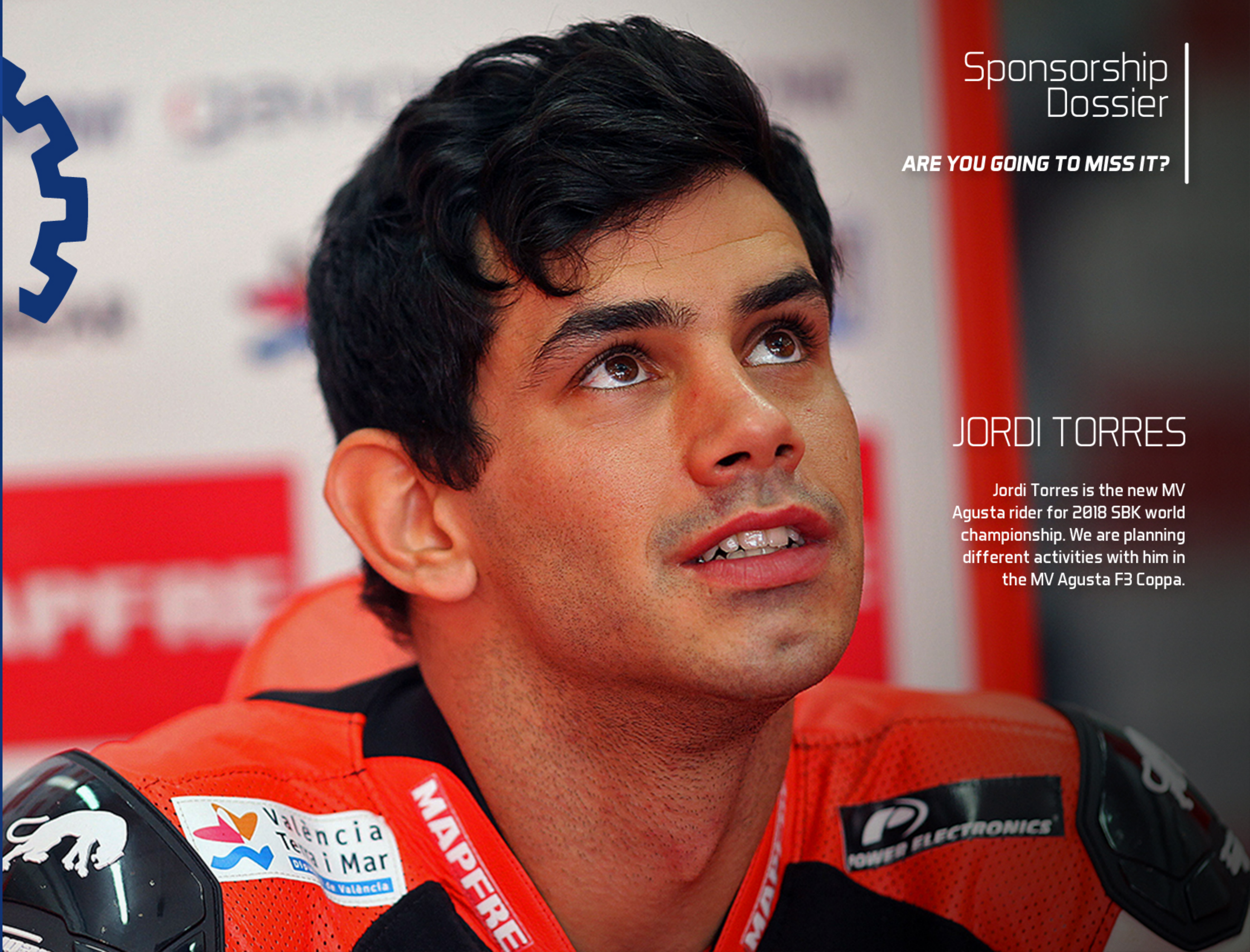


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JORDI TORRES

Jordi Torres is the new MV Agusta rider for 2018 SBK world championship. We are planning different activities with him in the MV Agusta F3 Coppa.



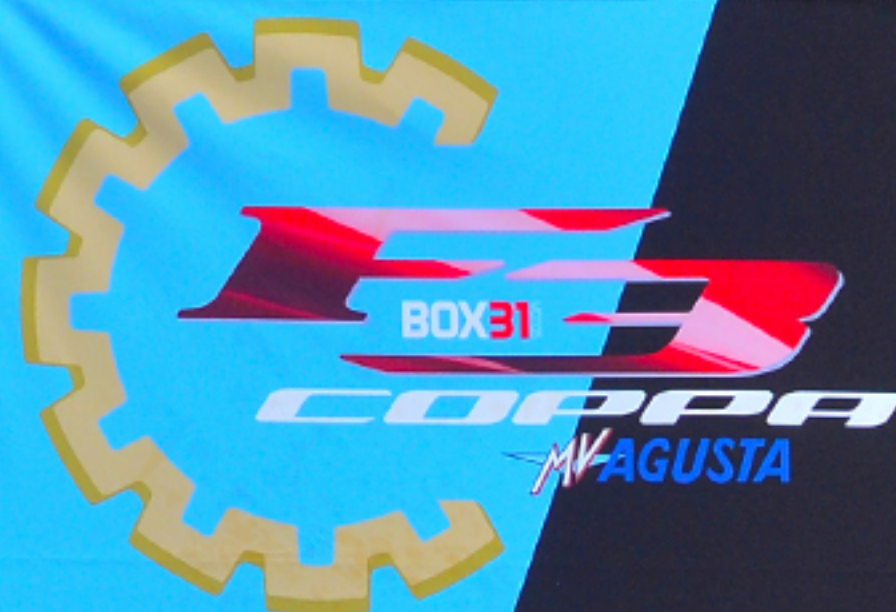


ISIN LÍMITES!
@CoppaF3MVAgusta

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ARE YOU GOING TO MISS IT?



MXGP3 MOTUL MICHELIN MotoGP helvetia METAL LUBE GAMRA

GAMRA MXGP3 MOTUL MICHELIN MotoGP helvetia METAL LUBE

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Sponsorship Coppa F3 MVAgusta - BOX31 motos. 2017 First Season.

SPONSOR

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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.
- Press notes in every race released to 250 mass media.
- Advertising and mentions in our social networks.
- TV program displayed on GarageTV.

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 an 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?



helvetia



MOTUL



TransmisiónGP
www.transmisiongp.com

RK
TAKASAGO CHAIN



Andreani
MHS

ÖHLINS



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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Dossier



Official team email: info@box31motos.com

Developer: **David Peinado Rodríguez**

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WITHOUT LIMITS!