



JPB Racing

MARKETING OPPORTUNITY

An Introduction To
Jack Parkinson-Blackburn

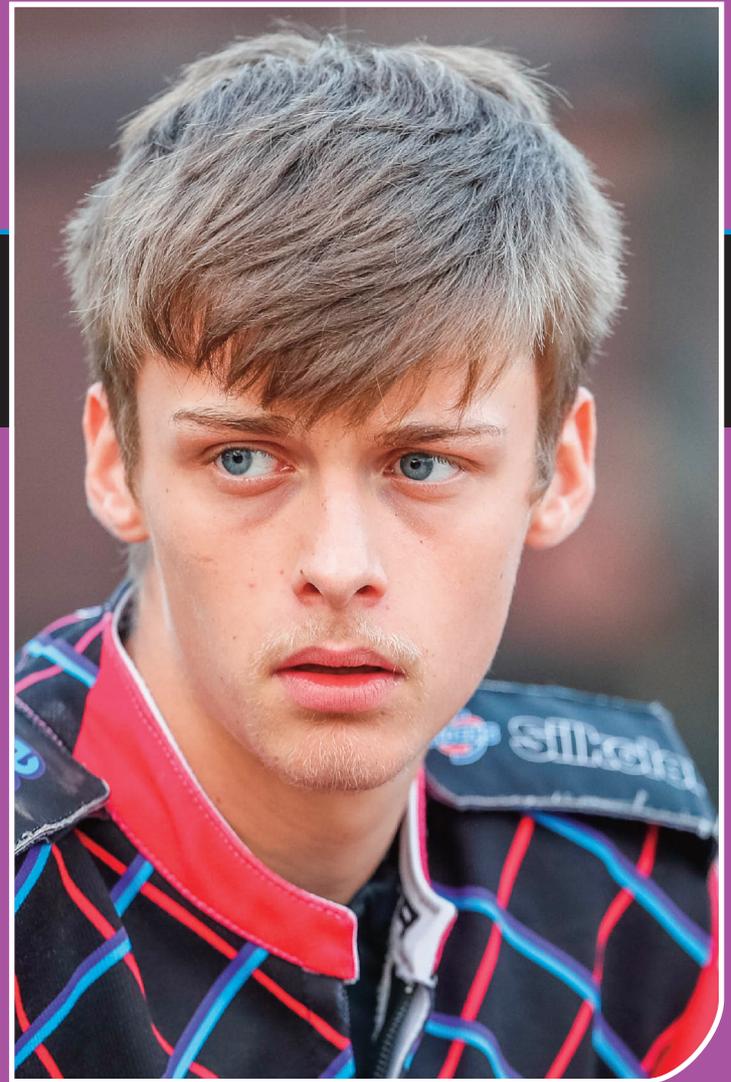
introducing...

Jack Parkinson-Blackburn

- An early starter in motorsport, Jack took his first ride on a grasstrack bike at the age of just six-years-old. Won club Championships at various levels and was urged to turn his attentions to the shale. At the age of 11, 'JPB' rode a speedway machine for the first time and has enjoyed plenty of success since.
- In his debut season, Jack finished runner-up in the British 125cc Youth Championships and went on to win the second round of the Winter Championships at Scunthorpe. Jack continued to progress at amateur level and became club mascot of the Sheffield Tigers in 2012.
- He began to break onto the scene in 2014 and club bosses of all levels were keeping their eye on the talented teenager. He came out on top at the Redcar Amateur Championship early in the season as well as winning the 250cc Summer Championships at Scunthorpe. He would go on to win the 2014 Winter Series once again before finishing runner-up in the 250cc British Youth Championships. From this, Jack was invited to represent Great Britain at 250cc level in the Jawa Gold Cup which took place in the Czech Republic.
- Jack took the next step up and competed on a 500cc machine for the first time in 2015. Desperate to push on even further, 'JPB' spent hours in the gym and even more in the workshop, alongside his educational studies, to ensure he was in the best possible shape for the year ahead.
- 2015 proved to be a memorable year for Parkinson-Blackburn and will be remembered as the season that made him one of Britain's most promising, young talents.
- Jack stormed to victory in all six rounds of the Youth series and achieved his campaign goal of being crowned 2015 British 500cc Youth Champion.
- Despite being up against a field full of competitors with much more experience, Jack again demonstrated his skill and potential as he claimed the Midland Development League Riders' Championship.
- Keen to make an even bigger impression, 'JPB' represented three clubs in competitive fixtures at the back end of the season and pulled off some top-class rides to pick up some vital points for Buxton, Cradley and League Champions Birmingham.
- After impressing at the back end of the previous year, Jack agreed a deal which would see him spend his first full campaign on the shale with reigning National League Champions Birmingham.
- Just four weeks into the new season, 'JPB' stunned his local crowd in Sheffield as he defied all the odds to become the youngest ever rider to reach the Grand Final of the British Under-21 Championships after a breath-taking display against the top youngsters in the sport. Regularly scoring over double his average, Jack helped guide Birmingham to the National Trophy in June.
- The second half of the season would see Jack take his performances to another level as he became an even more inspirational reserve for Birmingham

as they began to cement their place at the top of the table.

- At the beginning of October, Jack secured his first ever paid maximum in the sport as he scored 18+3 from his full quota of seven rides at Buxton.
- Whilst playing an instrumental role throughout the season for Birmingham, Jack stepped up to the plate even more when it mattered most as he finished his year off in style. Not only did he score paid double figures in his last 13 meetings for Birmingham, but he was also top scorer for the Brummies in both legs of the National League Grand Final as they successfully defended their third tier crown.
- Parkinson-Blackburn enjoyed another solid season IN 2017 as he rode in two divisions of British Speedway. His proudest moment came when he was handed the team captaincy at Birmingham - becoming the youngest ever skipper in the club's history.
- He racked up a whole host of double figure scores for the Brummies and his first away fixture of the season saw him wrap up his first ever full maximum in the sport.
- He also lined-up for local club Sheffield who went on to win the Championship title and scored a vital contribution guesting for Peterborough as they lifted the second tier's Knockout Cup trophy.
- Parkinson-Blackburn was just one of two youngsters invited out to the Czech Republic to represent Great Britain in the FIM 250cc Speedway World Championships. 'JPB' gained plenty of learning points from this experience, as he did from the pride of skippering Britain's Young Lions in various challenge fixtures around the country.



Speedway Racing



- *Speedway racing is an intense, exciting and dramatic two hours of top class racing before thousands of enthusiastic fans.*

- *Unlike other motorsport, Speedway racing takes place on an oval track inside a stadium facility. Therefore, this offers a unique selling point over most other forms of motor racing, as not only can the racing be viewed from any vantage point from within the stadium, but also the sponsors' brands and logos can be seen easily - thus providing more exposure for our partners.*

- *The atmosphere, the spectacle and the thrilling on-track action makes the sport a captivating live event, and is tailor made for world-wide television coverage.*

- *Riders race on 500cc machines, fuelled by pure methanol and capable of accelerating from 0-60mph in three seconds.*

- *The bikes have no brakes and no gears. The tracks are between 280-400 metres in length, and are covered with loose shale.*

- *There are 4 riders in a race, and the races are of a 4-lap duration.*

- *The perimeter of the track is lined with an air-filled safety fence and there are no run - off areas.*

The Strength Of Speedway As A Global Sport

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- Speedway racing is one of the few motor sports that has continued to grow in status since the introduction of the Grand Prix in 1995. Each year more companies and international brands have participated in speedway and the competition has moved into some of the world's most spectacular sports stadiums.
 - Unlike other forms of motor sport, speedway racing takes place on an oval track inside a stadium facility. Therefore, this offers a unique selling point over most other forms of motor racing, as not only can the racing be viewed from any vantage point from within the stadium, but also the sponsors brands and logos can be seen more easily - thus providing more exposure.
 - Speedway is on a level with football in Poland with thousands of fans flocking to venues for league racing and there is more TV coverage of the sport than ever before.
 - The FIM Speedway World Championship is broadcast to a worldwide audience through a host broadcaster providing the world feed and Tai Woffinden's world title wins have been seen by millions throughout the globe.
 - Speedway racing is traditionally second only to football in terms of weekly audience figures within the UK. The sport is staged at clubs on a weekly basis throughout the country. League racing provides the platform from which riders can progress to the Grand Prix.

The Audience



Speedway has traditionally attracted families, and it is proud of its family atmosphere that is generated at each event. This provides an enthusiastic but safe environment in which to enjoy the evening's entertainment. It's fans cover the age range from children to mature adults and also possess a strong hard core of support. A typical speedway supporter represents a broad cross section of the public, and is very knowledgeable about speedway racing. He or she can be seen on the terraces, wearing his/her favourite riders and/or teams' colours. The supporter keeps in touch with developments, news and gossip through a variety of media outlets such as the sport's publications, the Internet and the mobile phone. Although the sport attracts people with an interest in motorcycle racing - such as bikers - speedway has continued to appeal to supporters who are not necessarily motor sport fans.





The Benefits

- *Through sponsoring Jack your company name and logo will reach a wide audience. As a sponsor of Jack you become a key member of his team and as such receive a number of benefits.*
- *Full corporate and commercial hospitality that will include meet the rider; visit the pits and client hospitality.*
- *Public Relations and Press Service that will include press releases, press packs, and feature stories to keep you informed with all the progress and success of the rider.*
- *A dedicated space on Jack's website; including a logo image and link to your website.*
- *An experience day - A day where you can take to the track and experience what it is like to get behind the bars of a speedway bike!*
- *Regular coverage in newspapers and magazines including photographs.*
- *A Chance of your company name being shown during televised speedway meetings with slow motion replays.*
- *Branding on the race bikes, racesuits, pitcrew and merchandise.*
- *Your company name associated with an up and coming speedway rider.*
- *Your company name associated with a motor sport which is fast developing, shown around the world and has a personal element like no other sport.*
- *Jack and his bikes in attendance at corporate events.*
- *Increased social media presence - You will feature heavily on Jack's personal and team's social media platforms including Facebook, Twitter and Instagram.*







**WOULD you like to be a part of the Jack Parkinson-Blackburn success story?
Contact 07368 238485 or email jackpb.6@hotmail.com for more details -
and thank you for taking the time to read this presentation**