



DEVAN BYER

12 Year Old from Can-Am Motorcycle Club

Building Momentum

Devan Byer is a 12-year-old boy who has been riding motorcycles for over a year. He is currently riding a 2013 Suzuki RM 65 and is a member of the Can-Am Motorcycle Club. He has been riding for about a year and a half and has been competing in local races. He is a very talented rider and has won several races. He is also a very hard worker and is always looking to improve himself. He is a very friendly and outgoing person and is always willing to help others. He is a very dedicated rider and is always looking to improve himself. He is a very hard worker and is always looking to improve himself.

BLAZIK PEREZ

5 Year Old from Can-Am Motorcycle Club

BIO INFO

DOB: 12.12.08
AGE: 5 YEARS
GRADE: 4TH GRADE
WEIGHT: 60 LBS
HEIGHT: 4'3"

2013 CLASSES

SSCC 9-11
SSCC OPEN
SSCC STOCK

2013 SUZUKI RM 65

END YEAR RACING - STRAIGHT "A" ACCELERATION

RACING BACKGROUND

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RACE REPORT

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EXPERT ADVICE



"We take a number of things into consideration when we look for team riders. Our ideal team rider will have a true passion for their sport, and we look for riders who will represent EVS with class and style. Attitude, effort and loyalty play as much a part as race results do." —Brent Harden, EVS Sports



"We want the rider to be a brand ambassador for us, helping to advertise

our product and drive sales in a motorcycle dealership. In return for this, we offer them a discount on product purchases or sometimes a free product allowance. Being fast on a motorcycle and getting on the podium helps increase your chances for receiving support, but this isn't everything for us. We want a rider who is well respected and presents him or herself well on and off the track, as our brand is being associated with him or her.

"A rider who has taken the time to thoughtfully polish his

or her race resume will, most of the time, be the type of person to represent your brand well. Short email requests that end in 'Sent from my iPhone' are requests we typically don't respond to. If the rider hasn't taken the time to represent themselves to us, will they really take the time to represent our product professionally at the track?" —Tim Schulz, Motorex



"Most definitely, put your best foot forward with your profile page. Make

sure your media and results are up to date. Make sure you are well-spoken and well-read; no grammar mistakes. Being very active with the Hookit app can help to build your exposure and opportunities in front of potential sponsors.

"Approach [seeking sponsorship] as if you are applying for a job. It should be seen as a partnership. How can we work together to achieve everyone's goals? Always seek to better yourself and evolve. Prove yourself." —Josh Shorter, Hookit



FOLLOW THE MONEY

Six Tips To Increase Your Chances Of Getting Sponsored

By Heather Wilson

Sponsorship application season is here. Most companies accept applications for the upcoming racing season from September to November. If you want to get a piece of the action, you need to be on your game today—not three months from now.

Sponsorships can be difficult to come by, but there are some sure-fire ways to improve your chances. We spoke with a number of industry insiders and put together a list of items to include on your race resume.

Here are the basics on sponsorship support for amateur racers and how you can improve your odds of landing support.

WHAT SPONSORSHIPS CAN I GET?

Sponsorships can come in many forms. An aftermarket company may offer a product discount that could range between 10 to 50 percent, or a company may offer free products.

WHAT DO YOU HAVE TO OFFER?

While you are trying to get sponsorships to save yourself money, you have to realize that companies want to know what's in it for them. Companies want to be certain that you will be a good brand ambassador, not only by wearing their gear or using their products, but also by promoting them.

So what makes you a better brand ambassador than someone else?

Essentially, applying for a sponsorship is like applying for a job. Many companies require a resume of your racing accomplishments in addition to your community and/or school involvement. What should you

include? Here's a list of the six things to put on your racing resume:

Summary: Include a brief description of yourself and why you want to represent the brand you're approaching. If you currently use their product, tell them so. Explain how it has helped your racing be successful.

Bio: List your email, mailing address, phone number, age and how long you've been riding and competing. List the brand and model of bike you ride. Additionally, list the series/class you ride/plan to ride and a brief description of each (location, national/regional/local, etc.).

Best race results/championships won: Race results aren't everything when it comes to obtaining a sponsorship. You don't have to be the overall series champion or even class champion, although it certainly improves your odds. As mentioned before, companies want a well-rounded

rider who will represent the brand with dignity. List how you finished for the year in each series. If you had a top 10 finish in a national-level event, that's worth noting.

Followers: Do you have a strong social media presence? Do your fans interact with you regularly? A company wants to see posts from you about how their products help you win. Are you posting your action cam videos after races? Are you posting pics of you in your new gear? After all, you are not a brand ambassador simply because your gear has company logos. Know the right hashtags to include and the right company accounts to tag in your posts.

Community Involvement: Are you talking to kids at local elementary schools to promote safe riding? Are you helping with trail maintenance at a public riding area? Are you involved with extra-curricular activities in school or with work?

Send two photos: One headshot (with your helmet off) and one action shot of you. Be sure they are high resolution in a 3x5" or 4x6" size.

SNAIL MAIL, EMAIL OR SPONSORSHIP WEBSITE?

Each company has its own requirements, so be sure to check for whatever sponsorship you are applying for. Becoming ever-more popular are sponsorship websites/apps that require you to create a profile and apply for sponsorships electronically. These websites will



"The best advice I could give is be prepared and don't take shortcuts. Take the time to gather all of the information about the brand's requirements that you are applying to. If the company accepts email resumes, don't send one general email to 20 companies. Take the time to personalize them. Be sure to double-check your resume and always use spell check.

"Also, be willing to build a relationship with a brand. You

may not get exactly what you're looking for the first year, but if you're doing your part, chances are your deal will get better with time. 100% looks for riders who are influential in their area and are committed to racing. These riders should also promote the 100% brand and its products in a positive manner both on and off the track." —Ian Runyon, 100%



"Be respectful and realistic. Have a nice, clean resume. Most importantly, tell the

sponsor what you will do for them, not what they should do for you. We mostly look for riders who can influence others into switching to Sidi boots. Sometimes this is tied to race results and other times it's tied to social media presence or the rider's ability to influence others. Race results are not the one and only thing we consider." —Bill Berroth, Sidi



"Dunlop receives thousands of resumes and off-road sponsorship requests

each year. To be considered as a candidate for off-road sponsorship, riders should join Hookit and Team Dunlop at www.teamdunlop.com. This program allows riders to create a profile, upload pictures and update race results. Results play an important part to the selection process, but a rider's presentation, professionalism, social media and how they handle themselves on and off the track are a huge part. We look for people who make good brand ambassadors for Dunlop." —Rob Fox, Dunlop

often "match" you with sponsorships based upon information you enter.

Hookit.com, MXsponsor.com and XTRM.com are just a few of the many sponsorship websites available for racers. Some of the sites are free until you get offered a sponsorship; then you pay a yearly activation fee to upgrade your account to sign the sponsorship contracts.

Josh Shorter, account executive at Hookit, says an athlete's profile score is built on three pillars: commitment, performance and reach.

- **Commitment:** The Hookit app allows riders to check in from the track and get more points than logging a ride from the computer.

- **Performance:** Hookit works with many promoters nationwide to pull in race results that are then "verified" on an athlete's profile.

- **Reach:** When companies review applicants on the Hookit platform, they have the ability to look at the athlete's social media presence, seeing how responsible and influential that athlete is.

"How you represent yourself is paramount," Shorter said. "The brand wants to see what you look like, how you present yourself, how you might be trackside."

When riders are matched with potential sponsors, they can choose to apply. After the potential sponsor reviews the application, they can select the level of support they want to offer a rider, if any. The rider will get an email and can accept the offer electronically.

WHERE ELSE CAN YOU GET SPONSORSHIPS?

The key here is loyalty. Dealerships want to support their riders, but they want your loyalty in return. A good first move is to frequent your local dealership and develop a relationship with the staff. Ask them if they sponsor riders and how you can submit an application. Many dealerships will offer loyal customers a 10 percent parts discount, but this can vary. Some dealerships may require you to run their company logo on your bike graphics in order to receive the discount.

Another avenue for sponsorship, through a partnership with the dealership and manufacturer, is a rider support

program. For example, the KTM Regional Rider Support Program has been in existence since early 1990s. Riders are offered various levels of support from KTM North America, which are then processed through the dealership. Riders are encouraged to ask their dealer if they are eligible to apply. The dealer will then submit the application to the district sales manager, who then sends it to the regional sales manager to be reviewed.

"KTM's program has 12 regions across the country," says KTM East

The Silvia Family

About Us

We love going to races and spending time together as a family. This is something we have done for 15 years now, and it still continues to be a fun and important part of who we are. Our son Tyler started racing when he was 4 years old, and he has turned out to be the most competitive one of all. Watching him race on the dirt track is one of our favorite parts of each weekend.

We appreciate the time we get to spend together and wouldn't trade it for the world. In 2014 we are racing 43 races, and we expect 2015 to be just as busy!

Thanks to our sponsors!

We would never be able to do all we do without the help of our sponsors. Thanks so much for your support!

- 15 Suspension
- EFM Wheelparts
- Half Racing
- Fly Racing
- Powerport Graphics
- Bellows
- Motocross
- Bullet Proof Designs
- GoPro
- Amrita Health Foods
- V5 Offroad

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dawnm@silviafamily.com
740-877-2754



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No matter what or how you ride, the AMA has a special card for you. Want one? Just let us know by renewing early, or telling us when you renew via our online signup form at AmericanMotorcyclist.com, or calling (800) AMA-JOIN (262-5646).

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Coast Regional Sales Manager Brooks Hamilton. "We look for successful racers at the regional, grassroots level who are loyal and show potential to be competitive at national-level events, and maybe even become factory riders, in the future."

A lot of pro racers got their start in the program.

"Some of the most successful Factory KTM racers got their start in the KTM Regional Rider Support Program," he says. "That includes eight-time AMA National Enduro Champion Mike Lafferty, AMA Hare Scrambles National Champion Robbie Jenks, GNCC XC1 Champion Kailub Russell, National Enduro Champion and GNCC XC1 Champion Charlie Mullins, and more."

FOLLOW UP

Your sponsor wants to know how well their money is being spent. Tell them. Throughout the year and at the end of the year, send them race updates on how your season is going.

Off-road racer Devan Byer of Canal Winchester, Ohio, says that he sends race reports to his sponsors so that they remember him.

"It's been very effective for me," Byer says. "My experience is that sponsors like

to be represented and updated about who is using their products. I've had nothing but great things said back when I send them out. My sponsors are important to me, because they help me keep doing what I love."

He says his main goal is to work toward becoming a pro racer, and he's thankful for the support he receives.

Also, mailing a handwritten thank you card would definitely set you apart from the rest and might even help you hold onto that sponsorship for the following year.

CONTINGENCY PROGRAMS

Getting sponsorships can take a lot of time and effort. When you get a sponsorship, the payout is worth it. But maybe you just don't have the time to dedicate to creating a resume and applying for sponsorships. That's where contingency programs come into play. Manufacturers reward riders of their brand by paying out in "gift certificates" to be used at their local dealership.

The series you race must be registered with the manufacturer. At the end of the year, if you place in the top three of your class (some manufacturers may pay further back), you could earn up to several hundred dollars in gift certificates.

CONTINGENCY PROGRAMS FROM MANUFACTURERS

BETA

www.betausa.com

BMW

www.xtrm.com/contingency/bmw/

KAWASAKI

www.kawasaki.com/racing/team-green/contingency

KTM

www.ktmcash.com

HONDA

www.powersports.honda.com/racing/contingency.aspx

HUSQVARNA

www.racehusky.com

HYOSUNG

www.hyosungmotorsusa.com

SUZUKI

www.racesuzuki.com

YAMAHA

www.yamahamotorsports.com/sport/blucru.aspx



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SALUTES

All AMA members, AMA staff, and all the participants and competitors that helped make the 2015 Vintage Motorcycle Days a success.

WE THANK YOU

for visiting and look forward to seeing you again in **2016.**

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