



The Young Riders Fund (YRF) was established by volunteers who are passionate about Motorcycle Road Racing and wanted to give something back to their chosen sport. The purpose of the YRF is to identify up-and-coming youngsters and help them get the recognition and funding needed to give them a well deserved chance to move into a position where they can progress through the road racing ranks.

At the moment we have two riders who were nominated by public supporters for help from the YRF and we are slowly gaining finances from like minded people who are digging into their own budgets so as to assist in the day to day expenses of meeting the high costs of racing! In the present financial climate, that can only be described as a massive public nod of approval for the YRF, and shows the potential benefits to corporate organisations who would be prepared to get behind us by way of financial or even material assistance.



As well as getting your logo in front of the cameras with a potentially large audience exposure, we are also prominent on Facebook where we already have a good amount of supporters. The YRF is also receiving recognition from the UK's largest selling motorcycle publication, *Superbike Magazine*, who check in regularly to view the progress of the riders, and have recently informed us they are giving more space to the YRF in coming publications.

You might be surprised at some of the famous names in the list of supporters, many of whom are placing links to the YRF in just about every motorcycle forum on the internet!

www.TheYRF.com





The YRF is still relatively new, and even though we have already received an incredible response from the public and media alike, we continue searching for companies to join our organisation to help with support and financial backing. In return, we will ensure your product or service will be given full exposure at every given opportunity.

In addition to TV and other media exposure, sponsors will also receive:

Premium paddock passes

Their own banner on the main YRF website

Company name on all YRF promotional material

Chance to meet the team at any meeting on BSB calendar and get the real feeling of being involved!

Please note that GP legend and multiple UK Champion Niall McKenzie will be part of the team for the September rounds of the British Superbike championship at Croft and Silverstone.

Current Riders



Josh Elliot

European Superstock 600 rider
www.jossi.co.uk



Niall Campbell

British Superstock 600 rider
www.niallcampbell.com

The YRF benefits from a unique advertising platform that utilizes the public. Through social networks such as Facebook and numerous forums, we have the ability to announce any changes or updates to the Team as they happen, with the help of supporters taking an active role in promoting the organisation and it's supporters and sponsors! One example is of a small kitchen fitting company that made a modest donation and found that their website traffic increased considerably due to their logo appearing on the personal pages of our public supporters. It is a ready made billboard appearing in people's front rooms due to the YRF members being an active part of the organisation.

www.TheYRF.com

