

305

# GENE FREDERICHS

2026 SPONSORSHIP PROPOSAL

BE THE IMPOSSIBLE



*Gene Frederichs  
#305*



# MY STORY THE 50-YEAR-OLD ROOKIE

Like a lot of dads, my life revolved around my family and my work. But a few years ago, at over 50, I decided to try something new, **motorcycle racing**. What started as a simple weekend hobby, just a way to challenge myself, quickly turned into something I truly loved.

That initial spark lit a fire. I poured every bit of myself into learning the sport. In just three years, I went from a weekend trackday amateur to a professional racer, earning victories at club levels and now competing in MotoAmerica.

For me, this isn't just about racing. It's about showing people, especially anyone who thinks their best days are behind them that **it is never too late to find your passion** and pursue it with everything you've got. I want to be a voice for chasing that dream at any age.

Off the track, I'm still that same proud father to two amazing daughters... Just now with a bit more horsepower!

*"It is never too late to find your passion"*





# CAREER ACHIEVEMENTS

Here are some of the achievements that highlight my progression and dedication to the sport:



- MotoAmerica (Pro Level): 17th out of 32 at Laguna Seca
- CVMA (Expert): Various 1st, 2nd, and 3rd podium finishes
- CVMA 2024 Sportsman of the Year
- CRA (Expert): Various 1st, 2nd, and 3rd place finishes
- AHRMA (Pro): Various 1st, 2nd, and 3rd place finishes
- ASMA: 3rd with several top finishes
- USBA (Expert): Light weight Champion, Superstock 3rd  
Various 1st, 2nd, and 3rd place finishes

These accomplishments demonstrate not just passion, but a proven ability to compete and succeed at various levels of motorcycle racing.





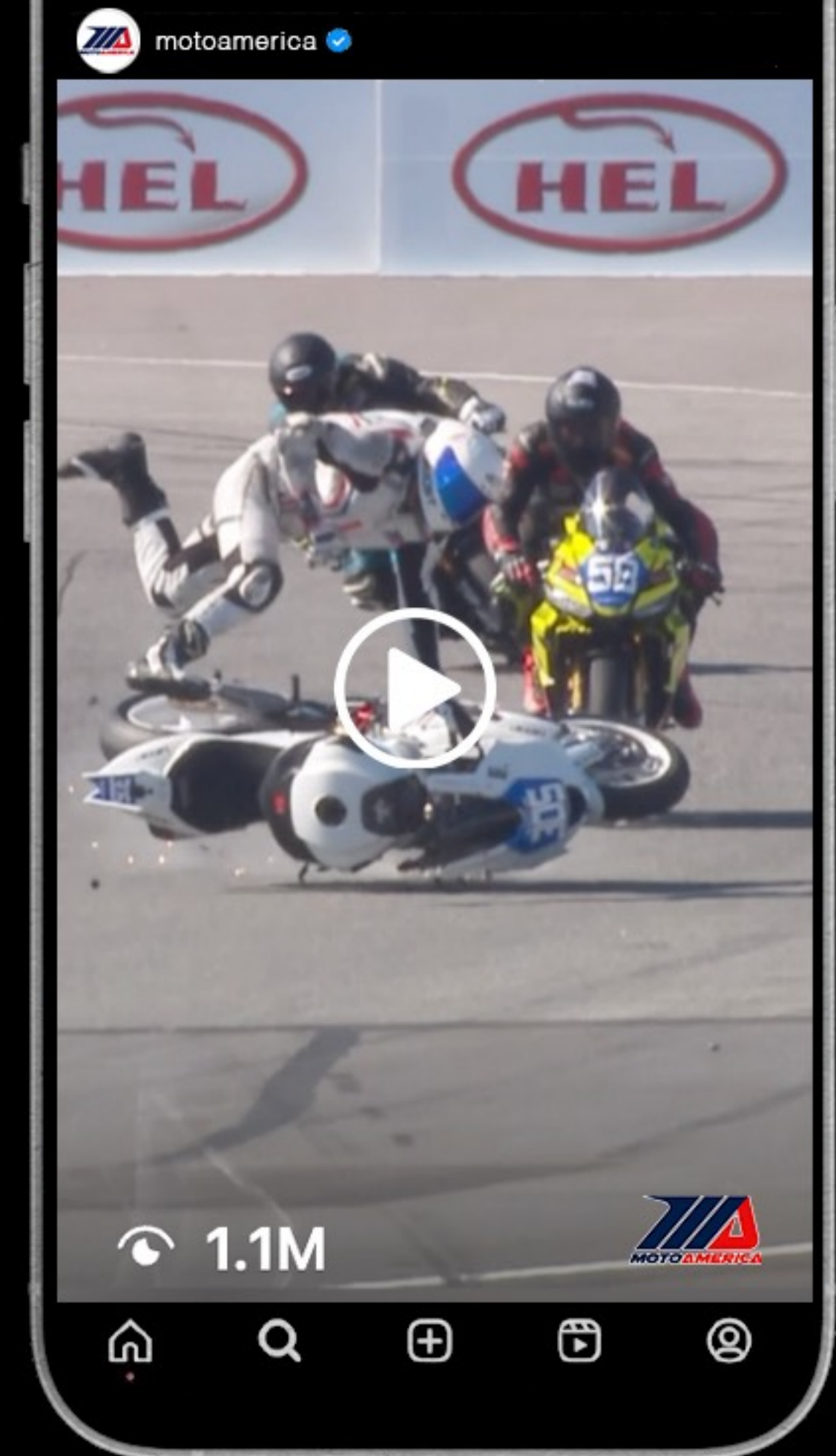
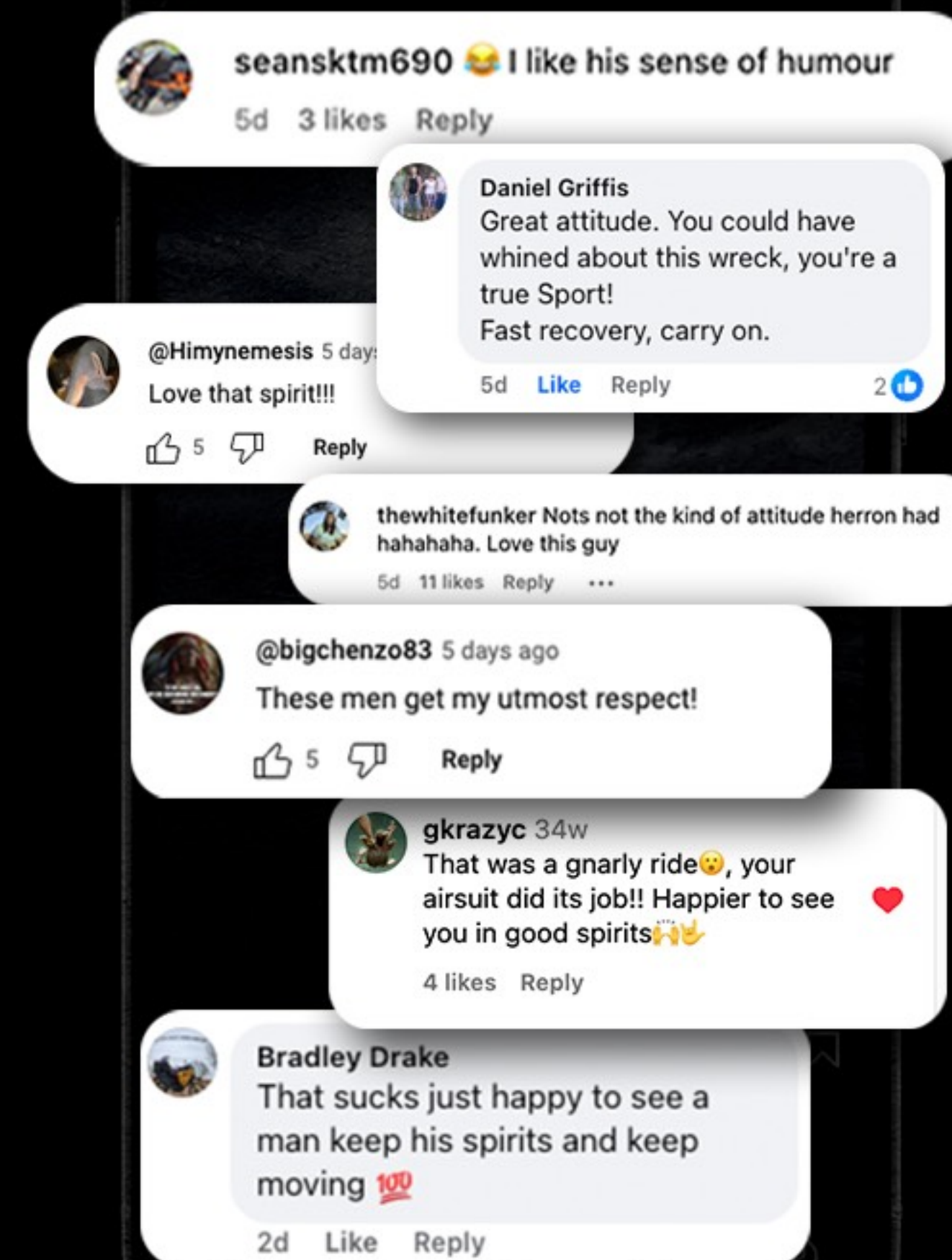
# TURNING A CRASH INTO A CONNECTION

I made my professional debut with MotoAmerica at the Daytona. The weekend became unforgettable and went viral for reasons I never expected.

During a qualifying session, I suffered a dramatic crash with just two minutes left on the clock. The incident left me with two broken arms a devastating blow for any rider.

MotoAmerica shared my lighthearted and honest [Instagram post](#) about the experience. The response from the racing community and fans was incredible. Fans connected instantly, not with the crash, but with my positive outlook and refusal to let a setback define my journey. I was just being myself, but my story reached a huge audience and seemed to resonate with people. It showed me how much "heart" matters in this sport.

This is the resilience and authenticity I bring to my racing and my partners. [MA Article](#)



Over 2.5 million views





TWINS CUP

QUALIFYING 1

# YOUR NATIONAL AUDIENCE



My story is one that connects with people and your partnership aligns your brand with this narrative on the biggest stage in North America, MotoAmerica.



MotoAmerica is the premier professional motorcycle racing series in the U.S. It's the "Big League," and it's where your brand gets seen by a massive and loyal audience.

- **NATIONAL TELEVISION:** MotoAmerica events reach millions of fans through national television coverage on networks like FOX Sports.
- **POWERFUL DIGITAL REACH:** The series has a huge online following, with live streams and highlights shared across YouTube and Facebook.
- **LOYAL FANBASE:** Motorsports fans are famously loyal to the brands that support their sport. They are a diverse, engaged demographic that values authenticity.
- **ON-SITE EXPOSURE:** Thousands of fans attend each race weekend, walking the paddock, engaging with riders, and seeing your brand up close at iconic tracks like Daytona and Laguna Seca.

**This is your chance to attach your brand to an inspiring story on a national stage.**



# THE REALITY OF RACING

## WHERE DOES THE MONEY GO?

Racing at a professional level is a huge financial commitment. Your support isn't just a logo on a bike. It's what covers the real, tangible costs of being on the track. I believe in 100% transparency, so here is a real-world breakdown of what it costs for my team for a single MotoAmerica race weekend.

### MOTO AMERICA RACE

Crew Chief (3 days): \$1,500  
Mechanics (2 @ 3 days): \$1,500  
Team Lodging (AirBnb): \$3,000  
Team Food: \$600  
Team Flights: \$1,300  
Rental Cars: \$600  
Team Credentials: \$600

Race Entry Fee: \$350  
Garage Fee: \$750  
Media Person (Content): \$1,200  
Race Fuel: \$600  
Race Tires (minimum): \$2,000  
Misc. Parts/Branding: \$3,000  
**TOTAL PER RACE: \$17,000**

### SINGLE CLUB RACING WEEKEND

Race fees / Track Fee: \$1,000  
Crew Fee: \$500  
Race Fuel: \$600  
Gas \$300  
Race Tires (minimum): \$1,000  
Food: \$300  
**TOTAL: \$3,700**

This doesn't include the cost of the bike itself or the many training days (at ~\$2,250 each) needed to stay competitive. Your partnership directly covers these essential costs and keeps me in the fight.



# SPONSORSHIP TIERS

**1**

**RACE WEEKEND TITLE PARTNER (PER-RACE)**

**2**

**SEASON-LONG PARTNERS**

Level 1: Major Season Partner

Level 2: Paddock Partner

Level 3: Associate Partner

Level 4: Team Supporter

**3**

**PRODUCT & SERVICE PARTNERS (In-Kind)**



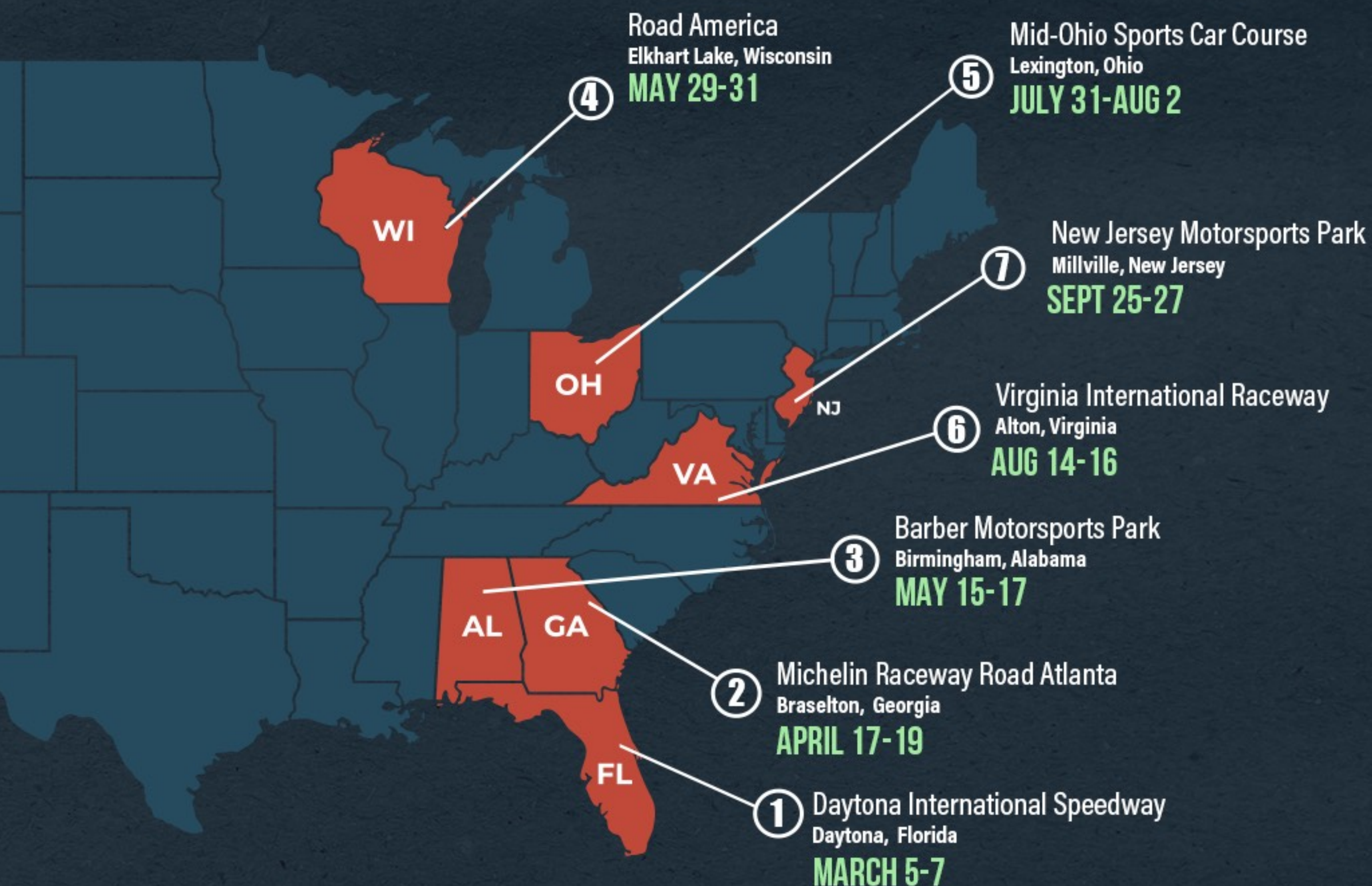


# RACE WEEKEND TITLE PARTNER

PER MOTO  
AMERICA RACE

You become the Title Partner for a full Moto America race weekend. Your brand is the team for that event. This package covers all my major costs for that single weekend.

- 1: MARCH 5-7** Daytona International Speedway  
Daytona, Florida **\$17,000**
- 2: APRIL 17-19** Michelin Raceway Road Atlanta  
Braselton, Georgia **\$12,000**
- 3: MAY 15-17** Barber Motorsports Park  
Birmingham, Alabama **\$12,000**
- 4: MAY 29-31** Road America  
Elkhart Lake, Wisconsin **\$12,000**
- 5: JULY 31-AUG 2** Mid-Ohio Sports Car Course  
Lexington, Ohio **\$12,000**
- 6: AUG 14-16** Virginia International Raceway  
Alton, Virginia **\$12,000**
- 7: SEPT 25-27** New Jersey Motorsports Park  
Millville, New Jersey **\$12,000**







All about your brand. Exclusive, One-race package \$12,000-\$17,000

# RACE WEEKEND TITLE PARTNER | VALUES

- "Title" Naming for the race weekend (e.g., Victory Racing, powered by Your Brand, at Daytona")
- Primary logo placement on the motorcycle, race suit, and helmet  
After MA race weekend, a smaller logo will be on all for a full season
- Primary large logo and graphic will be on our website, crew uniforms, jacket, hat, table cover and grid umbrella
- Crew uniform, hat, umbrella and jacket at request
- Free give-away stickers with your brand logo at Moto America
- Multiple, dedicated social media posts before, during, and after your sponsored race, managed by our social manager
- Create custom User-Generated Content (UGC) for you to use on your brand's social media channels at request
- High-Quality Content of photos and video clips for you to use
- A "Thank You" mention in any MotoAmerica interviews and media
- VIP Paddock Passes for you and your guests at your sponsored race

We are open to any requests or ideas. We can make it work!



# SEASON-LONG PARTNERS

These packages are for businesses that want to build a partnership with me and have their brand represented for the entire race season.

## 1: MAJOR SEASON PARTNER (\$10,000)

The highest level of season-long support, offering prominent, high-visibility branding at every track we visit.

## 2: PADDOCK PARTNER (\$6,500~)

A powerful mid-level option that gives you fantastic visibility on the bike and suit for the full season.

## 3: ASSOCIATE PARTNER (\$2,500~)

This is a fantastic way to get your logo on the bike and be a key part of the team for the full season.

## 4: TEAM SUPPORTER (\$500 - \$1,000~)

Join the community and support the effort. This new tier is essential and proves your business believes in this journey.

## PRODUCT & SERVICE PARTNERS (In-Kind)

A partnership doesn't have to be cash. We have significant needs for travel, food, bike prep, and equipment. We will happily treat your contribution of products or services (like hotel rooms, restaurant gift cards, fuel, parts, or vinyl wrap services) as a full partnership.

We will work with you to match the value of your contribution to the benefits of a cash tier. (e.g., \$2,500 in-kind value receives all the benefits of the Associate Season Partner).





# SEASON-LONG PARTNERS | VALUES

## 1 MAJOR SEASON PARTNER \$10,000

- Secondary size logos on suits, helmets, bikes, and trailer(s)
- Secondary size logos on a rider apparel (crew shirts and/or tshirts)
- Monthly social media features
- High-Quality Content: We provide photos for you to use on your social media channels
- Tagged in all social media
- Podium and media mention
- Crew uniform and hat at request

## 2 PADDOCK PARTNER \$6,500

- Medium size logos on suits, helmets, bikes, and trailer(s)
- Medium size logos on a rider apparel (crew shirts and/or tshirts)
- 5 social media feature
- Tagged in all social media
- Team t-shirts or hat at request
- Podium and media mention

## 3 ASSOCIATE PARTNER \$2,500

- Small size logos on suits, helmets, and bikes
- Small size logos on a rider apparel (crew shirts and/or tshirts)
- 3 social media feature
- Tagged in all social media
- Team t-shirts
- Podium and media mention

## 4 TEAM SUPPORTER \$500-\$1,000

- Small size logo on helmet and bike
- Podium and media mention
- A social media feature





# RACING SCHEDULE YEAR-ROUND EXPOSURE

Beyond the national MotoAmerica rounds, we maintain a rigorous racing and training schedule year-round. This ensures your brand is constantly visible on the bike, the trailer, and our social media channels across the Western United States.



## Chuckwalla Valley Motorcycle Association

### LOCATION

Chuckwalla Valley Raceway  
(CA)

### SCHEDULE

October to April



## California Roadrace Association

### LOCATION

Buttonwillow & Willow  
Springs-Big Willow (CA)  
Podium Club (AZ)

### SCHEDULE

January to August



## Utah Superbike Association

### LOCATION

Utah Motorsports Campus  
(UT)

### SCHEDULE

March to September

## Training & Development

### LOCATION

Adams Motorsports (CA)  
Podium Club (AZ)  
Thunderhill Raceway (CA)

### ADDITIONAL TRACKS

Nevada, New Mexico,  
Northern California,  
Washington and more



# MEET YOUR MARKETING TEAM

# A RACING COUPLE

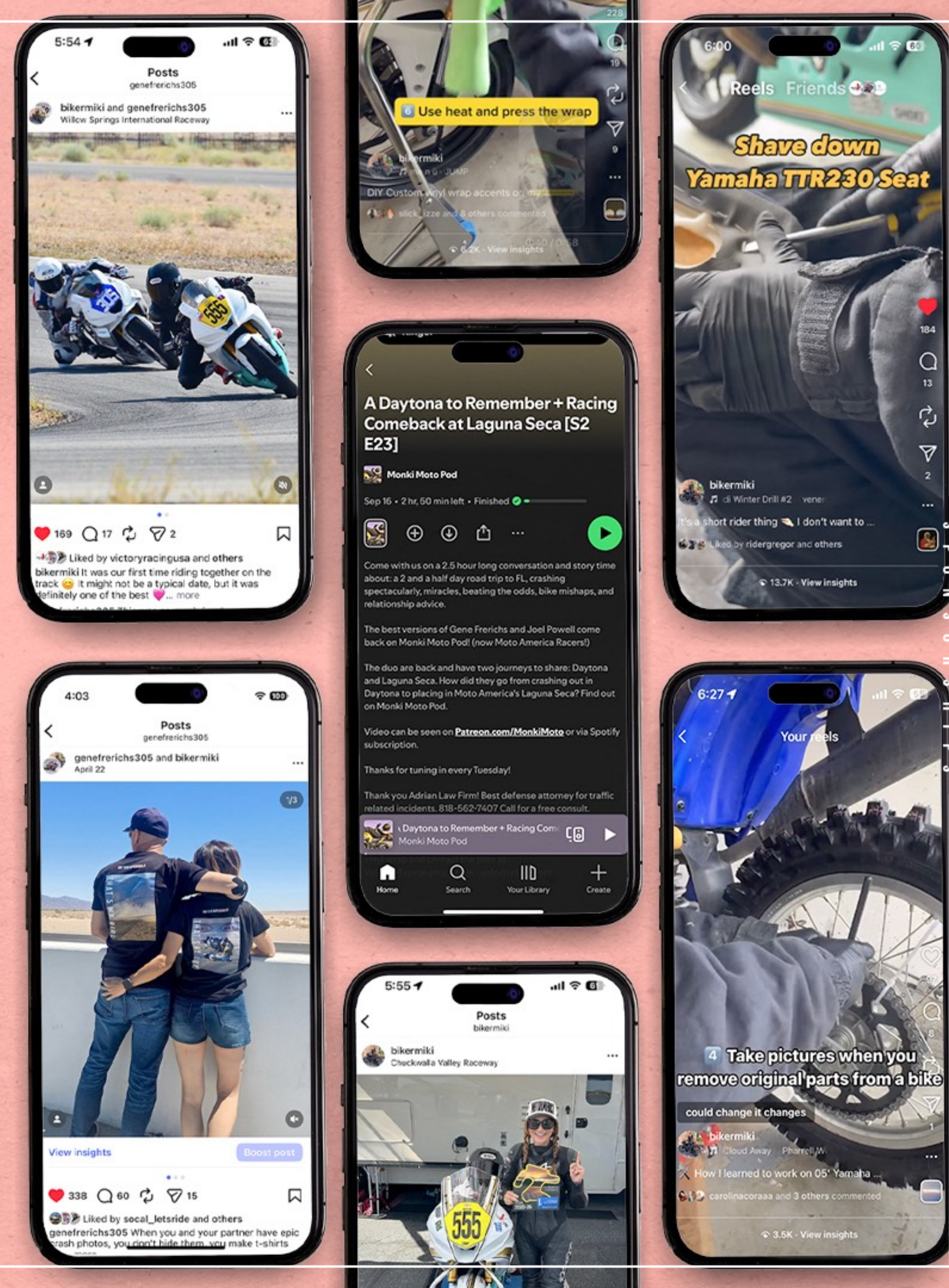
# DEDICATED TO YOUR SUCCESS

When you partner with me, you gain a unique marketing advantage that no other rider can offer: a middle-aged racing couple ready to promote your business!

My partner, an accomplished club racer herself, serves as our team's communications & social media Manager. Together, we bring a combined authentic reach of over 20,000 followers across Instagram and other platforms. She is already a trusted brand ambassador for top industry names like Shoei, HelmetHouse, Cardo, Sena, Quadlock, The LongRide, Alpinestars, and REV'IT.

We have previously produced technical tutorials and bike maintenance content that performed well. We plan to expand this educational series, seamlessly integrating your logo and products into videos that provide real value to viewers.

Also, we are ready to create authentic User-Generated Content (UGC) for your brand, telling a powerful, relatable story that connects with a mature audience at request.



SPONSORSHIPS

GENE FRERICHS 305



# CHANGE TO WIN

1 LUCKY FAN AND 1 GUEST WILL RECEIVE  
**ALL EXPENSE PAID TRIP**  
**TO ANY MOTOAMERICA**  
ROUND OF THEIR CHOICE

Check the [@GF305 Instagram](#) post or  
the Victory Racing website for more  
details on how to enter, the giveaway  
period, and winner selection/notification.

- \* Entrants are 18 years and older
- \* Restricted to US residents
- \* No purchase necessary
- \* Check the original post and website for the official rules and terms & conditions



## WINNER WILL RECEIVE:

### 1: All-Expense-Paid Trip

An all-expense-paid trip to a MotoAmerica event of your choice, covering airfare, rental car, hotel, VIP credentials, a gas card, and \$500 cash.

### 2: Official Team Gear

A full set of team gear from Victory Racing.

### 3: Exclusive VIP Access

Full VIP access to Victory Racing, including garage/pit/hotpit access, and opportunities to assist the team (e.g., removing tire warmers, pit board assistance).

### 4: Complete Media Package

Access to all media created at the event (videos, photos, social media content).

### 5: VIP Track Tour

A VIP tour of the track facilities, including a track walk after racing (Friday or Saturday).



# THANK YOU!!



We understand the importance and value of creating great relationships with our business sponsors. All sponsorship programs can be customized to meet your specific marketing budget and advertising needs.

Sponsoring us means you're not just getting a logo on a bike. You're connecting with a story, one of grit, passion, and good vibes. We would love to have you in our team!

Thank you for your consideration.

To discuss a partnership, please contact

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(714) 337-5441

 [@genefrerichs305](https://www.instagram.com/genefrerichs305)

## BE THE IMPOSSIBLE