







**GARIMA** is an agency which specializes in evolution and business consulting, created by people with twenty years of experience.

Our company is focused on following the client's needs and creating individual projects dedicated for them.

Our communication philosophy is divided into three macro groups: dynamic, image creation, Business to Business

## DYNAMICS

As the owner of the national championship team, we have been growing rapidly since 2007, which has made us an officially supported team by Kawasaki in 2015 and then in 2019 in the new 300 Supersport category.

Evolution and progressism are in our DNA



2007



2015



2021

For past 8 years GARIMA team have entrenched their own position and became an major partner.






Over the years, we have developed partnerships, building a network of contacts with major teams and organizations including MotoGP and Formula 1,




We have many years of experience in organizing sport events for teams, related to sponsorship, both in MotoGP and SBK..



**Brindate alla salute della vostra moto.**




www.circuitigioielli.com



Stainless steel bracelet with SSK logo in red gold 18K


Sport jewelry brand


tel/fax +39 021 42 9995



Stainless steel bracelet with Mariposa circuit in gold 18K

Asian circuit steel pendant





F1 logo pendant in silver 925

www.circuitigioielli.com

WWW.ORION-ITALIA.COM

# ALUMINIUM SERIES

NUOVO RETROVISORE PER NAKED  
RIVAVATO DAL PIENO

PRODOTTO IN ITALIA - ORION S.p.A.  
MADE IN ITALY - ORION S.p.A.

**ORION**  
THE ORIGINAL ALUMINIUM



## IMAGE CREATION

GARIMA is a solid partner experienced in all promotional activities directly related to the image of the company or product.

We are still developing by following current trends therefore our exhibition stands creating services are on the highest level.



We also have experience in creating personalized clothing and gadgets customized individually to the company's image. We help to determine the target group that will use these products in such a way that it becomes widely used, concurrently creating a connection between the company and the customer.

Thanks to many years of experience in this industry, we can work with both standard products and customized product, whether it's a gadget or clothing.

## BUSINESS TO BUSINESS

The key to success is relationships and familiarity with major market entrants.

**GARIMA** is one of the main players in this regard, thanks to its knowledge of different markets and its connections with major assets.

Thanks to our experience and many contacts, we enable cooperation with companies interested in searching for new customers and suppliers and opening new markets.

GARIMA is positioned to be your partner  
for your business



PASSION AND TALENT

# 2023 MotoGP Calendar



 **01** | PORTUGUESE GP  
Autódromo Internacional do Algarve | 24th  
25th  
26th  
**MAR**

 **02** | ARGENTINA GP  
Termas de Río Hondo | 31th  
01st  
02nd  
**APR**

 **03** | AMERICAS GP  
Circuit Of The Americas | 14th  
15th  
16th  
**APR**

 **04** | SPANISH GP  
Circuito De Jerez Angel Nieto | 28th  
29th  
30th  
**APR**

 **05** | FRENCH GP  
Circuit Du Le Mans | 12th  
13th  
14th  
**MAY**

 **06** | ITALIAN GP  
Autodromo Internazionale Del Mugello | 09th  
10th  
11th  
**JUN**

 **07** | GERMAN GP  
Sachsenring | 16th  
17th  
18th  
**JUN**

 **08** | DUTCH GP  
TT Circuit Assen | 23rd  
24th  
25th  
**JUN**

 **09** | KAZAKHSTAN GP  
Sokol International Racetrack | 07th  
08th  
09th  
**JUL**

 **10** | BRITISH GP  
Silverstone Circuit | 04th  
05th  
06th  
**AUG**

 **11** | AUSTRIAN GP  
Red Bull Ring - Spielberg | 18th  
19th  
20th  
**AUG**

 **12** | CATALAN GP  
Circuit De Barcelona Catalunya | 01st  
02nd  
03rd  
**SEP**


 **13** | SAN MARINO GP  
Misano World Circuit Marco Simoncelli | 08th  
09th  
10th  
**SEP**

 **14** | INDIAN GP  
Buddh International Circuit | 22nd  
23rd  
24th  
**SEP**

 **15** | JAPANESE GP  
Mobility Resort Motegi | 29th  
30th  
01st  
**OCT**

 **16** | INDONESIAN GP  
Pertamina Mandalika Circuit | 13th  
14th  
15th  
**OCT**

 **17** | AUSTRALIAN GP  
Autódromo Internacional do Algarve | 20th  
21st  
22nd  
**OCT**

 **18** | THAI GP  
Chang International Circuit | 27th  
28th  
29th  
**OCT**

 **19** | MALAYSIAN GP  
Sepang International Circuit | 10th  
11th  
12th  
**NOV**

 **20** | QATAR GP  
Lusail International Circuit | 17th  
18th  
19th  
**NOV**

 **21** | VALENCIA GP  
Circuit Ricardo Tormo | 24th  
25th  
26th  
**NOV**



## TV

EVENTS: 21  
CHANNELS: 64  
TV LIVE COUNTRIES REACHED: MORE THAN 200  
BROADCASTED HOURS: 32.864  
BROADCASTED LIVE HOURS: MORE THAN 15.000  
HOMES REACHED: 450.000.000  
AVERAGE RACES WATCHED BY TARGET: 14

## TRACK

TRACK SPECTATORS: 2.900.000  
TARGET ON TRACK: MEN 72 % - WOMAN 28%  
AGE TARGET ON TRACK: 70% LESS THAN 35 YEARS OLD  
PRODUCT BOUGHT DUE TO SPONSORING: 70%  
WILL TEND TO CHOOSE A MOTOGP BRAND: 78%  
SPONSOR ROI: 6,2  
COME BACK THE NEXT YEAR: 95%

## TV AUDIENCE

MORE THAN  
**200**  
COUNTRIES RECEIVING LIVE TV SIGNAL

**32,864**  
BROADCASTED HOURS

MORE THAN  
**9,000**  
MEDIA REPRESENTATIVES  
AVERAGE OF 469 PER GP  
40% ARE TV PERSONNEL

**450**  
MILLION HOMES  
REACHED

**65** COUNTRIES REPRESENTED  
BY MEDIA PERSONNEL:  
31 TV STATIONS  
8 INTERNATIONAL PHOTO AGENCIES  
AND 10 NATIONAL AGENCIES FROM 11  
DIFFERENT NATIONALITIES

## TV VIEWERS PROFILE

MEN  
**80%**

WOMEN  
**20%**



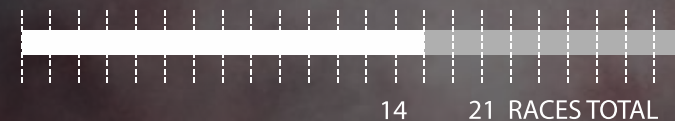
AVERAGE YEARS FOLLOWING MOTOGP  
42% HAVE BEEN FOLLOWING  
MOTOGP IN THE LAST **2-5**  
YEARS

**65%**  
TV VIEWERS LESS  
THAN 35 YEARS OLD



**70%**  
WATCH THE RACES WITH FRIENDS  
AND FAMILY

AVERAGE RACES WATCHED ON TV  
THROUGHOUT THE SEASON





# SPECTATORS AT THE CIRCUIT PROFILE

Studies carried out at Grand Prix circuits around the world show significant loyalty to the MotoGP™ brand. On average, MotoGP™ fans come in a group of three, with 60% arriving by car, 26% by public transport and 15% by motorcycle. The average distance they travel to an event is 270km. The statistics also speak heavily in the sponsors' favour, with 78% of fans tending to choose a brand because of its association with MotoGP™, and 95% of the public attending a race on site at the circuit would repeat the experience.



On average, they come to the circuit in a group of 4



75% of spectators at the track are less than 35 years old



95% of the public attending events, would repeat the experience



72%  
MALE



28%  
FEMALE



78% would tend to choose a brand because they associate it with MotoGP

The MotoGP audience assess the experience as  
**8.8/10**

Source: CSM International GmbH, Nielsen Sports & DEP Institut

# SPECTATORS AT THE CIRCUIT

immagine sfumata gente  
MORE THAN **2.900.000**

# AUDIENCE AND PLATFORMS



**12,3B**  
IMPRESSIONS



**3,5B**  
VIDEO VIEWS



**2,4B**  
MINUTES VIEWED



**480M**  
ENGAGEMENT



17,1M FOLLOWERS



11,9M FOLLOWERS



4,5M SUBSCRIBERS



2,9M FOLLOWERS



1,2M FOLLOWERS



## SOCIAL MEDIA PROFILE

The MotoGP™ Championship appeals to a young audience, with 60% of fans on MotoGP™ Social Media under the age of 35. In addition, 43% have been following the sport two to five years, showing newcomers and younger viewers are growing in number. These factors are key to the Championship's appeal for advertisers, broadcasters and sponsors.

70% watch Grands Prix on television alongside friends and family, meaning it is a shared experience for most viewers. In addition, 75% of those who watch MotoGP™ on television say they would tend to choose a brand because they associate it with the sport. This proven statistic is essential for MotoGP™'s commercial partners.

Regarding content consumption, 70% of the MotoGP™ audience accesses MotoGP™ content through digital channels, including websites and social media, and 43% do so through social MotoGP™ channels. The main show for the public is the races, and 84% of people chiefly watch races LIVE.



MORE THAN  
**59%**

OF MOTOGP™ SOCIAL MEDIA FOLLOWERS  
ARE BETWEEN 18-34 YEARS OLD

## MEDIA DATA



More than 10,000 media accreditations have been issued during the 2022 MotoGP season, which consist of 21 GPs



More than 400 reporters and photographers per season representing 147 websites from 21 countries



Media representatives from 65 countries attended MotoGP events during the 2022 season (an average of 37 different countries per GP)



More than 4000 TV personnel  
More than 1800 TV journalists  
More than 2260 production staff



More than 4800 journalists and photographers per season from 56 countries



More than 260 radio reporters per season, representing 92 radio stations from 17 countries



# TOTAL BRANDING EXPOSURE VALUE



TOTAL BROADCAST TIME MONITORED

24 HRS, 27 MINS, 09 SECS

TOTAL NUMBER OF TEAMS MONITORED

17

TOTAL NUMBER OF BRANDS MONITORED

MORE THAN 190

TOTAL VALUE OF BRANDING EXPOSURE

170.000.000 €







TOSCANA

MugelloCircuit

















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