







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.

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www.orion-italia.com

ALUMINIUM SERIES

NUOVO RETROVISORE PERI NAKED
RICAVATO DAL PIENO

ALLICCIATO IN DIVERSE COLORAZIONI
MADE IN ITALY - DESIGN REGISTRATO

ORION
DESIGN & PRODUCTION



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



2024 MotoGP Calendar



	01	QATAR GP Lusail International Circuit	08 th 09 th 10 th APR
	02	PORTUGUESE GP Autódromo Internacional do Algarve	22 nd 23 rd 24 th APR
	03	AMERICAS GP Circuit Of The Americas	12 th 13 th 14 th APR
	04	SPANISH GP Circuito De Jerez Angel Nieto	26 th 27 th 28 th APR
	05	FRENCH GP Circuit Du Le Mans	10 th 11 th 12 th MAY
	06	CATALAN GP Circuit De Barcelona Catalunya	24 th 25 th 26 th MAY
	07	ITALIAN GP Autodromo Internazionale Del Mugello	31 st 01 st 02 nd JUN
	08	KAZAKHSTAN GP Sokol International Racetrack	14 th 15 th 16 th JUN
	09	DUTCH GP TT Circuit Assen	28 th 29 th 30 th JUN
	10	GERMAN GP Sachsenring	05 th 06 th 07 th JUL
	11	BRITISH GP Silverstone Circuit	02 nd 03 rd 04 th AUG
	12	AUSTRIAN GP Red Bull Ring - Spielberg	16 th 17 th 18 th AUG
	13	ARAGON GP Motorland Aragon	30 th 31 th 01 st SEP
	14	SAN MARINO GP Misano World Circuit Marco Simoncelli	06 th 07 th 08 th SEP
	15	INDIAN GP Buddh International Circuit	20 th 21 th 22 st SEP
	16	INDONESIAN GP Pertamina Mandalika Circuit	27 th 28 th 29 th SEP
	17	JAPANESE GP Mobility Resort Motegi	04 th 05 th 06 th OCT
	18	AUSTRALIAN GP Autódromo Internacional do Algarve	18 th 19 th 20 th OCT
	19	THAI GP Chang International Circuit	25 th 26 th 27 th OCT
	0	MALAYSIAN GP Sepang International Circuit	01 st 02 nd 03 rd NOV
	1	VALENCIA GP Circuit Ricardo Tormo	15 th 16 th 17 th 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

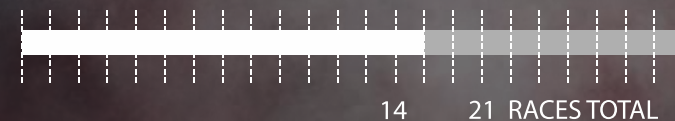
- 35 YEARS

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

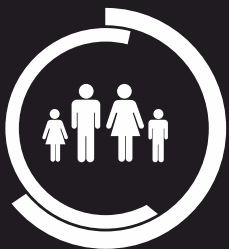


SOCIAL MEDIA PROFILE

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 €























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