



Portfolio & Sponsorship Proposal -2024

MotoGP Rider

**moto3™**

*Joel* **Kelso** **66**

# PROFILE



I'm Joel Kelso, and I was born in Nambour, Queensland, Australia. I spent the majority of my life growing up in Gympie. Here, I competed in local and professional model interstate, long, and dirt track races before relocating to Darwin with my mum (Nayelle) and sister (Courtney) to live with my Nan (Lyn).

Although we quickly settled into Darwin, it was tough as my mother is a single parent so I expected it would always be difficult to continue racing.

For the past five years, we have persisted with my career, initially thanks to my mechanic Jake from JDS Moto who prepared my bikes, my pop who travelled to race meetings in support of me, and of course, my mum who works seven days a week just to fund my team.

Despite all odds working against us, we have been hugely successful.

After riding his motorbike at the age of two through the inspiration of his sister, Joel quickly progressed and prevailed with a hugely successful background in motocross and dirt track racing. This led to a triumphant transition into road racing at the age of nine.

Joel won the 2017 Australian Moto3 Championship. He then progressed to the Campionato Italiano di Velocità (CIV) to race in the PreMoto3 class, finishing 7th with two podiums, and obtaining the Vallelunga lap record in 2018. In 2019, Joel joined the Leopard Junior team in the CIV Moto3 category, in which he succeeded with two podiums and a pole position.

Throughout 2020, Joel faced significant difficulties racing with the COVID 19 outbreak in Europe, particularly with it being his first year in the Junior World Championship. The year had some difficult points, as Joel needed time to adapt to all the new conditions, but he tried to overcome them with some remarkable performances.

2021 was one of the most successful years for Joel and the AGR Team. Together they achieved three victories and a pole position in the FIM CEV Repsol Moto3, finishing the season in 4th position. Joel also made his debut in the Moto3 World Championship at the German GP and participated twice more times in the Moto3 class during the year.

In 2022, he signed with the CIP Green Power Team for his first full season as a permanent rider in the Moto3 World Championship. For 2023, Joel continued in the Moto3 World Championship with the CF Moto Racing Prüstel GP Team. Entering the 2024 season Joel has been contracted by BOE Motorsports S.L.U, a hugely successful team that has lots of experience in the world championship and will provide him a good platform to perform at his best.



# CAREER

Joel Kelso currently competes in the fiercely competitive Moto3 World Championship where the brightest motorcycling talents from across the globe come together to battle for glory. Heralded by many within the racing industry as one of Australia's brightest prospects, Joel has enjoyed championship and race victories throughout his career, and is quickly becoming a well-known name in the MotoGP paddock. With 5 front row starts and a maiden podium at the Australian GP, along with all the previous achievements over the years, Joel has laid the foundations for 2024 to be his best season yet in the Moto3 World Championship riding for the Boe Motorsport Team.



# CAREER HIGHLIGHTS



## 2010 – 2012

- 7x Australian Dirt Championships
- 15 State Dirt Championships

## 2013-2016

- 9x Australian Road Championships
- 14x State Road Championships

## 2017

- 1x Australian Moto3 Championship

## 2018

- CIV Mugello Race 1 – PreMoto3 – P2
- CIV Mugello Race 2 – PreMoto3 – P3
- CIV Moto3 Championship – P7

## 2019

- FIM CEV ETC Wildcard Jerez – P12
- FIM CEV ETC Wildcard Jerez – P11
- FIM CEV ETC Wildcard Albacete – P7
- FIM CEV ETC Wildcard Valencia – P5
- FIM CEV ETC Championship – P7 (4 races)

## 2020

- FIM Junior World Championship Jerez Race 2 – P12
- FIM Junior World Championship Race 3 – P14

## 2021

- FIM Junior World Championship Portimao – P1 + Pole Position
- FIM Junior World Championship Misano – P1
- FIM Junior World Championship Valencia – P1
- FIM Junior World Championship standings – P4

## 2022

- Moto3 World Championship Best Qualifying Result – P5
- Moto3 World Championship Best Race Result – P8 (Australian GP)
- Moto3 World Championship Top10 Results – x4

## 2023

- Moto3 World Championship Front Row Starts – x5
- Moto3 World Championship Best Qualifying Result – P2
- Moto3 World Championship Best Race Result - P3

*Joel* **Kelso 66**



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# JK66 in the media

**Aussie Moto3 ace earns new deal for 2024**

HOME ▶ MOTOSPORT ▶ MOTO-GP

**Aussie Moto3 ace earns new deal for 2024**

LAST LAP

1	Jorge Martin	89
2	Joan Mir	5
3	Franco Morbidelli	1
4	João Pedro Gonçalves	49
5	Bruno Martínez	33
6	Marco Bezzecchi	
7	Tommy Searle	43
8	Alessio Salucci	4
9	Alvaro Martínez	23
10	Eduardo Pérez Companc	23
11	Marcos González	22
12	Marcelo Zárate	10
13	Mohamed Al-Balooshi	88

FOX SPORTS 506 HD LIVE

**MotoGP** Follow  
Suggested for you · 4 d ·  
Making the fans proud on home turf 🇦🇺

The Australian flag is back on the Moto3 podium for the first time since 2014! Well done, Joel Kelso! 🎉

#AustralianGP 🇦🇺

TORQUECAFE NETWORKCAFE CAREERS/JOBS BUY/SELL

speedcafe. NEWS CALENDAR RESULTS FEATURES PHOTOS MEDIA MOTORBIKE

**MotoGP™ FANTASY**

Grandstand Ticket

You can win a GoPro HERO12 Black and two Grandstand Tickets

## Australia's Joel Kelso joins CIP Green Power for 2022

16:24

EVERYTHING MOTO RACING PODCAST

SPECIAL GUEST: JOEL KELSO

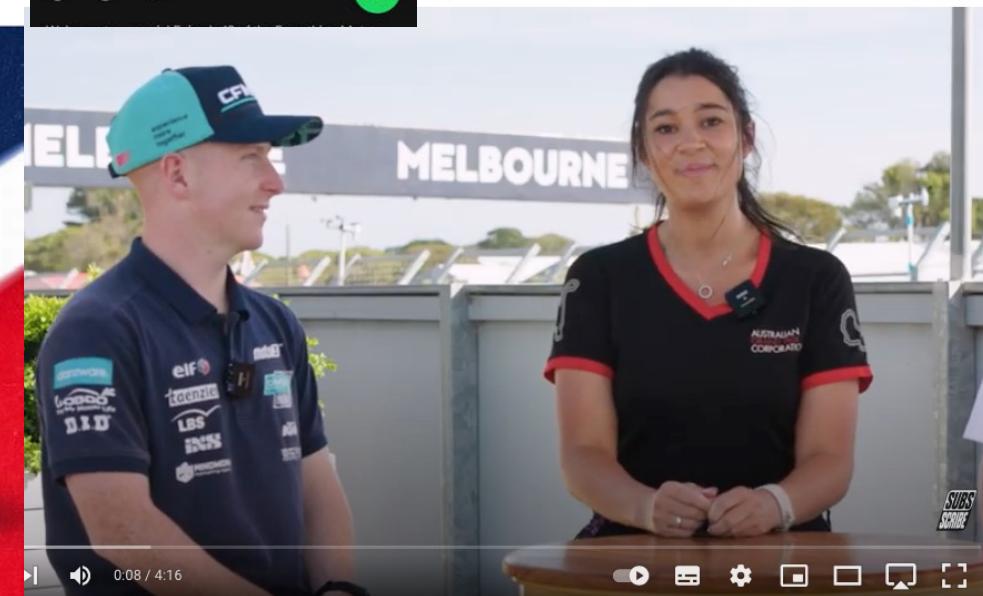
EMR Podcast #18 - Joel Kelso: Moving to Europe, Winning in the CEV and making his Moto3 debut!

Everything Moto Racing

19 Jul 2021 • 1 hr, 24 min.



ace winner will line up



**Kelso secures 2024 Moto3 seat**

By Ruth Lee  
Sunday 22nd October, 2023 - 8:18am

**BOĒ MOTOSPORTS** **LS2 HELMETS**

JOEL KELSO

1ST AUSTRALIAN RIDER ON THE PODIUM IN Moto3 SINCE JACK MILLER AT VALENCIA IN 2014

6.4k 129 comments 116 shares

Moto3 racer, with Australia's Joel Kelso

Subscribe

Joel Kelso 66

# JK66 Social Media

SCAN ME



**Photos**

See All Photos

Joel Kelso Racing  
Published by Joel Ricky Kelso · 4 d ·

Breaking news !!!!



BOE Motorsports

4 d

NEWS !!

Joel Kelso to complete BOE Motorsports line-up in 2024 🎉

The Australian rider joins the Spanish team and will partner David Muñoz next season 🇦🇺

401K

12:00

joelkelso66

Following Message Email

Manage

OFFICIAL MERCHANDISE RANGE

INSTAGRAM I've dreamt of this moment over and over again. What a way to...

INSTAGRAM Race one, p37 to p11 !! Unfortunately due to a mecha

Posts List view Grid view

Joel Kelso Racing Reels - 22 Oct

d032tnA9UuBR51QwQkFwJ6N5c2u2DDVtaALYg9arrVfgh.bep1g239r6Rymcn7XX7xI&id=100056657

Home Search Create Post Notifications

Joel Kelso Racing

Manage Facebook Page | Go to Instagram

12:03

Post insights

Monday, 27 March 2023 at 07:45

88.8K 3.2K 664 61

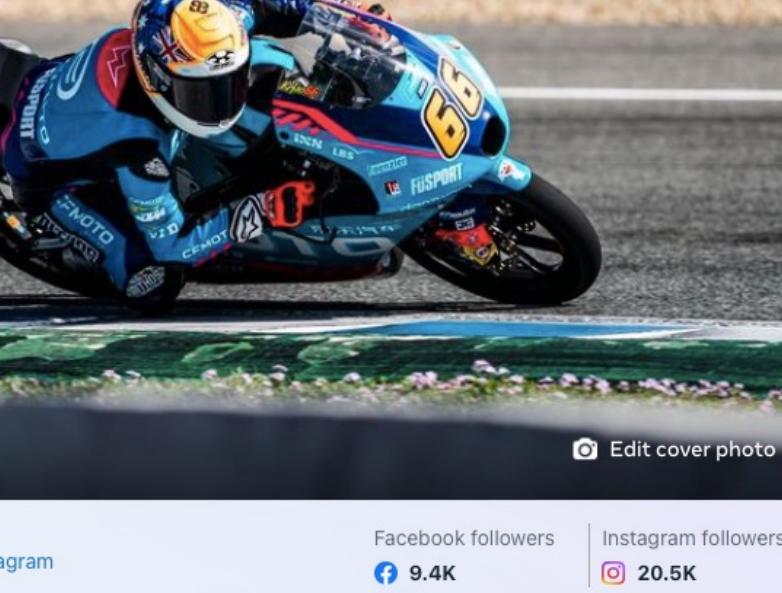
Overview

Reach	88,766
Impressions	94,338
Post reactions, comments and shares	3,934
Total clicks	9.873

Edit cover photo

Facebook followers 9.4K

Instagram followers 20.5K



# JK66 Audience Demographic

## Current audience

Facebook followers 9,435 Instagram followers 20.5K

Age & gender

Men 82%  
Women 17%

Age Group	Percentage
18-24	6.1%
25-34	14.6%
35-44	22.2%
45-54	27.9%
55-64	20.7%
65+	8.5%

Top towns/cities  
Melbourne, VIC, Australia 11.5%

## Current audience

Facebook followers 9,435 Instagram followers 20.5K

Age & gender

Men 68%  
Women 31%

Age Group	Percentage
18-24	28.1%
25-34	35.5%
35-44	20.2%
45-54	10.2%
55-64	4.2%
65+	1.8%

Top towns/cities  
Jakarta, Indonesia 6.0%

## Insights

Create ad

Lifetime

Messaging Trends Content Audience

Set your business goals and track the progress directly on Meta Business Suite.

Set a goal

Current audience

Facebook followers 9.44K Instagram followers 20.5K

Estimated audience size  
19M-22M

# Brand Ambassador



Joel Kelso has been entrusted to represent iconic Australian and Global brands.

His professional, but approachable nature, has attracted the confidence of leading brands such as CF MOTO, Kabuto & Alpinestars.





R.O.I  
through  
activations

Brand  
Visibility

Social Media  
Promotion

Personal  
Endorsements

Media  
Exposure

Targeted  
Brand  
Awareness

Event  
Participation

## Providing Value

- JK66 Exclusivity
- On-Site Signage
- Right to JK66 Licence and Logo
- Right to Property Content For Digital And Other Uses
- Presence In Digital/Social/Mobile Media
- Access to JK66 Audience/Fan
- Tickets And Hospitality
- Right to Promote Co-branded Products/Services through JK66
- JK66 IP Materials
- Access to JK66 Mailing List

## Reaching Objectives

- Create Brand Awareness/Visibility
- Increase Brand Loyalty
- Showcase Community/Social Responsibility
- Change/Reinforce Image
- Entertain Clients/Prospects
- Access Platform For Experiential Branding
- Obtain/Develop Content To Use In Digital, Social And Other Media
- Capture Database/Lead Generation
- Access JK66 Audience Data
- Stimulate Sales/Trial/Usage

## Vehicle for Success

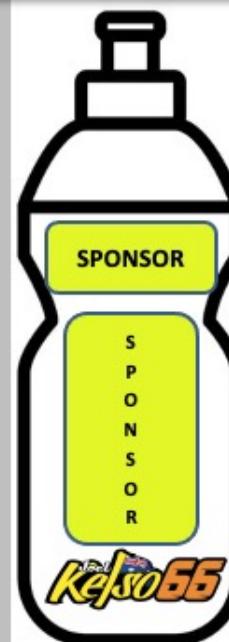
- Social Media
- On-Site Interactions
- Public Relations
- Internal Communications
- Hospitality
- Digital/Mobile Promotions
- Traditional Advertising (magazines)
- Business To Business
- Sales Promotion Offers
- Direct marketing

<b>Brand Visibility</b>	<ul style="list-style-type: none"><li>• Bike</li><li>• Leathers</li><li>• Helmet</li><li>• Garage Walls</li><li>• Grid Bottle</li><li>• Personal Items</li></ul>
<b>Personal Endorsements</b>	<ul style="list-style-type: none"><li>• Provide Interviews, Testimonials and Collaborations</li><li>• Influence followers purchasing decisions</li></ul>
<b>Community Engagement</b>	<ul style="list-style-type: none"><li>• Available to assist with fundraisers</li><li>• Safety Awareness Campaigns</li><li>• Share specific messages</li><li>• Positive association with brand initiatives</li></ul>
<b>Event Participation</b>	<ul style="list-style-type: none"><li>• Races</li><li>• Exhibitions</li><li>• Training Activities</li><li>• Event Launches/Media Activations</li></ul>
<b>Media Exposure</b>	<ul style="list-style-type: none"><li>• Live Global TV Audience</li><li>• Live Interviews</li><li>• Press Conferences</li><li>• Features</li><li>• Magazines</li><li>• Podcasts</li><li>• Website Articles</li></ul>
<b>Social Media Exposure</b>	<ul style="list-style-type: none"><li>• Instagram 20.6K Followers with annual reach of 3.9M</li><li>• Facebook 9.3K Followers with annual reach of 1.3M</li><li>• Race Report Email After Every Event</li><li>• Website</li><li>• Generating awareness and driving traffic to sponsor's online platforms</li></ul>

# Brand Visibility – Bike 2024



# Brand Visibility – Leathers & Helmet



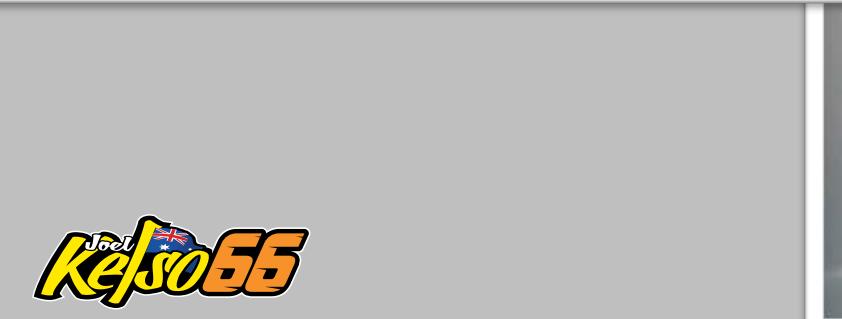
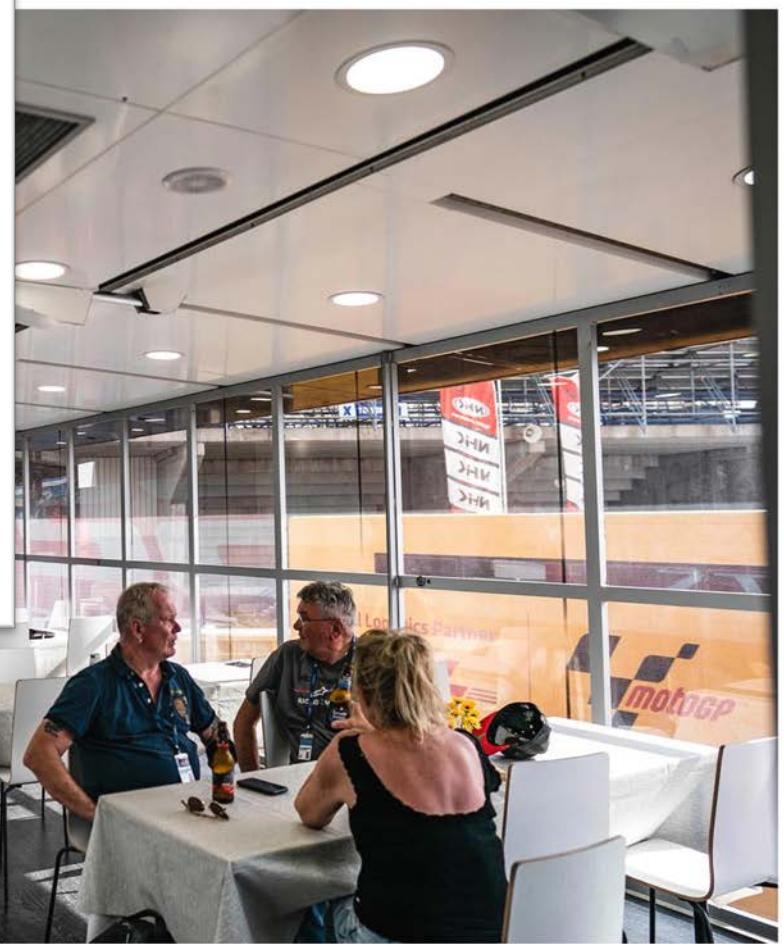
# Brand Visibility – Garage Walls



SILVER	<b>KTM</b>		<b>KTM</b>	SILVER
GOLD	PLATINUM	<b>BOE</b> MOTORSPORTS	PLATINUM	GOLD
	<b>LS2</b> HELMETS		<b>LS2</b> HELMETS	
<b>BOE</b> MOTORSPORTS	PLATINUM	<b>moto3</b>	PLATINUM	<b>BOE</b> MOTORSPORTS
GOLD	<b>LS2</b> HELMETS	<b>BOE</b> MOTORSPORTS	<b>LS2</b> HELMETS	GOLD
SILVER	<b>KTM</b>		<b>KTM</b>	SILVER



# Hospitality



*Joel*  
**Kelso 66**



# Moto3 World Championship

## 2024 MotoGP™ CALENDAR

PROVISIONAL

1 QATAR GP 8 <sup>th</sup> MAR - 10 <sup>th</sup> MAR LUSAIL INTERNATIONAL CIRCUIT	7 CATALAN GP 24 <sup>th</sup> MAY - 26 <sup>th</sup> MAY CIRCUIT DE BARCELONA - CATALUNYA	13 AUSTRIAN GP 16 <sup>th</sup> AUG - 18 <sup>th</sup> AUG RED BULL RING - SPIELBERG	19 AUSTRALIAN GP 18 <sup>th</sup> OCT - 20 <sup>th</sup> OCT PHILLIP ISLAND
2 PORTUGUESE GP 22 <sup>nd</sup> MAR - 24 <sup>th</sup> MAR AUTÓDROMO INTERNACIONAL DO ALGARVE	8 ITALIAN GP 31 <sup>st</sup> MAY - 2 <sup>nd</sup> JUN AUTODRÓMOS INTERNACIONAIS DEL MUGELLO	14 ARAGON GP 30 <sup>th</sup> AUG - 1 <sup>st</sup> SEP MOTORLAND ARAGÓN	20 THAI GP 25 <sup>th</sup> OCT - 27 <sup>th</sup> OCT CHIANG INTERNATIONAL CIRCUIT
3 ARGENTINA GP 5 <sup>th</sup> APR - 7 <sup>th</sup> APR TERMAS DE RÍO HONDO	9 KAZAKHSTAN GP 14 <sup>th</sup> JUN - 16 <sup>th</sup> JUN SOKOL INTERNATIONAL RACETRACK	15 SAN MARINO GP 6 <sup>th</sup> SEP - 8 <sup>th</sup> SEP MISANO WORLD CIRCUIT MARCO SIMONCELLI	21 MALAYSIAN GP 1 <sup>st</sup> NOV - 3 <sup>rd</sup> NOV SEPANG INTERNATIONAL CIRCUIT
4 AMERICAS GP 12 <sup>th</sup> APR - 14 <sup>th</sup> APR CIRCUIT OF THE AMERICAS	10 DUTCH GP 28 <sup>th</sup> JUN - 30 <sup>th</sup> JUN TT CIRCUIT ASSEN	16 INDIAN GP 20 <sup>th</sup> SEP - 22 <sup>nd</sup> SEP BUDH INTERNATIONAL CIRCUIT	22 VALENCIA GP 15 <sup>th</sup> NOV - 17 <sup>th</sup> NOV CIRCUIT RICARDO TORMO
5 SPANISH GP 26 <sup>th</sup> APR - 28 <sup>th</sup> APR CIRCUITO DE JEREZ - ÁNGEL NIETO	11 GERMAN GP 5 <sup>th</sup> JUL - 7 <sup>th</sup> JUL SACHSENRING	17 INDONESIAN GP 27 <sup>th</sup> SEP - 29 <sup>th</sup> SEP PERTAMINA MANDALIKA INTERNATIONAL CIRCUIT	
6 FRENCH GP 10 <sup>th</sup> MAY - 12 <sup>th</sup> MAY LÉ MANS	12 BRITISH GP 2 <sup>nd</sup> AUG - 4 <sup>th</sup> AUG SILVERSTONE CIRCUIT	18 JAPANESE GP 4 <sup>th</sup> OCT - 6 <sup>th</sup> OCT MOBILITY RESORT MOTEGI	





# ROI - MotoGP



400 Million TV  
viewers globally

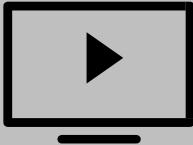
40 Million  
followers across  
all social media  
platforms

43% increase of  
YouTube  
subscribers to 5  
million

17.5 Million  
Facebook users  
follow MotoGP

34% increase of  
Instagram  
followers to 13  
Million

10% increase of  
Twitter followers  
to 3 Million



# MOTOGP MEDIA COVERAGE



## FOXSPORTS

- ✓ LIVE coverage of all Moto3 Practice sessions
- ✓ LIVE coverage of all Moto3 Qualifying sessions
- ✓ All 22 races televised LIVE
- ✓ All televised in HD and Ad break free
- ✓ 22 post race paddock shows with live interviews



## NETWORK 10

- ✓ LIVE coverage of all Moto3 Practice sessions at Australian Grand Prix
- ✓ LIVE coverage of all Moto3 Qualifying sessions Australian Grand Prix
- ✓ Australian Grand Prix race televised LIVE
- ✓ Televised in HD and Ad break free



## KAYO SPORTS

- ✓ LIVESTREAM of all Moto3 Practice sessions
- ✓ LIVESTREAM of all Moto3 Qualifying sessions
- ✓ LIVESTREAM of every Moto3 race
- ✓ Access to RaceView during LIVE championship
- ✓ Access to all doco's and features all available to stream

## INTERNATIONAL COVERAGE

Each round has the potential to reach 200 countries, 432M homes reached and 22,280 broadcast hours.

With a cumulative audience of 338M people and a live audience of 92M around the globe.

The total reach of MotoGP including social media, media, TV broadcasting and other forms of communication exceeds 6.7 Billion interactions last year.

## DIGITAL PLATFORMS



- ✓ Foxtel GO
- ✓ Foxtel Play



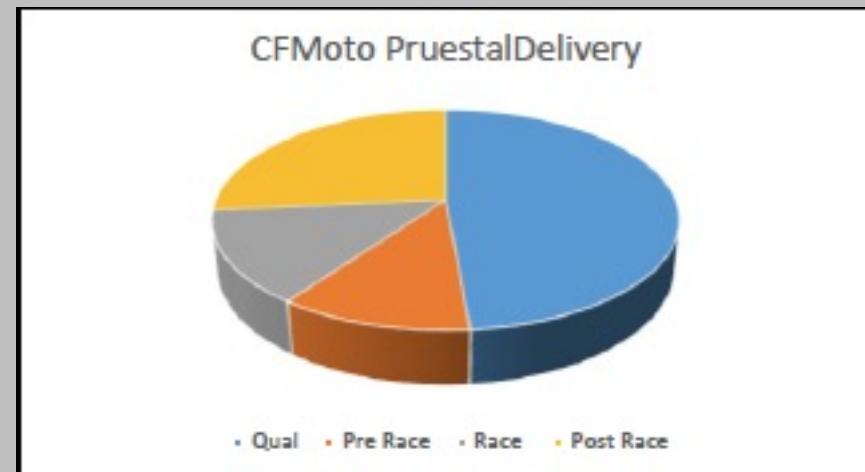
- ✓ MotoGP VideoPASS
- ✓ Access to EVERY race, qualifying and practice with over 45,000 videos available

# Broadcast Valuation – Australian GP (1 of 21 races)

Brand	Qualifying	Pre Race	Race	Post Race	Exposure Total	Value Euro	SoV
CFMoto	245	39	190	153	627	€ 200,813	26.90%
Elf	132	23	17	91	263	€ 84,233	11.28%
Pruestel	127	29	41	57	254	€ 81,350	10.90%
Japanese text	123	22	18	55	218	€ 69,820	9.35%
DID	72	23	15	59	169	€ 54,127	7.25%
Starbuck	85	23	20	36	164	€ 52,525	7.04%
LBS	96	25	3	39	163	€ 52,205	6.99%
Danzware	86	20	6	32	144	€ 46,120	6.18%
Taenzler	80	21	0	42	143	€ 45,800	6.13%
LOBOO	21	20	3	36	80	€ 25,622	3.43%
Sparkasse Chemnitz	36	12	0	15	63	€ 20,177	2.70%
Fusport	19	5	0	4	28	€ 8,968	1.20%
NLS	8	2	0	0	10	€ 3,203	0.43%
Insta 360	3	0	2	0	5	€ 1,601	0.21%
Brand 15	0	0	0	0	0	€ 0	0.00%
<b>Totals</b>	<b>1133</b>	<b>264</b>	<b>315</b>	<b>619</b>	<b>2331</b>	<b>€ 746,565</b>	<b>100.00%</b>
<b>Value Euro</b>	<b>€ 362,873</b>	<b>€ 84,553</b>	<b>€ 100,887</b>	<b>€ 198,251</b>			

All time values in seconds

Source: "Screen Presence & Branding Exposure Report"; ClearSightPartners LTD, 2023



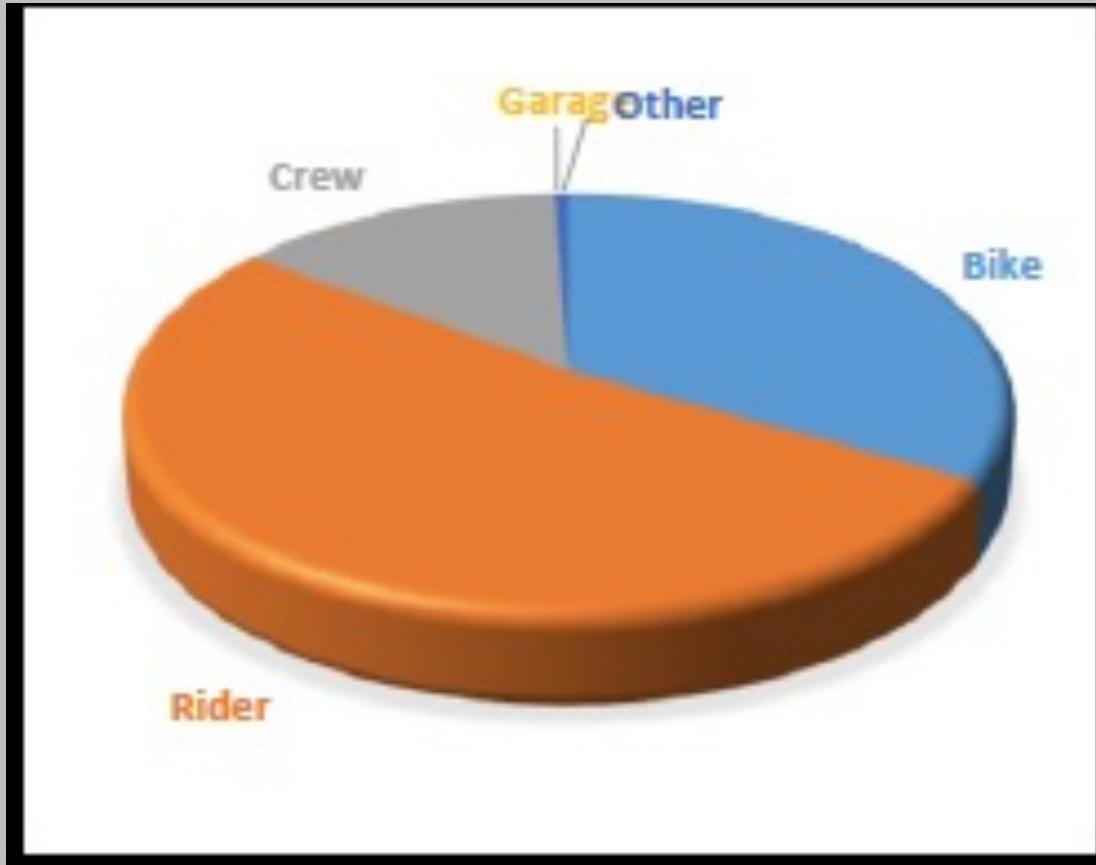
\*Report available after every round of MotoGP\*



# Broadcast Valuation – Australian GP (1 of 21 races)



# Broadcast Valuation – Australian GP (1 of 21 races)



The rider receives the biggest portion of TV Broadcast time, followed by the bike, crew and then garage.



# PARTNERSHIP

Whilst Joel has enjoyed continued support and loyalty from his existing sponsors, he is actively seeking additional financial support for the upcoming 2024 Moto3 World Championship.



Any proposal of support will be gladly welcomed, and Joel is confident that all his backers for the 2024 season will receive excellent value for money, be it through prominent corporate logo placement on any or all equipment, corporate hospitality, paddock passes, racetrack packages or television & media exposure.