



to FEDERATIONS' ASSOCIATE MEMBERS

to MANAGEMENT BOARD, PRESIDENT ROBERT ZIKOVIC

PROJECT PRESENTATION DOCUMENT OF "**PROMOTER DART RACE**" FOR THE MANAGEMENT
OF THE ALPE ADRIA MOTORCYCLE UNION EVENT, STARTING FROM 2023



PRESENTATION OF DART RACE

Dart Race is an Italian enterprise that manages free practices in the best racetracks of Italy and Europe. Its headquarters are located in Padua, with additional offices in Verona, Florence and Rome.

The free practice usual calendar consists of 12/15 events a year, depending on tracks' availability and official events different calendars.

Since 2020, Dart Race has grown its activity in the field of sport competitions, with the foundation of its Dart Race Riding Team, which counts about 10 pilots today.



From 2023 onward, Dart Race will pair the traditional free practice and the endeavour in the "racing" world, with a new Academy – **Junior Race Academy** – intending to nurture promising young riders.

All of Dart Race's activities are devised and managed with the followings in mind:

- Professionalism
- Reliability
- Empathy
- Safety



Dart Race's staff is comprised of around 30 collaborators between administrative employees and assistants, logistics members and the technical team during weekend races.

The team of Dart Race has endowed itself with multilingual personnel.

It is also present, within the staff, a paddock manager.



STRUCTURE

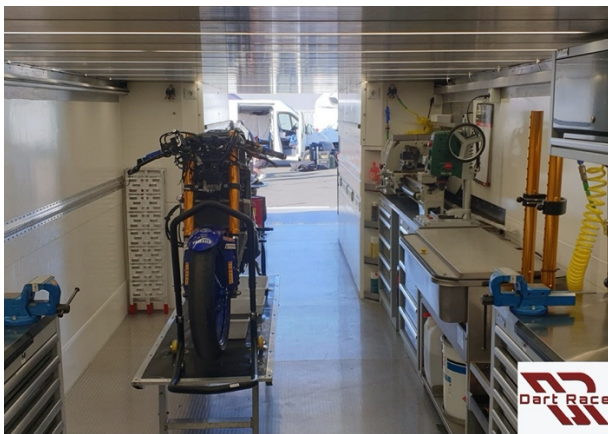
Dart Race has available a hospitality area of about 60 mt. for the organisation of catering, relaxation and recreational activities at the disposal of the pilots and their families.

The structure will accompany during the several dates of the event.





Dart Race has a full tractor-trailer designed for the bike transport and functioning as a full workshop, so to offer a ready support during racing weekends.



VISIBILITY | MEDIA OWNED

Participants in 2021 -> about 6.000 pilots

Internet website -> 21.000 unique users

Instagram profile -> 4.000 fans

Facebook page -> 3.500 fans



Social Media Network

Dart Race has the support of a network of key opinion leaders in the motor industry in Italy and Europe.

For the overall duration of its calendar, two or more guests are present, on rotation, with the task of recounting the happenings on the racetrack, the atmosphere felt thanks to the exclusive services, the stunning tracks and the participation of renowned riders.

The initiative will be applied to the Alpe Adria project.

Riding School

A distinguishing element of Dart Race's activities is the education: race driving courses are regularly organised, meant for the amateur pilot as well as for the most experienced rider.

All of our coaches (rider coaches) are federal technical experts (FMI Italy), this field will also be further implemented within the growth of the Alpe Adria project.



Hospitality

Dart Race is organised so, that it can manage/offer deals for the logistics of the hospitality to the riders and their family (travels, overnight stay and the such).



Dart Race is set in pursuing the organisation of the Alpe Adria Cup in accord with the history of the competition, but is also ready to enact a series of technical-commercial initiatives with the objective of revamping the championship in the different States member of the Federation.

Dart Race will proceed, cooperating with the Federations, on establishing a championship of 5/6 events, mostly in the same venues of the past years.

For a sizeable development of the Alpe Adria, the Federations could suggest new racetracks.

The following categories are to be confirmed:

- SUPERSPORT 300
- SUPERSTOCK 600
- SUPERSTOCK 1000
- SUPERBIKE

The racing program for the weekend will remain essentially unchanged.

To these categories will be added new ones to complete the racing program, giving special attention to initiatives for young riders.

All of the chosen activities, which will be offered to the riders and the Federations will take place keeping in mind the safety and the growth of the participants.

The technical regulations must uphold all safety standards for the riders and their bike, while taking into account the efforts of the riders and their teams.

Concerning enrollment fees, a plan will be developed to encourage registration, aimed at the pilots who will register for the entirety of the event in the beginning of race's season (permanent enrollment), and aimed also at the pilots registered with the Federations.



DART RACE ASKS TO ALL FEDERATIONS TO DISPLAY THEIR FULL EFFORT FOR THE DEVELOPMENT OF THIS PRESTIGIOUS CHAMPIONSHIP. DART RACE REMAINS AVAILABLE TO DISCUSS NEW INITIATIVES FOR THE GROWTH OF EACH MEMBER.

Dart Race
Head Office

Thank you!

