SPONSORSHIP PROGRAM 2027

EMANUELE PASTORE

FIM YAMAHA R7 BLU CRU WORLD CUP

6 rounds · 12 races at WorldSBK weekends

- **Winner, R3 bLU cRU European SuperFinale 2024**
- **4th overall, FIM Yamaha R3 bLU cRU World Cup 2026**



Emanuele Pastore · #55 · © 2026 Emanuele Pastore · 2027 Season



THE ATHLETE & THE METHOD

A JOURNEY BUILT ON TRACK SINCE AGE 8

Born in 2007, Italian rider. His passion started at home at age 8, thanks to his father: since then, a path built on commitment, discipline and sacrifice, on and off the track. Backed by ARCO Motor from his first laps to professional international racing.

In modern motorsport, performance is never left to chance: athletic conditioning, mental toughness and a methodical approach to the race weekend make the difference, lap after lap.

20H

a week: 12 on track, 8 in the gym

10+

years of steady growth in motorsport

4

languages: Italian, English, Spanish, French

EDUCATION Language high school (Liceo Linguistico)

THE ROAD TO THE WORLD STAGE

FROM THE R3 CUP TO THE WORLD CUP: THREE SEASONS OF PODIUMS



2024

YAMAHA R3 CUP · EUROPEAN SUPERFINALE

- Win at Misano in the Yamaha R3 Cup
- Overall winner of the R3 bLU cRU European SuperFinale at Estoril (PT)
- Fully supported 2025 World Cup seat with Yamaha



2025

R3 BLU CRU WORLD CUP DEBUT

- 3 podiums: 2 at Donington Park (UK), 1 at Aragón (ES)
- 2 fastest laps and 1 pole position



2026

R3 BLU CRU WORLD CUP · 4TH OVERALL

- First World Cup win at Aragón (ES)
- 6 podiums, a double podium at the Estoril (PT) finale
- Pole at Donington Park, 3 fastest laps
- Podium at Mugello in the Yamaha R3 Cup

2026 SEASON

IN THE TITLE FIGHT UNTIL THE FINAL ROUND

4

Second season in the R3 bLU cRU World Cup: first win at Aragón, pole position at Donington Park and a double podium at the Estoril finale (3rd and 2nd). Finished 4th overall, just one point off third.

6
podiums this season

1
win · Aragón, Race 1

3
fastest laps



4TH · OVERALL, ONE POINT OFF THIRD PLACE

THE 2027 PROJECT

FIM YAMAHA R7 BLU CRU WORLD CUP

NEW POWER, NEW CHALLENGES: BEYOND LIMITS, TOGETHER.

In 2027 the Yamaha bLU cRU World Cup moves from the R3 to the R7 (689 cc CP2 twin): 12 races over 6 European rounds at WorldSBK weekends, on identical race-prepared bikes.

THE CHALLENGE	More power and identical bikes for everyone: the rider makes the difference.
THE TARGET	Win the title and earn the step up to the FIM Sportbike World Championship (WorldSPB).
THE B2B VALUE	6 world championship rounds, the Superbike paddock and global TV coverage.

R7 689 cc CP2 twin

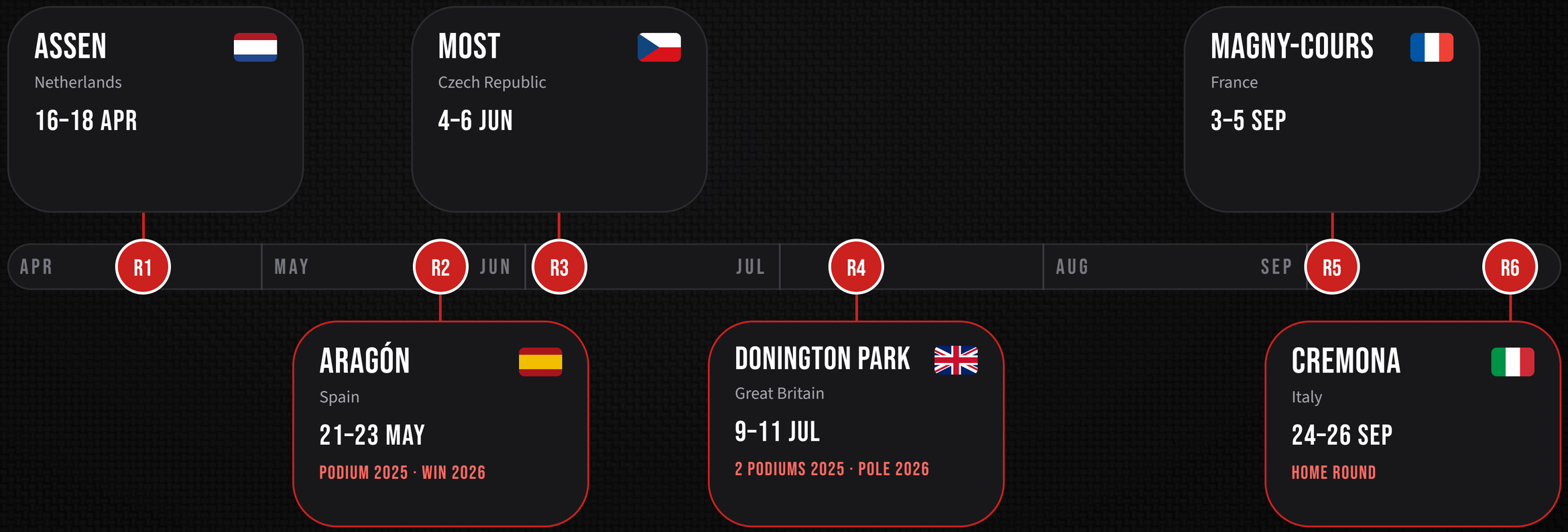
6 European rounds

12 races at WorldSBK weekends



2027 CALENDAR

6 ROUNDS, 12 RACES AT WORLDSBK WEEKENDS



TEST Pre-season at Cremona (IT), 6–8 April

Provisional calendar, Yamaha Motor Europe, October 2026

AUDIENCE & VISIBILITY

THE WORLDSBK PADDOCK: 149 COUNTRIES

149
countries with TV coverage

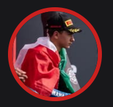
200+
channels · 36 international broadcasters

16K+
hours of TV coverage per season

600K
trackside spectators, and growing

Source: Dorna WorldSBK, 2025 season





@emanuele.pastore_55
2,702 followers

INSTAGRAM





Content from every race weekend, with partners front and centre.

WHY SPONSOR ME

SIX REASONS TO INVEST IN A RIDER, NOT JUST A TEAM

01 A young Italian rider in a world championship

02 A clean, professional, growth-oriented image

03 A strong story: talent, sacrifice, discipline, ambition

04 International visibility on iconic circuits

05 A direct partnership with the rider, not just a team

06 Authentic, ongoing communication for your brand



EVERY SESSION, ONE SINGLE GOAL: VICTORY.

THREE LEVELS OF PARTNERSHIP

Your brand on the WorldSBK global stage.

TECHNICAL SUPPORTER

SUIT · ZONE 3

- Logo on the suit, secondary area
- Rider image rights for your brand marketing
- Logo and mentions on social media

An accessible way into a world championship.

OFFICIAL PARTNER

SUIT · ZONE 2 + HELMET

- Prominent logo on suit and helmet
- On-track content and brand integration
- Dedicated photo and video, tags on race weekends
- Your brand at the rider's events

For international visibility and a direct association with the rider.

MAXIMUM VISIBILITY

MAIN PARTNER

SUIT · ZONE 1 + BIKE & HELMET

- Primary logo on bike, suit and helmet
- Industry exclusivity in your market sector
- Storytelling, photo shoots and interviews
- Corporate event day and paddock hospitality

Use the world championship as your communication platform.

Further strategic benefits and tailored packages: pricing on request.

SPONSOR SPACES

YOUR LOGO ON THE RACE SUIT

FRONT

BACK



1 CHEST

MAIN PARTNER

Front space, always on camera: podium, grid and interviews.

2 ARMS · 2 SPACES

OFFICIAL PARTNER

Visible on the bike and in side shots.

3 BACK OF THIGHS · 2 SPACES

TECHNICAL SUPPORTER

Vertical spaces, in view in shots from behind.

All other suit spaces are reserved for Yamaha and series partners. Layout based on the official 2026 suit (Gimoto, REV06): 2027 positions and sizes to be confirmed.

Bike and helmet: dedicated spaces for the Main Partner, helmet for the Official Partner too.

IN THE PRESS

THE MEDIA AND PARTNERS ALREADY BEHIND THE PROJECT

YAMAHA RACING

“Italian Superfinale winner: Emanuele Pastore”

MOTOSPRINT

“Yamaha R3 Superfinale: Pastore trionfa a Estoril”

Yamaha R3 Superfinale: Pastore triumphs at Estoril

FIM EUROPE

“Italy's Emanuele Pastore takes overall victory”

GIORNALE DI SEGRATE

“Dai primi passi a Segrate al Mondiale: la parabola in ascesa di Emanuele Pastore”

From his first steps in Segrate to the World Cup: Emanuele Pastore's rise

CURRENT SPONSORS · 2026 RIDER SUPPORT

AXELENT · Arai HELMET · Max Damioli RESPIRA • TRASFORMA · NEVER LAG SKILLS · SkyRent

In Italy, sports sponsorship can be deducted as an advertising expense: check with your tax advisor.

THANK YOU

LET'S GROW, RACE AND WIN: TOGETHER

Get in touch for a 20-minute intro call.

PARTNERSHIP

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WATCH THE VIDEO

video.ep55.it