



emma
Bristow
SHERCO
Motorcycles

Professional & International
SuperEnduro/Trials Rider

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WORLD CHAMPION

This is Emma

Emma is a likeable, hard working & attractive woman who happens to be very talented on 2 wheels....

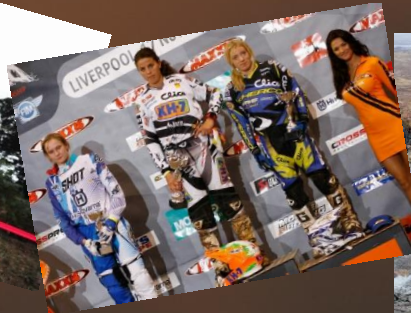


Emma



Success in 2013-2014

- WOMEN'S SUPERENDURO WORLD CHAMPION
- Women's No.2 World Championship
- Women's European Champion
- Women's British Champion
- Women's British Arena Champion
- Women's SSdT winner
- 46th overall & first Women to ever be awarded a Special First Class award in SSdT
- World TDN Champion



2013 Coverage

- Regularly features in Trial Magazine, TMX (weekly off-road paper), TBM & Enduro Extreme.
- Featured in British Dealer News
- Featured in fitness articles
- The most TV interviewed Female Trials rider of 2013
- Press releases sent to over 20,000 contacts after every event



TBM front cover Dec 2013:
"Aah.. Bristow British Enduro's new wonder-woman talks to TBM"
12 page spread



Why is Emma different to other riders?



Besides her many championship wins, amazing results and incredible work ethic, Emma realises it takes more than results to be a professional athlete.

- One of the UK's most talked about motorcyclists.
- Emma is a real girly girl and this has become part of her image. She always likes to make sure her hair and make up is perfect so her pre race preparation starts earlier than the rest as it involves a large mirror.
- Unlike male riders; Emma is a pretty and likable girl with an approachable personality. This allows her to stand out from the crowd and certainly attracts much media attention.
- Women aspire to ride like Emma; Men like to look at Emma and top male riders watch Emma because they don't want to be beaten by her! ALL EYES ON EMMA
- Living alone in Spain for 3 months over winter training has really paid off as show by her results in 2013, but it also shows her 100% commitment to her job. Impossible to find a rider that works harder than Emma.

Professional PR



Emma retains professional PR to make sure she is in the forefront of the media.

- After every race, public appearance or news feature, a press release is written for Emma, always with a quote, image from the event, results and sponsors logos.
- Press releases are sent to approximately 20,000 contacts and published online on both UK and Spanish websites. (Examples available on request.)
- High Res images made available to sponsors after nearly all events.



Work for 2013 personal sponsors and voluntary



In 2013 Emma has successfully looked after many sponsors with promotional work and has made public appearances including voluntary & charity work

- Attended photo shoot and promotional filming in Spain
- Photo shoots for new product sponsors
- Attended several prize gifting ceremonies to present awards
- Appeared in demonstrations at charitable events



2014 Plans

Emma will again spend the winter months training in Spain to increase her performance aiming for the World Trials Championship glory she was very close to this year. Her 2014 season will consist of the following:

- World Indoor SuperEnduro Championship
- X-Games – SuperEnduro Championship (USA)
- Women's World Trials Championship
- Women's European Trials Championship
- Women's British Trials Championship
- Scottish Six Days Trial
- Men's British Championship
- As many national events as possible.
- Spanish Championship when possible.

Her international schedule will see her compete in the UK, Spain, Andorra, Italy, Czech, Belgium, France, Poland & America.

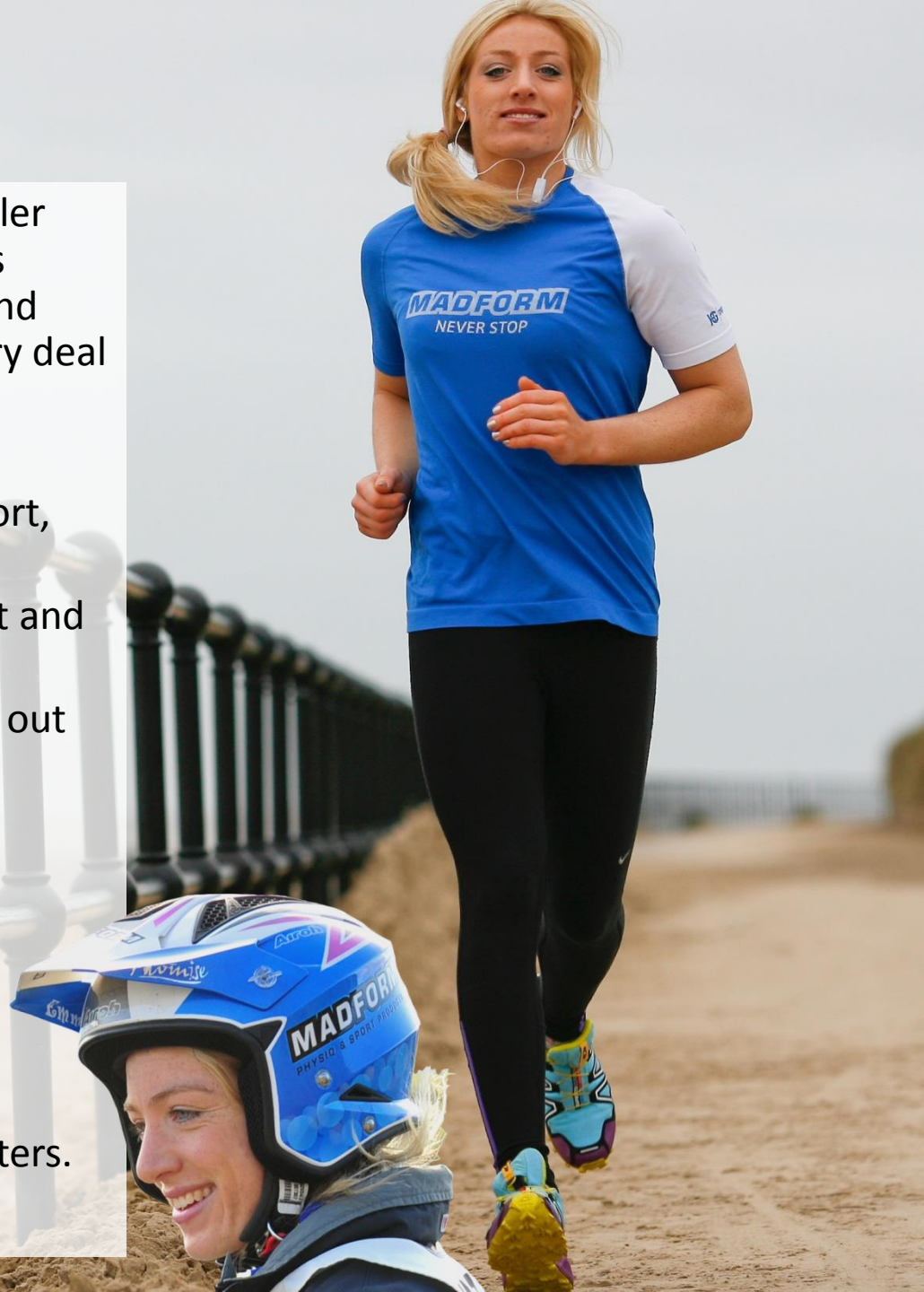


Sponsorship packages

Emma works with many brands from smaller product deals to larger retainer and bonus systems. Emma has very small contracts and very large contracts but always treats every deal with the greatest respect and value.

Emma has plenty to offer:

- Logos placed on bike, clothing, transport, press releases etc.
- Full Helmet space for big global impact and branding.
- With every deal a press release is sent out to inform the world of her new endorsement.
- Free High Res images.
- Promotional photo shoots.
- Promotional video.
- Active social media relations.
- Available for public appearances.
- Flexible to suit the needs of all supporters.



Watch Emma at Work:

World Indoor SuperEnduro Championship Rd.1

<http://www.youtube.com/watch?v=3CwJKPIYcPo>

Trials Training in Spain winter 2013:

<http://www.youtube.com/watch?v=TaQfB39CyCY>

Emma is WORLD CHAMPION:

<http://www.youtube.com/watch?v=8SiWXns54EA&feature=youtu.be>

