

FMB PARTNERSHIP *PRESENTATION*



**Fédération Motocycliste de Belgique asbl –FMB
Belgische Motorrijdersbond vzw - BMB**

Leuvensesteenweg 550/7
1030 Brussel
TEL: 02/736.53.97 / FAX: 02/732.01.28
E-mail: info@fmb-bmb.be
Internet : www.fmb-bmb.be

Contact : Stijn Rentmeesters – Secretary General

WHO IS THE FMB ?

The FMB is the national organism representing the FIM (international motorcycling federation) and the UEM (European motorcycling federation) in Belgium.

The FMB was founded in 1912 and will celebrate his 100 anniversary in 2012.

The FMB is member of the Belgian Olympic Committee (BOIC/COIB) and founding member of the Motorcycle Council (national association of different motorcycle organizations).

Since 1999 the FMB has adapted the same structure as all other national sporting federations in Belgium and is now composed of two regional member federations: the 'Vlaamse Motorrijdersbond van België vzw / VMBB' and the 'Fédération Motocycliste Wallonne de Belgique asbl / FMWB'.

Main aim is to promote motorcycling in Belgium through following main activities:

- Motorcycling sports activities
- Motorcycling leisure activities
- Road Safety and mobility
- Motorcycling and environment





THE FMB ORGANIZATION

The FMB is composed of two regional federations, VMBB (Flanders) & FMWB (Wallonia)

The regional federations are officially recognized by their respective regional government.

The clubs and their riders are affiliated directly to their respective regional federation.

VMBB

Vlaamse Motorrijdersbond van België vzw

- 42 motorcycling clubs
 - 23 clubs specialised in sporting activities
 - 15 clubs specialised in leisure activities
 - 4 clubs specialised in both activities
- 550 riders with a competition licence
- 350 riders with a leisure licence
- 331 affiliated members

FMWB

Fédération Motocycliste Wallonne de Belgique asbl

- 65 motorcycling clubs
 - 33 clubs specialised in sporting activities
 - 18 clubs specialised in leisure activities
 - 14 clubs specialised in both activities
- 750 riders with a competition licence
- 950 riders with a leisure licence



ACTIVITIES

SPORTING ACTIVITIES

The FMB sporting activity is organised in 7 different disciplines subdivided in more than 45 classes:

1. Road Racing

- *Classes:* Belgian Superbike 1000cc, Belgian Supersport 600cc, Monobike 450, Monobike 650, Endurance 600, Endurance 1000, Side-car, Road rally
- 10 road racing *events* 2009 & 3 road rally events
- *Affiliated Riders* 2008: 370
- *Media coverage* : local and specialised motorcycling media
- *Main events:* Oostende (15.000 spectators), 8 Hours of Francorchamps (10.000 spectators)

2. Motocross

- *Classes:* Youth 85cc, Young hopefuls, Juniors, Seniors, Nationals, Inters, Side-car
- 27 *events* in 2009
- *Affiliated riders* 2008: 474
- *Media coverage* : local, regional, national and international media & specialised motorcycling media
- *Main events:* Belgian Grand Prix MX1/MX2 (15.000 spectators), Belgian Grand Prix Side-car MX (5.000 spectators), 6 events of the Belgian Championship Inters (7.000 spectators), 6 international events (5.000 spectators)

3. Supermoto

- *Classes:* Prestige, Nationals, juniors, Young hopefuls, Quads, leisure
- 9 *events* in 2009
- *Affiliated riders* 2008: 185
- *Media coverage* : local regional & specialised motorcycling media
- *Main events:* Superbiker Mettet (20.000 spectators), Belgian Championship events (3.000 spectators/event)



4. Classic Bike

- *Classes*: 9 classes with different capacities starting from before the war until 1982
- 4 events in 2009
- *Affiliated riders* 2008: 95
- *Media coverage* : local & specialised motorcycling media
- *Main events*: Bikers' Classic Francorchamps (15.000 spectators), Belgian Championships in Chimay, Gedinne, Mettet, Jéohnville (5.000 spectators/event ; 300 riders/event)

5. Enduro

- *Classes*: Inters, Nationals, juniors, gentlemen, randonneurs, old timers, girls, 50cc/125cc 4T, leisure
- 11 enduro events & 1 off-road endurance in 2009 (La Chinelle)
- *Affiliated riders* 2008: 265
- *Media coverage* : local & specialised motorcycling media
- Free entrance – average number of participants: 250/event

6. Trial

- *Classes*: Inters, Nationals, juniors, gentlemen, randonneurs, young hopefuls, leisure
- 10 events in 2009
- *Affiliated riders* 2008: 112
- *Media coverage* : local & specialised motorcycling media
- Free entrance – average number of participants: 80/event

Non sporting activities

Leisure motorcycling

- 60 motorcycling gatherings with a nice tour of 150 until 500 km (road book, GPS, signs)
- 1200 affiliated leisure riders
- National and international championships based on number of km and participation
- Main events: FMB Ronde of 1000 km, 'Randonnée de l'Amitié', FIM Rallye
- Participation : from 250 until 3000 motorcyclists per event



Road Safety

FMB is a member of Motorcycle Council regrouping all motorcycle associations in Belgium. FMB has a member in the Road Safety commission of the UEM.

Environment

The respect of environment is an essential part of the FMB behaviour. Many of our races are on unpaved roads or off-roads tracks near villages and could create discomfort on the population. Today legislations are limiting the use of motorised vehicles.. A strong action has been taken by the FMB encouraging the clubs to act in close contact with the local Authorities to spread proper educational messages on this important issue. The FMB has established environmental directives for his organizers, riders and the public. The FMB obliges his competition riders to use a special environmental mat in order to protect the soil when working on the machines and has strong noise restrictions checked by his technical staff.

COMMUNICATION



Communication is one of the key issues in the FMB activity. FMB has the duty to let know to the majority of people the different activities both sporting and non-sporting activities

•**FMB Newsletter:** a monthly information magazine for all affiliated riders, organizing clubs, FMB officials and the specialised journalists. Published and distributed in 2.000 copies. Also published online.

•**Website:** renewed in 2009 with all the necessary information (regulations, calendars, riders' lists, standings) and updated daily with all latest news. Average of 30.000 visits each month

•**Direct mailing:** mailings (normal mail or e-mail) are done several times per year to the riders, organizers and officials

•**Television:** several events have television coverage. Main coverage 2009:

- Grand Prix MX1/MX Lommel
- Superbiker Mettet
- 6 rounds of Belgian Championships: Motocross Inters
- Several international events

• **Prize giving ceremony:** At the end of the season, FMB organises 2 prize giving ceremonies (one for sports competitors and one for leisure motorcyclists) where all winners are receiving their prize.

• **Other publications:** rule books, tourism calendar and rule booklet, forms, circular letters, ...



FMB PARTNERSHIP PACKAGES

Golden package

- Logo publication on the homepage of the website with link (FMB partners) – possibility for pop-ups advertising
- 4 x times per year 1 page advertising in FMB Newsletter
- Logo on following FMB printing material: letter paper, rule-books, forms (licence application, entry forms,...)
- Direct mailing to FMB members 1 x year

Total price per year: 2.500 EUR
(excluding mailing and handling costs)

Silver package

- Logo publication on the homepage of the website with link (FMB partners)
- 2 x times per year 1 page advertising in FMB Newsletter
- Logo on following FMB printing material: letter paper, rule-books, forms (licence application, entry forms,...)

Total price per year: 1.000 EUR
(excluding mailing and handling costs)

Bronze package

- Logo publication on the homepage of the website with link (FMB partners) during 6 months
- 2 x times per year 1/2 page advertising in FMB Newsletter

Total price per year: 400 EUR

These packages offers your firm the possibility to communicate directly with our thousands passionate motorcyclists.

All other formulas (VIP entrance, advertising on events,...) can be discussed.