

RACING MOTORCYCLES AS A WOMAN

Become part of an extraordinary story.

ANJA 855
TSCHOPP



Being a woman on the race track, one is not only always belonging to a minority – it is even more unusual to also compete in championships. But what still causes a bit of a stir today has to become more and more self-evident. Women should become self-confident and dare to take the step towards motorcycles. Whether as a hobby or in racing. Just because racing is fascinating - and that's something the world outside needs to understand.

And that is exactly the goal of my journey on the racetracks of this world.



**ANJA 855
TSCHOPP**

...and yes, by the way, racing simply has made me lose my mind. Because discipline, ambition and the love of adrenaline won't let me go.



THE HISTORY

Infected with the motorsport virus 17 years ago.

Has been working as a journalist in racing for 15 years.

PR manager for Tom Lüthi since 2015.

Co-founder of Girls on Bikes since 2017.

Self-employed with axsess now - excellence in motorsport communications since 2020.

Co-founder of The Riders since 2021.

Addicted to the racetrack since 2022.



THE MOTIVATION

My calling? Communication, marketing, storytelling. Inspiration through emotions. And motorsport - actually at the top of the list.

My life? My passion. Because I love using every second to add good things to racing and the motorsport family.

My vision? Racing for everyone! Even though a year ago I actually thought I never wanted to race.... I probably underestimated a certain fire in me.

My commitment to racing, whether on a motorcycle myself or in the sense of promoting racing in the background, is to bring Swiss racing back to the top of the podium. In many respects.



THE EXPERIENCE

Sponsoring | PR | Communications

PR & communication engagements for international racers, numerous sponsoring strategies created and implemented. Responsible for Tom Lüthi's sponsoring- and partner-coordination for the last 7 years. Currently setting up the project "Förderung Rennsport Schweiz". (promotion of racing in Switzerland)

Community | Social Media

Built two nationally emerging platforms through sponsorships and media partnerships: The Riders and Girls on Bikes. Consultant in various social media and marketing topics in the Swiss motorcycle market. Owner of the motorsport communication agency "axsess now" since 2020. Extensive network in the racing scene: nationally, internationally, globally.



WHAT AWAITS YOU

Don't just become a partner in a sports career. Become part of a story that moves motorsports in Switzerland.

Racing - a comparatively small world in itself. As a niche, we are dependent on good national and international positioning to enable hobby riders, junior and professional racers to continue to pursue their hobby or profession.

A good positioning needs to be built up and maintained. With your support, you not only make my commitment possible - you will become an essential part of Swiss sports promotion, enable young racers to continue to grow and pave the way for women to position themselves in motorsport. Together with the entire partner network, we contribute to the development and expansion of the international positioning of motorcycle racing as an inspiring and impressive subject.



MY SKILLS: YOUR BENEFIT



Strategy & Implementation

Due to my professional experience and the work with international athletes as well as sponsors, I understand not only to plan a sponsoring, but also to implement it - so I am happy to support you parallel to the cooperation in an advisory capacity in the implementation of the sponsoring.



Content generation

Creating articles, copywriting, planning photos & videos and realizing them with professionals - that's my daily business at The Riders & Girls on Bikes. I am happy to continue this within the scope of our cooperation, if you see a need for it.



Moderator & Speaker

I can blabber quite well, as I always like to say. In front of the camera, in interviews or as a presenter - I love to inspire people with my stories. Perhaps also at one of your events?



Network

In 15 years of motorsport involvement, a large network comes together. Maintaining this network and expanding it within the scope of my roles is my passion - and can become just as much of a benefit to you.



THE PROJECTS AT A GLANCE

Racing - racing on international circuits as a woman

I have been addicted to motorsport for 17 years – this year I was one of the only European women to experience racing for the first time in the Californian championship. Yet another proof for me: women in the world of motorcycling, this topic has a great potential!

With various national, European and global projects, I want to expand this platform and open a lucrative and exciting network for my partners.

Coverage Instagram *@motorlady_*

3'000
Follower

47%
CH-Follower

35'000
Reach
monthly

74 / 25
M / W
M/W

>68%: 25-44
Age

20 / 250
Posts / Stories
monthly

IMPACT



THE PROJECTS AT A GLANCE

Co-founder and face of The Riders & Girls on Bikes

Two platforms that enjoy national reach and provide stirring stories and positioning.

Co-initiator of "GP-28"

An association of interests of companies and individuals that build the reputation of the sport and build the promotion of young talent.

Passionate promotion of the ESC

Racing for everyone: together with Speer Racing and Krämer Motorcycles I'm part of the promotion for the European SuperCup, an Amateur Championship in a middle weight class. Trying to make „Club Racing“ a thing in Europe!

Presence in a wide network

Exploiting synergies.

Nationally, internationally and globally.

Be present through our collaboration at events, networking events and conversations with people from sports, racing and journalism. In whatever role I am on the road - be it as "motorlady_" on the race track in, as the face of Girls on Bikes or on behalf of junior racing and "GP-28". I proudly carry my partners with me and build bridges wherever it makes sense and is profitable for both parties.

IMPACT



THE PARTNERS



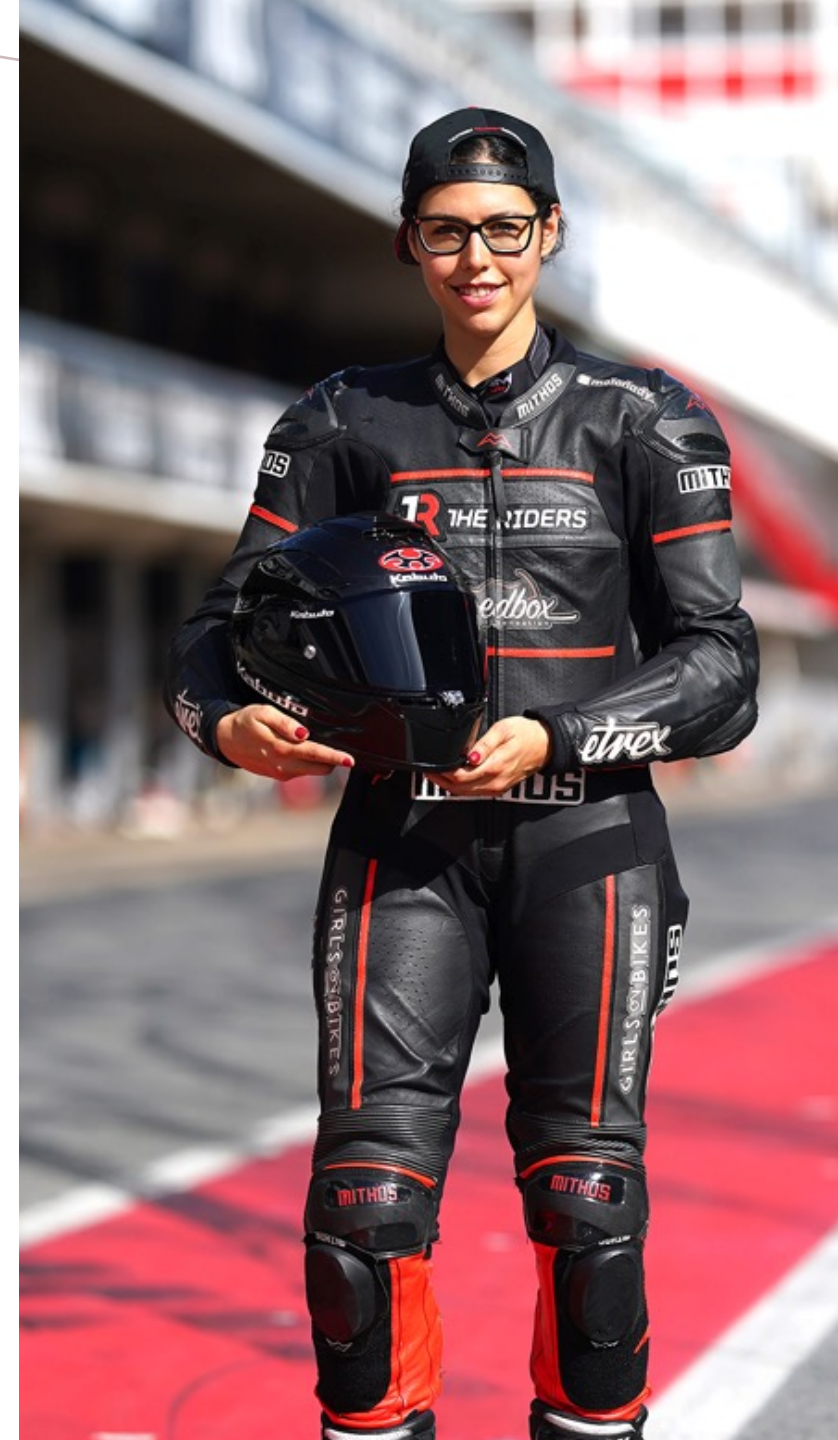
Your placement options

As logo integration on:

- Website & Social Media
- Clothing (shirts/cap)
- Leather suit, helmet
- Motorcycle
- Bus

How to use those possibilities

Logo placement alone doesn't get the job done. It's a matter of using the story. As a partner, you are more than welcome to use the created media content on your channels. Also, providing supportive advice on strategy, communication setup and marketing implementation is part of my job for you.



MEDIA COVERAGE



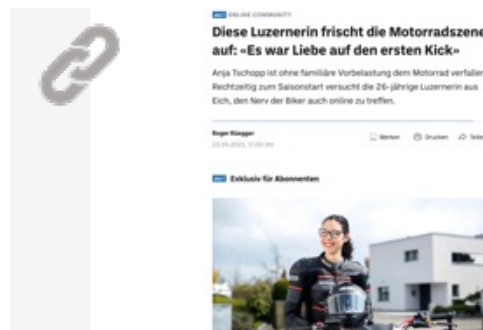
SRF News



TV Spot, Smile Ensurances



Next Generation Talk – Züriost



Article „Luzerner Zeitung“



THE PLAN FOR 2022

Preparation races, trainings and BSB-tests

The second half of the season should bring more trainings with Speer Racing and the 2023 Motorcycle, the Krämer GP2-R. Apart of that, getting to know the BSB-industry, organizing and realizing the first 2023-tests and setting up the team structures will be one of the main focuses.

The start of the "GP-28" project

The stubborn head is said to me - and this is exactly what I use quite deliberately to finally set the basis for the GP-28 project this year. The project, which in the sense of promoting racing in Switzerland, is to discover, promote, accompany and bring the next generation of Swiss racers into the world championship.

Further expansion of community platforms

The Riders and Girls on Bikes will continue to promote the Swiss motorcycle community in order to keep interest in motorcycles high in Switzerland and thus optimize the environment for the growth of racing.



THE PLAN FOR 2023

European SuperCup

Never change a winning Team: Still partnering with Mithos Sport, Speer Racing and Krämer Motorcycles, I will give the American CRA-adventure a break and start following the European-based projects and championships. I will ride in the name of Krämer Motorcycles, competing the European SuperCup by Speer Racing and promote the Amateur Championship on various third party platforms.

Implementation "GP-28"

The first steps of the "GP-28" project are implemented through pitbike events at larger events in cooperation with Race2Win as well as through the targeted promotion of existing talents. Presentations, racing presentations and targeted press work will create reach for racing promotion.

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RACE CALENDAR 2023

Training Calendar

Dec 24th until mid of February, I'll stay in Spain to have access to different training opportunities.

3.-5. January	Race Training by Speer Racing	Valencia
7.-9. January	Race Training by Speer Racing & Krämer GP2R Test	Jerez
Early February	Pitbike Training at Moto Race Academy	Yepes
24.-26. February	Race Training by Speer Racing & Krämer GP2R Test	Valencia
21. April	Season Opening by Plüss Moto Sport	Anneau du Rhin (FR)
27.-29. Juli	Rookie & Girls Camp by Speer Racing	Brno

Race Calendar

7.-9. April	ESC Race Weekend 1 Round 1	Barcelona
12.-14. Mai	ESC Race Weekend 2 Round 2+3	Cremona
27.-29. Juni	ESC Race Weekend 3 Round 4+5	Misano
30. Juni – 02. Juli	ESC Race Weekend 4 Round 6+7	Mugello
08.-10. September	ESC Race Weekend 5 Round 8+9	Most
27.-29. Oktober	ESC Race Weekend 6 Round 10	Barcelona



FURTHER EVENT CALENDAR

Lifestyle Events Switzerland 2023

Those events are part of the calendar from The Riders & Girls on Bikes.

23.-26. February	Moto Festival Switzerland	Bern (CH)
Early March	POLO Production Days for Bikergirl-Talk (YouTube series)	
05.-07. Mai	The Riders Travel Days	Switzerland
20.-21. Mai	Horizon Days by The Riders & Girls on Bikes	tbd
01.-02. Juli	Motorcycle Blood Donation Event	Glaubenberg (CH)
27. August	Girls on Bike exklusive Rideout 1	Switzerland
24. September	Girls on Bike exklusive Rideout 2	Switzerland



SPONSORING + PACKAGES: YOUR INPUT

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The "[Sponsorship and Packages](#)" page could not be found, as partnerships and collaborations are built on an individual basis adapted to the needs of the potential partner.

For more information, please contact me directly.

I look forward to working out the joint possibilities with you. Be it in terms of material sponsoring, service support or in the form of classic financial sponsoring. Because if there's one thing we can't underestimate, it's the financial outlay involved in motorsport - which is why I would like to thank you in advance for your attention and look forward to hearing from you!



KONTAKT

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