

Rider's Spirit



www.riders-spirit.com

BOOK 2016 -> 2015 SEASON



Rider :
Quentin DERBIER
30 years old
4X and DH elite rider
SportsTraining 5th
year graduate

Team-manager :
Philippe DERBIER
Track designer
MTB coaching 2nd
degree certificate
Former Elite athlete

Rider's Spirit was born in 1999 and is dedicated to the MTB Gravity development : Training camps // Racing coaching programs // Tracks building (*World Cup La Bresse 2009-2011, European DH Cup Oz-en-Oisans 2010-2011, 4X french cups Montgenève-Val d'Isère 2009-2011, 4X french chps Méribel 2011...*) // WC 4X/DH Racing Team.





Time is coming for the Team Rider's Spirit, to draw up our balance sheet, after an epic 2015 season !

Quentin reached one of his season's goal by **WINNING** the world series tour of 4X mountain bike !

With the great results at the 4X Pro Tour rounds (3 podiums and 1 win), and the famous Avalanche Cup of Lyon in the bag, results are there...

Despite the fact of some mechanicals during race runs, and the big disappointment of the missed world champs (due to injury), he made the team proud of him !

Because we are always looking to improve the quality of our sponsor's partnership, we propose you a collaboration for the 2016 season.

////// VIDEO

We are aware that race results can't only be enough for a good promotion of your colors.

So we made some new media stuff this year, by adding the video report in a lot of the 2015 events we raced.

During most of the major race events, the team filmed and edited true riding actions of the world cups and national cups circus !

And it goes well !

We are the 1st french team for MTB videos (thanks to our MTB network : dirtmag, vélovert, declinemtb, vitalmtb, sicklines, zapiks, 26in ...) with almost 100.000 reel views.!

////// PROSPECTS

Always looking to progress also means improving the conditions of racing successes, as the promotion of our sponsors by :

A video coverage for all the events we'll race.

A collaboration with a professional mechanic.

An official space in the races paddocks, with team colors and logos (race vehicle, tents, banners...).

Racing some of the world famous events like world championships and 4X Pro Tour races.



Find below the details of our media coverage of the past seasons 2011->2015 (résultats race, presse, internet, TV, radio) :

////// MEDIA SPECS

Press :

- **Bike** (5 pages, 5 photos)
- **Ride It 35** (5 pages, 3 photos)
- **Dauphiné Libéré** (7 articles + 5 photos)
- **BigBike** (10 pages, 10 photos + 3 articles)

TV :

- **TV8 mont blanc** (LIVE 30 min + Teaser)
- **France 3 Rhône Alpes** (ITW during the European Dh Cup)
- **RadioCouleurChartreuse** (LIVE 5X10 min)
- **Télé Grenoble** (LIVE 50min + Teaser)

Web :

- **Stats videos : 91305** reel views, **800 000** thumbnails downloads, **6087** average views/vidéo, **3260** average views/week > 1st french team for race report watching.
- Website **news : ridersspirit** (24 articles + 12 videos)
- Website news : **vélovert** (13 articles + 12 videos)
- Website news : **Vitalmtb** (5 articles + 5 videos), **Decline MTB** (7 articles + 7 videos), **Sicklines** (1 video), **Dirtmag** (1 article + 1 video), **Pinkbike** (7 articles + 7 videos + 10 photos), **Downhill911** (4 articles + 4 videos), **BigBike** (10 articles + 2 videos), **universalbikeracing** (2 articles + 1 video), **Nicolai bikes blog**, **freshmtb**, **EnduroTribe**, **MTBnews...**
- Live coverage **Red Bull TV**, **Extreme.com**, **live.cdn.bg...** – 7 4X World rounds (after qualified for each round) + 1 world championship.
- Regular news on the social network like **facebook/twitter @ridersspiritmtb & @quentinderbier** (**NRJ Grenoble radio**, **universalbikeracing**, **Nicolai bikes**, **Origines Clothing...**), and on our website www.riders-spirit-mtb.com (25.000 views/year).

////// RESULTS 2013-2015

- **3rd 4X world championships 2013**
- **1st Dual-climb (Crankworx Les 2 Alpes) 2013-2014**
- **WINNER rounds 2 & 6 4X ProTour 2014**
- **2nd overall 4X ProTour 2014 (7 podiums and 2 WINS)**
- **N°2 overall UCI ranking 4X 2014**
- **WINNER Avalanche Cup Lyon 2014-2015**
- **WINNER 4X ProTour Overall 2015**

////// Previous RESULTS

- **2nd Tignes Airwaves (European X-Games) 2006**
- **WINNER 4X french cup 2007, 2009, 2011**
- **6th 4X world championship 2011**
- **8th overall 4X ProTour 2012**
- **SELECTED for the 2014 RedBull Wide Open**



And the season is not over! We are still looking for some press articles about Quentin and the Rider's Spirit structure :

- 4X world tour race reports (where Quentin finished 1st overall, 1st french in history, and winner of the famous Avalanche Cup of Lyon).
- Local reports and edits about our « training days », and building tracks ; and on the « Grenoble BMX Section » Quentin is the head coach.

////// 2016 RACE PLANNING

- 4X world championships
- 4X Pro Tour (world class series)
- Avalanche Cup LYON
- Sea Otter Classic (USA)





////// MAIN SPONSORING

On becoming main sponsor of our team, we provide you* :

The promotion of YOUR BRAND in all the media of the team (press ITWs, training camps, photo shootings...)

YOUR LOGO on the team's jerseys and t-shirts.

YOUR LOGO on the race truck, tents and flyers of the team ; in an UCI space.

YOUR LOGO on the videos/photos of the 2016 season.

The association of YOUR BRAND in the official team's name : RIDER'S SPIRIT MTB – YOUR NAME.

(* : cf PRICE LIST - attached doc)



Don't hesitate to contact us for more informations, and feel free to suggest us any partnership wishes. We are prepared to listen and meet you for our 2016 projects !

CONTACTS

Rider's Spirit

Philippe et Quentin DERBIER
425 chemin de la giraudière
38380 Miribel-les-Echelles
France – 04.76.55.43.84

ridersspirit@aol.com
quentinderbier@gmail.com

Quentin : 06.33.48.22.96
Philippe : 06.77.69.04.34



Find below some press-articles and videos links of the past seasons :

www.citylocalnews.com/grenoble-loisirs/2011/08/03/coupe-de-france-de-vtt-un-avant-gout-avant-le-week-end

<http://www.velovert.com/information/3658/video-rider-s-spirit-2011>

<http://dirt.mpora.com/news/4x-wc-5-val-di-sole-quentin-derbier-riders-spirit.html>

<http://www.declinemagazine.com/content.php?itemid=6375>

<http://www.velovert.com/information/4181/nissan-european-downhill-cup-florent-payet-gagne-a-oz+video>

MIRIBEL-LES-ÉCHELLES | 16 | SAMEDI 12 SEPTEMBRE 2015 | LE DAUPHINÉ LIBÉRÉ

Quentin Derbier, un grand champion de VTT



Quentin Derbier, champion de VTT, habite Grenoble mais a grandi à Miribel où ses parents et ses jeunes frères demeurent. Il vient de décrocher le général de la coupe du monde de VTT 4X qui s'est déroulée le 5 et 6 septembre à Malmédy en Belgique.

Son père qui est aussi son coach, est éducateur sportif 2^e degré. Il supervise ses entraînements, sa préparation physique et mentale ; et il peut être fier de son fils, puisque Quentin est membre de l'équipe de France, et est considéré actuellement comme le meilleur pilote français en 4X.

À 2 ans et demi, Quentin était déjà à l'aise sur son petit vélo ; à 8 ans, il découvrait sa première compétition.

manque plus qu'un trophée son tableau des récompenses ; le titre de champion du monde, désormais son objectif.

Le caractère réservé, déterminé, beaucoup volé, d'abnégation et de courage. Sa victoire en Coupe du monde, arrachée alors que le jeune homme souffrait de blessures, en est la preuve.

Entraîneur au club BMC, jeune héros à espérer vous sa vie au sport. C'est Miribel qui est basée l'association "Le Team Riders Spirit", sous les couleurs de laquelle court Quentin Derbier. Un signe représentatif de Miribel-les-Échelles, qui veut s'ouvrir à tous.

Quentin Derbier (à droite), le cycliste isérois, avec son papa, entraîneur et préparateur physique et mental. À droite, une photo de Quentin Derbier en plein effort, malgré les blessures dont il a dû souffrir.

LE DAUPHINÉ LIBÉRÉ | VENDREDI 11 SEPTEMBRE 2015 | 31

VTT

Quentin Derbier vainqueur du 4X Pro Tour

» L'isérois Quentin Derbier a été sacré vainqueur du classement général au 4x ProTour 2015 le week-end dernier au terme de la finale disputée à Malmédy en Belgique. En dépit de plusieurs blessures contractées quinze jours plus tôt au championnat du monde en Italie, Quentin Derbier, 30 ans, est allé déloger l'Anglais Scott Beaumont de la première place du général en se classant 4^e de la finale. Le vétériste de Miribel-les-Échelles peut enfin savourer sa saison et s'attelle déjà à préparer la prochaine.

