

CORMAC BUCHANAN

RACE PROJECT 2027-2030



One New Zealand racer. One global opportunity.



MOTOGP & CORMAC BUCHANAN

A Kiwi story on the world stage.

Cormac Buchanan – New Zealand’s next MotoGP star

Cormac is New Zealand’s only grand prix motorcycle racer competing on the world stage in the FIM Moto3 World Championship – the first of three MotoGP tiers.

At just 20, Cormac has already built an extraordinary record, achieving what very few New Zealand motorcycle racers have ever done – multiple national titles, international podiums, track records and a place among the world’s best young racers.

- **Six New Zealand Superbike Championship titles** by age 17
- **First New Zealander selected for the Red Bull MotoGP Rookies Cup** (2021–2023)
- **Three FIM JuniorGP World Championship** podiums, finishing fifth overall and highest-placed non-European rider in 2024
- **First New Zealand rider contracted to the FIM Moto3 World Championship**, returning a Kiwi to the MotoGP paddock after 25 years
- **Three top 10 finishes in his rookie season**

Cormac’s results earned him a coveted Moto3 contract with BOE Motorsports, where he competes against the best young riders in arguably the most fiercely competitive championship on the planet.

2027 is about taking the next step.

In 2027, Cormac will continue his race project with BOE Motorsports. Since joining the team two years ago, he has impressed the experienced Spanish outfit with his natural speed, work ethic and untapped potential.

As the Moto3 World Championship is the recognised direct pathway to Moto2 and, ultimately, MotoGP, the focus in 2027 will be on delivering the consistent results needed to earn promotion onto bigger machinery.

Cormac will focus on converting his natural speed into consistent championship results – qualifying further forward, maximising every race opportunity and continuing to develop the technical, physical and mental skills required to compete at the front.

A comprehensive training programme away from the track will underpin that performance, combining on-bike disciplines, running, cycling, strength and conditioning and mental preparation.

The ability is there. The next step is turning that ability into results – and results into a Moto2 opportunity.

The goal is clear.

The pathway is proven.

Now it’s about execution.

The goal

2027

Moto3 with BOE

Budget: €300,000.

Target: P5 in the championship

2028

Moto2

Budget: €450,000 to €500,000.

Target: Learn and secure points finishes*

2029

Moto2

Target: P5 in the championship

2030

MotoGP

First Kiwi to race in MotoGP in 31 years.

*In motorsport, finishing at the top of one class earns the right to step up and start at the back of the next class; stepping up to the Moto2 class resets everyone, and regular points finishes for a rookie in Moto2 are a real result, building to top-10 finishes by the end of the year.

BE PART OF THE JOURNEY



Supporting Cormac is more than putting a logo on a race bike. It's an opportunity to be part of the unique story of a determined Kiwi chasing the pinnacle of motorcycle racing.

Cormac is driven by three core values: brave, resilient and steadfast. He combines elite sporting ability with an exceptional work ethic, professionalism and a genuine pride in representing New Zealand.

Etched in ink on Cormac's wrist you will find the words "Progress isn't comfortable. Learn to live uncomfortably." That speaks volumes about his sacrifice and unwavering dedication in the pursuit of his goals.

The road to MotoGP requires significant investment in racing, travel, training, coaching and equipment. We are looking for partners who want to help turn ambition into achievement.

Why support Cormac?

For your business, this is a chance to back a young kiwi racer competing at the highest level of motorcycle racing in the world while reaping tangible benefits.

Cormac aligns your business with a genuinely inspiring international story – one built on ambition, resilience, sacrifice, hard work and the relentless pursuit of excellence.

Every race weekend puts Cormac, his BOE Motorsports team and his partners in front of a passionate New Zealand and global audience.

Moto3 races with MotoGP at some of the biggest circuits and audiences in world motorsport, delivering international television, streaming, digital and media exposure across the season.

For the right partner, this is an opportunity to put your brand on the bike, on the rider, in front of New Zealand ... and the world.

Why now?

The most valuable partnerships are often built before the biggest success arrives.

Supporting Cormac means becoming part of his journey at a pivotal stage of his career. As he progresses, achieves even stronger results and attracts greater international attention, early partners have the opportunity to grow with him and establish a genuine connection with his story.

You're not simply sponsoring a rider. You're backing elite performance and the quest for something extraordinary.

ONE RIDER. TWO AUDIENCES. GLOBAL REACH.

Cormac is a high-speed billboard, bringing unique and innovative marketing opportunities to a huge national and international audience.

His growing social media following, regular media coverage and international racing calendar provide partners with visibility both on and off the track.

- MotoGP calendar features 22 rounds in 18 countries
- EVERY session is broadcast live and free-to-air in New Zealand on **now**
- 2025 New Zealand statistics show a viewing time of 11.83 hours (non-race sessions), 4.75 hours (race sessions) and 16.58 hours (delayed sessions) PER ROUND

Every Grand Prix is an opportunity to connect brands with an engaged audience in New Zealand and around the world.

*Back the rider.
Back the dream.
Back a Kiwi chasing MotoGP.*



18,000+
Social followers

Cormac's audience continues to grow alongside his Moto3 career, giving partners year-round exposure through racing, training, travel and behind-the-scenes content.



12,500+
Instagram followers



5,500+
Facebook followers



62%
aged 18-34



71.5%
New Zealand

Facebook Strong Kiwi reach

Facebook remains Cormac's strongest New Zealand platform – connecting with supporters, businesses and communities following his journey from Southland to the world stage.

New Zealand Audience



Top Audience Locations by Country

New Zealand	71.5%
Australia	11.5%
United Kingdom	5.1%
United States	1.4%

Who Cormac reaches



10+ countries
with significant audiences



70% male audience
across both platforms



NZ + Europe
strong reach in New Zealand and the MotoGP heartland



365 days
content beyond race weekends

Instagram Global and young

Instagram is where Cormac's international MotoGP audience lives – a younger, highly engaged community following his journey across Europe and the world championship circuit.

Age Profile

62% aged 18-34



18-24	29%
25-34	32.9%
35-44	18.2%

Top Audience Locations by Country

New Zealand	16%
Spain	9.2%
United Kingdom	9.2%
Indonesia	7%
France	6.2%
Australia	5.9%
Italy	4.7%



Plus growing audiences across the USA, Brazil and Germany.

THE OPPORTUNITY

F1's Liam Lawson, NASCAR's Shane van Gisbergen, IndyCar's Scott Dixon and Moto3's Cormac Buchanan all have one thing in common. Whether it's on four wheels or two, it takes a dedicated mix of financial investors, corporate sponsors and friends to provide the funding needed to chase a motorsport career.

Cormac's Club 50

The team behind the dream

For 2027, we are seeking five corporate partners to join Cormac's Club Fifty, investing **\$50,000** in Cormac's racing programme. Payment on one invoice or split if desired.

Club 50 rewards

- Premier logo placement on Cormac's Moto3 bike, helmet and race leathers
- A custom race helmet or leather suit featuring your logo to keep post-season
- Exclusive MotoGP paddock experience, including a team box tour
- Personal appearances and customer events
- Premium promotion across Cormac's social media channels as a major partner
- Logo placement across marketing collateral
- Inclusion in media and promotional opportunities
- Collaborative social media and marketing content
- Opportunity to create a branded competition, campaign or customer experience

Cormac's Club 20

The inner circle

Step inside the team. For businesses wanting to play a key role in Cormac's 2027 campaign, Club Twenty offers a premium partnership with meaningful brand exposure, experiences and opportunities to connect your business.

Club Twenty partners will invest **\$20,000** in Cormac's racing programme. Payment on one invoice or split over if desired.

Club 20 rewards

- Prominent logo placement on Cormac's race bike, helmet or leathers
- Access to two MotoGP paddock passes
- Personal appearance or business/customer event
- Regular promotion across Cormac's social media channels
- Logo inclusion across selected marketing collateral
- Inclusion in selected media and promotional opportunities
- Collaborative social media content

Packages
for the
2027-2029
campaign are
now LIVE!



Cormac's Club Macattack

Join the crew

We know every business has different objectives and budgets. Club MacAttack gives businesses the opportunity to get behind Cormac's 2027 campaign with a customised partnership starting from **\$5,000**.

Packages can include:

- Sponsorship of a world championship race weekend
- Event-specific MotoGP branding on Cormac's bike (windscreen location)
- Social media promotion throughout your race weekend
- Professional photographs featuring your logo
- Signed knee slider
- Collaborative promotional campaigns

*Let's create something
that works for you.*



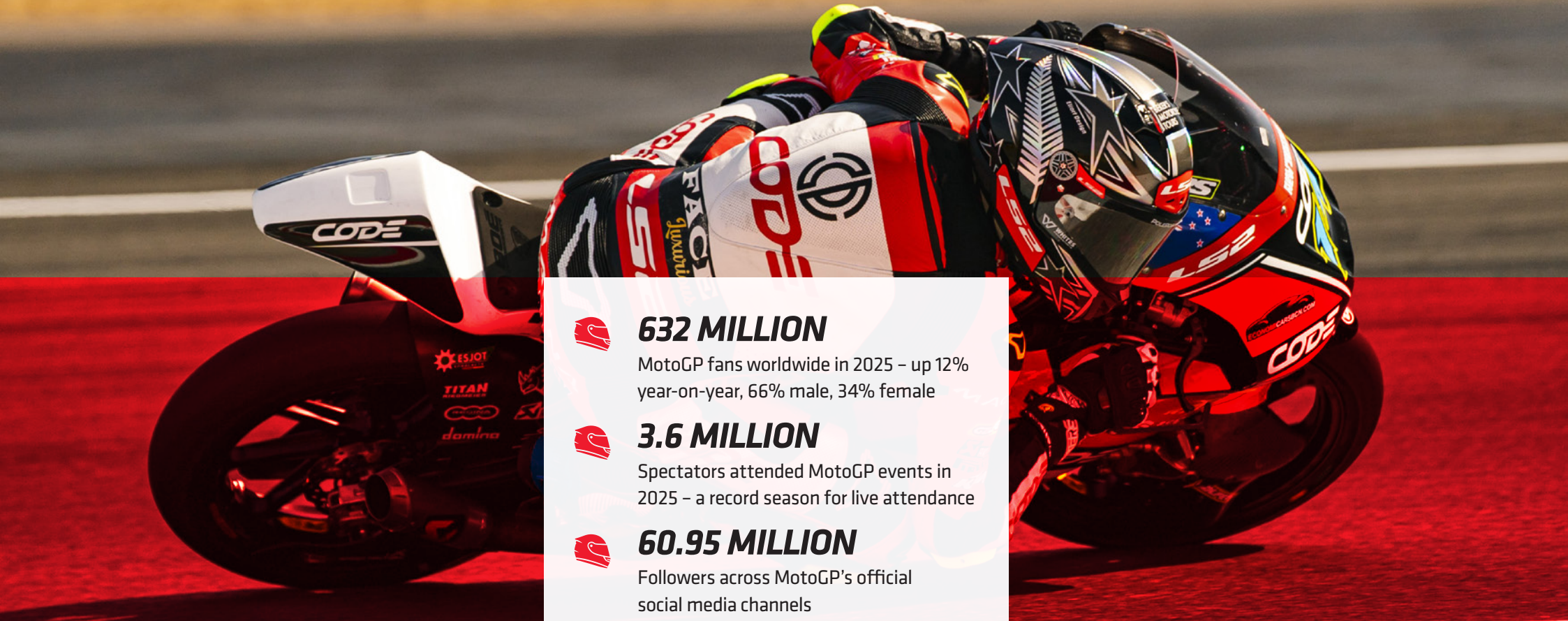
Jose Boe
BOE Motorsports
Team Owner

“
Cormac has everything we look for in a rider - talent, determination, discipline and an incredible work ethic. His passion for motorcycle racing is clear in everything he does, and we truly believe he has a very bright future ahead of him. But what makes Cormac even more special is the person behind the rider, his attitude, respect and the way he treats everyone in the team make him someone we are extremely proud to work with.”

“ A kid with a dream. We've been telling kids for years to dream big and go after it. This kid has, so why don't we help with his push to get to MotoGP. Cormac has done the hard yards; it's not a punt anymore. It's about things lining up to secure the chance to show us he can do it. We all have a finite time and Cormac's is now, so that's why I'm going to back Cormac in the 2027 Moto3 World Championship so he can prove what he's capable of achieving.”

Aaron Slight
#111, MNZM
World Superbike legend





WHY MOTOGP?

MotoGP is the pinnacle of motorcycle racing – the world's best riders, teams, engineers and manufacturers competing at extraordinary speeds and the absolute limits of human and technological performance.

And it is getting bigger.



632 MILLION

MotoGP fans worldwide in 2025 – up 12% year-on-year, 66% male, 34% female



3.6 MILLION

Spectators attended MotoGP events in 2025 – a record season for live attendance



60.95 MILLION

Followers across MotoGP's official social media channels



6.4 BILLION

Social media video views during the 2025 season



15.7 BILLION

Social media impressions



159.6 MILLION

Followers across the wider MotoGP community of riders, teams and championship channels



207 COUNTRIES

MotoGP reached fans around the world in 2025

It's more than motorsport. MotoGP is a global entertainment platform built around speed, skill, innovation and emotion.

Its audience is diverse, digitally connected, ambitious and increasingly affluent. 68% of fans live in mid-to-high income households.

The sport reaches far beyond race day through broadcast, streaming, social media, digital content, news, influencers and the stories of the riders themselves.

For sponsors, that creates a platform with genuine reach and year-round opportunities for engagement.

Now put a Kiwi racer in the middle of it.

A DREAM BECOMES A PLAN

When he was 12 years old, Cormac scribbled 'My Dream' on a piece of paper and wrote seven key steps to become a MotoGP World Champion.

What started as a dream soon morphed into a plan and, just seven years later, he's already ticked off the first four steps. It is this unwavering commitment which sets Cormac ahead of the chasing pack.

The world is watching as the journey towards MotoGP continues. Join Cormac for one heck of a ride!

Get in touch

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**CORMAC
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