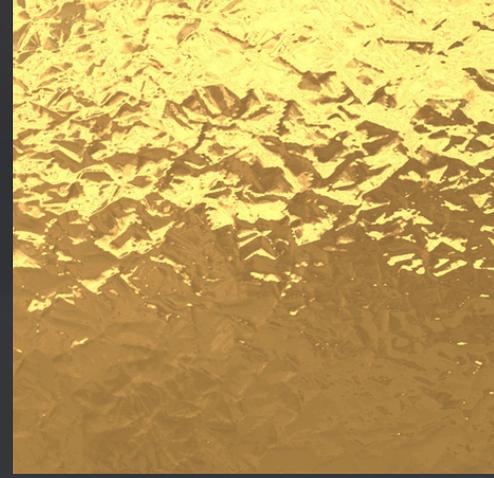




TEAM HSO 2026
powered by MJM Racing



MORE THAN A RACE TEAM

2026 Sponsorship Manual

A New *Era* of
Black and Gold



TEAM HSO

THE BLACK AND GOLD STANDARD

HSO Race Team is more than a presence on the track, it is a reflection of entrepreneurship, heritage, and integrity, expressed through performance.

Built on these values, HSO stands for the Black & Gold Standard: a commitment to excellence that feels authentic, considered, and human. From the pit lane to the paddock, the team is defined by connection, bringing together riders, partners, and supporters through shared ambition and mutual respect.

In 2026, HSO competes with a focused, single-rider programme led by James Ellison, a former World Champion and British Superbike front-runner. His experience and pedigree sit at the heart of a campaign shaped by precision, professionalism, and purpose.

For partners, HSO offers more than visibility. It offers alignment with a prestigious team that values integrity, innovation, and inclusion, where relationships matter and success is shared.

HSO Race Team

Where ambition is refined, and excellence is worn in Black & Gold.





TEAM HSO 2026

MEET THE TEAM OWNER AND RIDER

A New Era of
Black and Gold



TEAM HSO

A NEW ERA OF BLACK AND GOLD

Founded and led by a young Irish businesswoman forging her place within the British Superbike paddock, HSO Race Team represents ambition, progress, and the impact of strong female leadership in motorsport.

Holly Smyth is an Irish born entrepreneur and now team owner whose career bridges the worlds of media, marketing, and motorsport. With a professional background in media strategy and brand development, Holly has built a reputation for combining sharp business acumen with a creative passion for sport, particularly the high-adrenaline world of motorcycle racing.

Taking inspiration from iconic figures such as Eddie Jordan and the golden eras of motorsport, Holly channels that legacy into her own vision for the modern racing landscape. Her team's distinctive black and gold identity, inspired by the legendary John Player Special Lotus and Norton machines, symbolizes a new era of style, strength, and sophistication in the British paddock.



Guided by heritage, driven by innovation. As the youngest female and Irish team owner in the British Superbike paddock, Holly is building a new era of Black & Gold — where leadership, legacy, and ambition move forward together..

TEAM HSO

OLD, BUT GOLD

Introducing you to our title contender for 2026, James Ellison.

Former British Superbike Front Runner, MotoGP top ten finisher, World Endurance Champion, Double British Champion among many more accolades representing the HSO Brand back in the BMW F900 series.

James Ellison is a highly talented professional motorcycle racer with a wealth of experience and knowledge gained over 30 years at the pinnacle of British and international motorsport. Known for his precision, speed, and racecraft, James is aiming to fight for the 2026 championship.

After a strong start to last season as a consistent front-runner, James faced a major setback due to a catastrophic pelvic injury that forced him to miss the majority of the championship.

Undeterred, he now returns focused, with unyielding ambition to reclaim his position at the top, with the single goal of championship victory, proving that resilience and experience remain his greatest strengths.



With James Ellison on the grid, the team combines ambition, skill, and experience - a winning formula for 2026.



DRIVEN BY THE BLACK AND GOLD STANDARD

Every HSO partnership is designed to deliver tangible value, strong brand association, and authentic engagement. Through premium visibility, content integration, and meaningful experiences, our partners benefit from being part of something that goes far beyond the race track.

Sponsorship Brief in following Pages





DRIVEN BY THE BLACK AND GOLD STANDARD

OUR PARTNERSHIP TIERS

GOLD PARTNER

The pinnacle of the HSO partnership family. Exclusive branding across team assets, media, and hospitality experiences. Gold Partners share in our story, featured in campaigns, events, and key communications as integral members of the HSO legacy.

BLACK PARTNER

Prominent positioning across bikes, leathers, digital platforms, and media channels. Black Partners are at the heart of our racing operations, with integrated marketing support and behind-the-scenes access throughout the season.

ASSOCIATE PARTNER

Dynamic entry-level partnerships designed for flexibility and collaboration. Perfect for brands seeking a powerful platform to build awareness, network, and engage with the HSO community.





DRIVEN BY THE BLACK AND GOLD STANDARD

At HSO Race Team, we work closely with our partners to build relationships grounded in shared ambition, trust, and long-term value.

Competing within the British Superbike Championship, one of the world's most respected and commercially powerful motorsport platforms, our partners benefit from association with a globally recognised sporting championship and the credibility that comes with it.

With live TNT Sports coverage (formerly Eurosport), strong digital reach, and paddock-level access, HSO offers meaningful exposure across both consumer and B2B audiences.

Beyond the circuit, we create opportunities for genuine connection, from corporate hospitality and client engagement to tailored activations that extend far beyond race weekends. Every collaboration reflects our Black & Gold Standard: considered, premium, and built on integrity.

For our partners, HSO delivers more than presence. We deliver credibility, connection, and a platform designed to perform on track and in business.



**BMW
MOTORRAD**



TNT SPORTS

Category	Gold Partner	Black Partner	Associate Partner
Brand Placement	Primary placement on bikes, teamwear, awning, vehicles and media assets	Prominent placement on bikes, teamwear, and digital channels	Logo placement on selected assets and digital platforms
Media Exposure	Inclusion in all team press releases, social campaigns, and video content	Shared media features and digital activations	Selected mentions and inclusion in partner spotlights
Hospitality Access	VIP hospitality packages can be pre-arranged for guests	Race-by-race hospitality access for selected rounds	Invitation to exclusive partner events
Content & Production	Bespoke brand storytelling through HSO Media & Production	Shared media features and social integration	Access to media content for brand use
Corporate Networking	Premium access to B2B networking events within the paddock and partner network	Invitations to selected events and experiences	Opportunities for brand collaboration
Community & Youth Development	Co-branding on youth development initiatives and community programmes	Recognition in development programme materials	Association with youth initiatives
Digital Integration	Custom digital campaigns and ambassador alignment	Shared digital exposure across platforms	Basic digital inclusion and tagging
Season Access & Engagement	Comprehensive behind-the-scenes access and annual partner review	Mid-season access and updates	Introductory access and updates

TEAM HSO



WEAR BLACK AND GOLD

In motorsport, few spaces carry more prestige and visibility than a rider's helmet, the personal emblem of courage, identity, and performance.

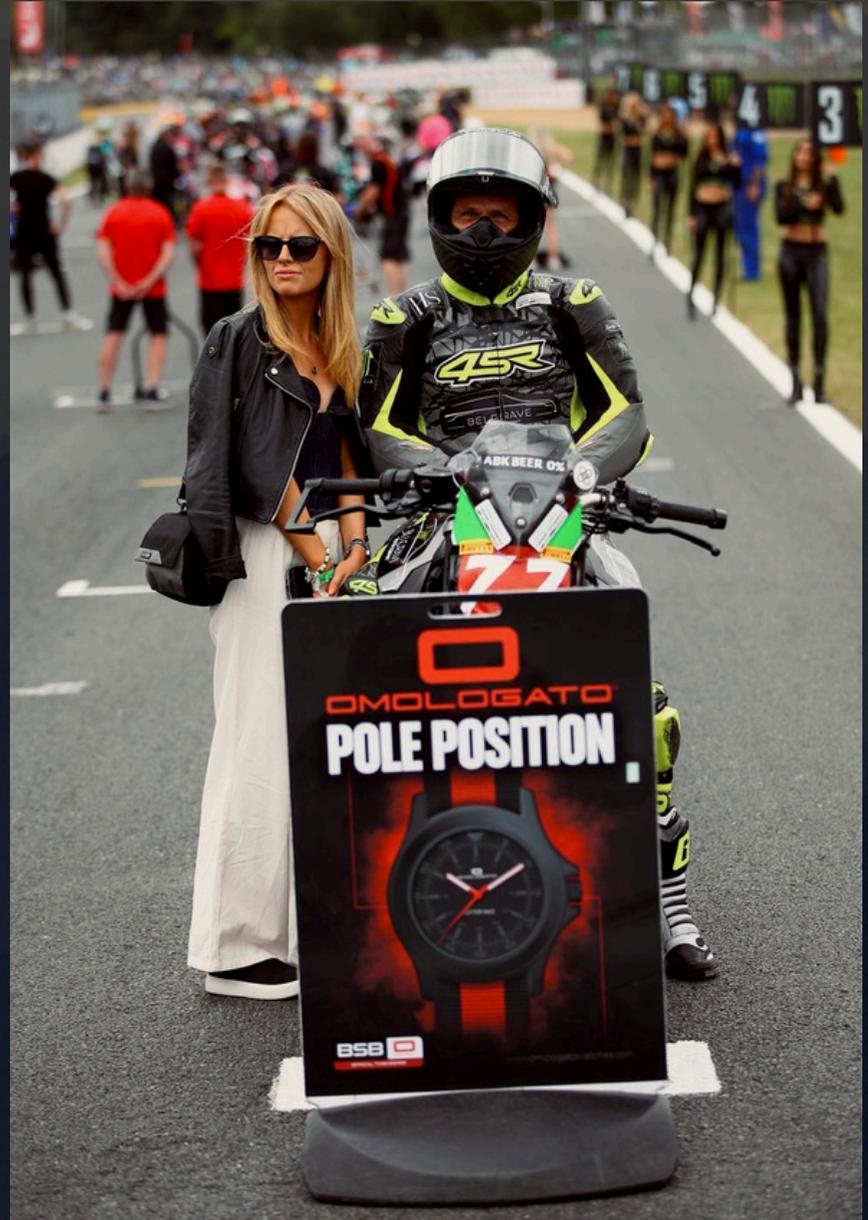
For 2026, HSO Race Team invites brands and individuals to become part of that legacy through our Helmet Sponsorship Campaign.

This initiative provides an accessible yet powerful opportunity to join the Black & Gold family, aligning your brand with our values of entrepreneurship, integrity, and excellence, all while gaining genuine on-track visibility.

STARTING FROM AS LITTLE AS £250

ALL PLACEMENTS ARE SUBJECT TO DESIGN AVAILABILITY
AND TAILORED TO PARTNER REQUIREMENTS.

TEAM HSO



GOLD LEVEL EXPSOURE

HSO behind the Team - Is a Digital Marketing Agency giving the team a deep understanding of how to build brands, engage audiences, and tell compelling stories.

This expertise drives every project, on and off the track, ensuring both performance and promotion go hand in hand.

www.hso-agency.com

TEAM HSO

READY TO BE PART OF BLACK AND GOLD HISTORY?

CONCLUSION

Thank you for taking the time to view our 2026 sponsorship brochure. At HSO, we combine motorsport passion, competitive ambition, and media expertise to create a team and brand that delivers results both on and off the track.

From our unwavering focus on elite performance to our championship ambitions with proven talent like James Ellison, HSO is dedicated to delivering results at the highest level and creating meaningful exposure for our partners aligned with the Black & Gold Standard.

We would be delighted to discuss opportunities to collaborate and explore how we can work together to achieve shared success.

Please don't hesitate to get in touch if you're interested in joining us on this exciting journey.

