



63

Team

TEAM IKUZAWA

NEIL HAWKER DAKAR RALLY 2027 - SPONSOR PACK

Vehicle

HONDA CRF 450



TUDOR

What is the Dakar Rally?

- THE DAKAR RALLY - The Hardest Motorsport Event on Earth
- Some challenges capture the imagination like no other. Every year, people climb Everest. Some sail around the world. Others chase the Tour de France dream.
- For off-road racers and adventurous motorcyclists, the Dakar is the ultimate test.
- It pushes skill, knowledge, and fitness to the limit — but more than anything, it reveals who you really are.
- The Dakar is the longest, most demanding, and most spectacular motorsport event on the planet.
- With a global audience and an unrivalled legacy, it is one of the last great challenges where suffering is certain — and the greatest stories are born.



ORIGINAL BY MOTUL CLASS

I will be competing in the **Original by Motul (Malle Moto) class** — the hardest category in Dakar. No mechanics, no team, no outside help. After riding distances up to 1000km in a day, I set up my tent, repair and maintain my own bike, catch just a few hours of broken sleep, and get back on the start line the next morning and repeat for 14 days! It's raw, relentless, and brutally demanding — the purest form of Dakar.

My best finish is **6th place**. For Dakar 2027, I'm aiming higher — to fight for a **podium** in the most unforgiving category.



About Me



ME -

43 years young from Devon in the UK and now living and working in the beautiful Welsh valleys near Brecon.



FAMILY -

I am a proud father of two gorgeous girls, my 17-year-old daughter Iona and 1 year old Mia. Topped off with my amazing and super supportive partner Sarah.



WORK -

My work has been varied, from 13 years in the British Army to being part of the organizing team at Arenacross and the Goodwood Festival of Speed. Now I am self employed and work 3 jobs, I am a Firefighter in Mid And West Wales Fire Service, I coach riding at BMW Offroad skills, and I manage the British Enduro Championship. At times, I still find time to be in front of the camera and behind the camera filming for TV and film.



**ANYWAY
YOU CAN!**



WHY DAKAR AGAIN?



- **WHY BACK TO DAKAR?**
- **That's a question I get asked a lot.**
- **There is simply no other experience like the Dakar. After finishing in 2021, I knew I wanted more. I returned in 2026 to take on the ultimate challenge again, racing unsupported in the Originals by Motul class.**
- **That second Dakar gave me something completely different. I arrived with more experience, better preparation and a greater understanding of what the race demands — but Dakar still pushed me to my absolute limits. Crossing that finish line for a second time was an incredible achievement, but it also left me knowing there is more to come.**
- **For 2027, the goal has changed.**
- **I don't want to go back just to survive Dakar — I want to thrive.**
- **I want to use everything I learned in 2021 and 2026, arrive fitter, stronger and better prepared than ever, and see how far I can push myself in the Originals by Motul class.**
- **This journey is about more than a result. It's about chasing adventure, pushing personal limits and sharing the highs, lows and reality of taking on the toughest motorsport race in the world.**
- **Two Dakar finishes have given me the experience. Now I want to see what I can really do.**

PREVIOUS DAKAR EXPERIENCE

LESSONS LEARNED

2020 – THE FIRST ATTEMPT

My first attempt at the Dakar ended on Day 5. I crashed heavily, waking up to a helicopter hover me. Somehow, I got back on the bike and rode a further 300km to the end of the special before returning to Hail, where my body finally refused to work.

The incredible Dakar team and medical professionals looked after me, and I discovered I had broken my arm and taken a serious beating. I flew home disappointed and demoralised — but also more determined than ever to return.

2021 – THE COMEBACK

Everything I learned in 2020 helped me return stronger. This time, I approached Dakar differently. I respected the race, rode to finish and absorbed every part of the experience.

After two incredibly tough weeks, I reached the finish line 37th overall and 6th in the Originals by Motul class.

That finish proved I could take on Dakar and complete it.



THE RETURN

- **2026 – THE RETURN**
Five years later, I returned to Dakar with far more experience, knowledge and determination — once again taking on the race unsupported in the Originals by Motul class.
- The challenge was every bit as brutal as I remembered. Long days, exhaustion, navigation, maintaining my own motorcycle and constantly managing both myself and the bike pushed me to my limits.
- But this time I wasn't there simply to prove I could finish. I wanted to learn what I was capable of after another five years of racing, training and experience.
- I crossed the Dakar finish line for a **second time**, adding another huge chapter to my story and, most importantly, gaining an enormous amount of knowledge to take forward.
- **2027 – TIME TO THRIVE**
2020 taught me how quickly Dakar can end.
- 2021 taught me how to finish it.
- 2026 taught me what it really takes to return and do it again.
- **2027 is about putting all those lessons together.**
- I don't want to go back simply to survive the Dakar. I want to arrive fitter, stronger, better prepared and ready to **thrive** — to push for my best performance yet in the Originals by Motul class and find out just how far I can go.



Racing, Riding and Adventure.

- Motorcycles are more than just racing for me — they're my work, my passion and a huge part of my life.
- I'm incredibly proud to have BMW Off Road Skills backing my **2027 Dakar campaign**. I've been part of the Off Road Skills team for over 10 years and remain a passionate coach, spending much of my time helping riders of all abilities build their confidence, skills and enjoyment on two wheels.
- Alongside coaching, I continue to manage the **British Enduro Championship – EnduroGB**, working with clubs, riders and the industry to help grow and develop the sport in the UK.
- Somehow, amongst all of that, I still find time to race. In 2026 that has included events such as the famous **Welsh 2 Day Enduro**, the **International Six Days Enduro**, and other endurance events — all valuable riding, racing and preparation for the biggest challenge of them all: **Dakar 2027**.
- Whether I'm coaching a rider taking their first steps off-road, organising a British Championship event, racing an enduro or lining up at the Dakar Rally, the goal remains the same:
- To ride, race, explore and share the adventure of motorcycling with as many people as possible.



MEDIA AND SOCIAL MEDIA PRESENCE



- My Dakar journey doesn't start on the start line in January — **the story is being told all year.**
- Through my **Road to Dakar 2027 YouTube series** and regular social media content.
- My YouTube vlog gives followers a genuine behind-the-scenes look at the campaign.
- Rather than only showing the polished highlights, I share the reality of balancing Dakar preparation with racing, coaching, organizing the British Enduro Championship and everyday life.
- Across **Instagram, Facebook and YouTube**, I have built an engaged audience around Dakar, enduro, adventure riding and the wider motorcycle world.
- Content includes:
 - Road to Dakar 2027 updates
 - Training & race content
 - Behind-the-scenes videos and reels
 - Bike builds, preparation & testing
 - Sponsor and product features
 - BMW Off Road Skills coaching & adventure riding
 - British Enduro Championship content
 - Daily Dakar updates from Saudi Arabia
- My position within the motorcycle industry also gives content a reach beyond my own channels, through relationships with Enduro21, BMW Motorrad Off Road Skills, EnduroGB and Bikeworld TV show.
- For my sponsors, Dakar is not a one-off event.
- It is a **year-long content campaign** with your brand integrated into the journey — from the first training ride and bike preparation through to daily coverage from Saudi Arabia and, ultimately, the Dakar finish line.

WHAT AM I GOING TO RIDE?

THIS YEAR IT WON'T BE A HONDA ,,,,,
STAY TUNED



Current Onboard Sponsors

I'm proud to already have incredible sponsors and partners supporting my Dakar journey. From the iconic Team Ikuzawa, with its deep roots in international motorsport, to a growing network of companies and individuals who share my passion for two wheels — their backing means everything. Their investment brings not only resources but also belief and energy that drives me forward. With this support, I'm building a campaign that reflects the true spirit of Dakar — and I carry their logos and names with pride.



Sponsor Packages

- Gold Sponsorship – £5,000+ (In monetary or product equivalent)
- Prime logo placement (bike, helmet, kit)
- Dedicated social media content & professional content creation
- Exposure on media outlets
- Special dedicated Dakar days
- Bespoke events, talks, and staff engagement opportunities
- Branded race shirts & merchandise, limited team wear
- Private WhatsApp group & direct access throughout Dakar
- Come to the race and join the circus opportunity.
- Limited to a select number of partners



Sponsor Packages

- Silver Sponsorship – £2,500–£3,500 (In monetary or product equivalent)
- Prominent logos on bike and race kit
- Regular social media posts and content mentions
- Bespoke appearance and talk events
- Post Dakar ride day opportunities
- Team wear
- Access to the private Dakar WhatsApp group



Sponsor Packages

- Bronze Sponsorship – £1,000–£2,000 + (In monetary or product equivalent)
- Logo placement on bike and kit
- Content from the rally
- Product placement opportunities + social media exposure
- Access to Dakar WhatsApp group
- Dakar club benefits



Thank You For Your Time

Come and join the Dakar adventure as part of my team. I may be on my own riding however I will need everyone's help along this journey. Without the sponsors this would be impossible.

NEIL HAWKER

+447500935997

neilhawker41@hotmail.co.uk

Instagram



@neilhawker41

Facebook



NEIL HAWKER

Facebook Page



NEIL HAWKER MOTORCYCLING

Youtube



www.youtube.com/@neilhawkermotolife3653

