

Press Release March 14, 2024

**CHAINON AND HONDA LCR TEAM RENEW PARTNERSHIP FOR 2024 MOTORCYCLING SEASON:
SPONSORSHIP DEALS TO TIE UP WITH LUCIO CECCHINELLO'S TEAM ARE AVAILABLE AT
[WWW.CHAINON.IT](http://www.chainon.it)**

At www.chainon.it everyone can consult, negotiate and sign sponsorship agreements to tie one's company name to the leading team in the MotoGP. All in an easy, fast and secure way, without any intermediation costs and thanks to blockchain, smart contracts and artificial intelligence

Team Honda LCR and ChainOn, the revolutionary sponsorship marketplace, have **renewed their partnership agreement for the 2024 MotoGP** season: at <http://www.chainon.it/lcr>, starting today, you can purchase sponsorship packages to tie your name to the team for the MotoGP world championship races.

Thanks to the exclusive offers proposed by Team Honda LCR, companies will be able to **display their logo on Johann Zarco's bike**, gaining international **visibility**. But that's not all: the packages guarantee the possibility of unique **experiences** alongside the riders at GPs, such as **access to the paddock, pit tour**, dedicated **merchandising** and much more. The proposals, however, do not end there: they start with offers dedicated to Zarco's bike, but in the coming months there will be many more opportunities.

In addition, since July 2023, ChainOn has launched the **international section of the marketplace**: this will therefore allow sponsorship opportunities to be expanded beyond Italian borders, also with a view to **involving as many companies as possible** present in the markets of the states where the 2024 MotoGP races will be held.

By accessing the marketplace and registering at [this](#) link as a "**Buyer**," investors will be able to consult and analyze sponsorship proposals for **free** and, if interested, get to the online **negotiation** and **contracting** stage. All this in a simple, fast, disintermediated way, under the banner of innovation, **transparency** and **savings**: the **commissions for investors in buying and selling on ChainOn are zero** and the investment will be **fully deductible**.

Giovanni Palazzi – Founder and Ceo ChainOn

"The renewal of the partnership with Honda LCR makes us particularly happy: it is important that an international level team has chosen to renew its trust in ChainOn highlighting the quality of our services and the potential of our marketplace. The partnership plans to continue a path started last year that, with the launch of the international marketplace, allows Honda LCR Team sponsorships to get in touch with companies from all over the World, especially those operating in the countries that will host the MotoGP . All this, with the possibility of closing agreements safely and easily, quickly and disintermediatedly, without difficulties related to currencies and financial transfer costs: the added values guaranteed by ChainOn."

Lucio Cecchinello – Team Principal Honda LCR

"Since 1996, when the Team was founded, we have always stood out for our creativity and ability to innovate from a marketing point of view: for example, we were the first to bring the Event Title Sponsor philosophy into MotoGP, and to invest heavily in sponsorship activation and customer care. Today, almost 28 years later, we continue to innovate and evolve, choosing innovative and technological partners like ChainOn, with whom we are happy to continue to collaborate in the search

for new sponsors. The potential of the ChainOn marketplace is truly unique and we are absolutely determined and explore it together!"

CHAINON (www.chainon.it) is the FREE, EASY, FAST AND SECURE sponsorship marketplace. On ChainOn, sellers (teams, sports clubs, federations, leagues, event organizers) can publish their sponsorship offers and get in touch with investors (companies and media centers) who want to make their brand known by capturing the excitement that only sports gives! The platform is based on Proprietary Algorithms, Blockchain and Artificial Intelligence. It allows virtual and disintermediated matching between supply (event organizers, clubs, leagues and federations, agencies) and demand (sponsors, media center) in sports sponsorship and, in the near future, in cultural, social and entertainment sponsorship: a market that in the World is worth over \$57 billion today and will reach \$109 billion in 2030 (source. Pwc).

FOR MORE INFORMATION AND INSIGHTS

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