

LEICESTER SPEEDWAY

2024



Partnership Opportunities

TABLE OF CONTENTS



- What is Speedway?
- Our Success Story
- New Opportunities
- Premier Partner
- Brand for a Grand
- Airfence Advertising
- The Meeting Programme
- Race Sponsorship
- Corporate Hospitality

✓ 15 Heats Per Meeting

✓ 7 Riders Per Team

✓ 2 Riders Per Heat

✓ 4 Laps Per Heat

WHAT IS SPEEDWAY?

- Speedway is a team sport with each team consisting of seven riders
- A meeting takes place over 15 heats (races) with two riders from each team in every heat
- There's 4 laps per heat
- Purpose built bikes accelerate from 0-100 kph on a shale track quicker than an F1 car can on tarmac
- For safety reasons the bikes don't have brakes!
- Unique motorsport because a spectator has a 100% view of all the track from their position in the stadium



OUR SUCCESS STORY

Watling JCB Leicester Lions

2019 Grand Final Winners
2019 Championship Shield Winners
2022 Grand Finalists
2022 Promoted to the Premiership
2023 Finished fifth in the league



Leicester Lion Cubs

2019 Grand Final
Winners
2019 KO Cup Winners
2022 Grand Final
Winners
2022 KO Cup Winners
2022 National League
Pairs Champions
2023 Dan Thompson GB
Under 19 Champion
2023 Finished first in
the league

JCB
WATLING

NEW OPPORTUNITIES

- Moving up to the Premiership provides our partners with new opportunities & a larger audience in 2023
- Selected meetings broadcast live on Eurosport throughout the season
- Featured on a 1 hour weekly highlights package on Quest freeview channel
- We hope to build upon our average attendance of 1,500 per Watling JCB Lions meeting in 2022



What this means is greater exposure for your company in local, national & international media & across our social media channels

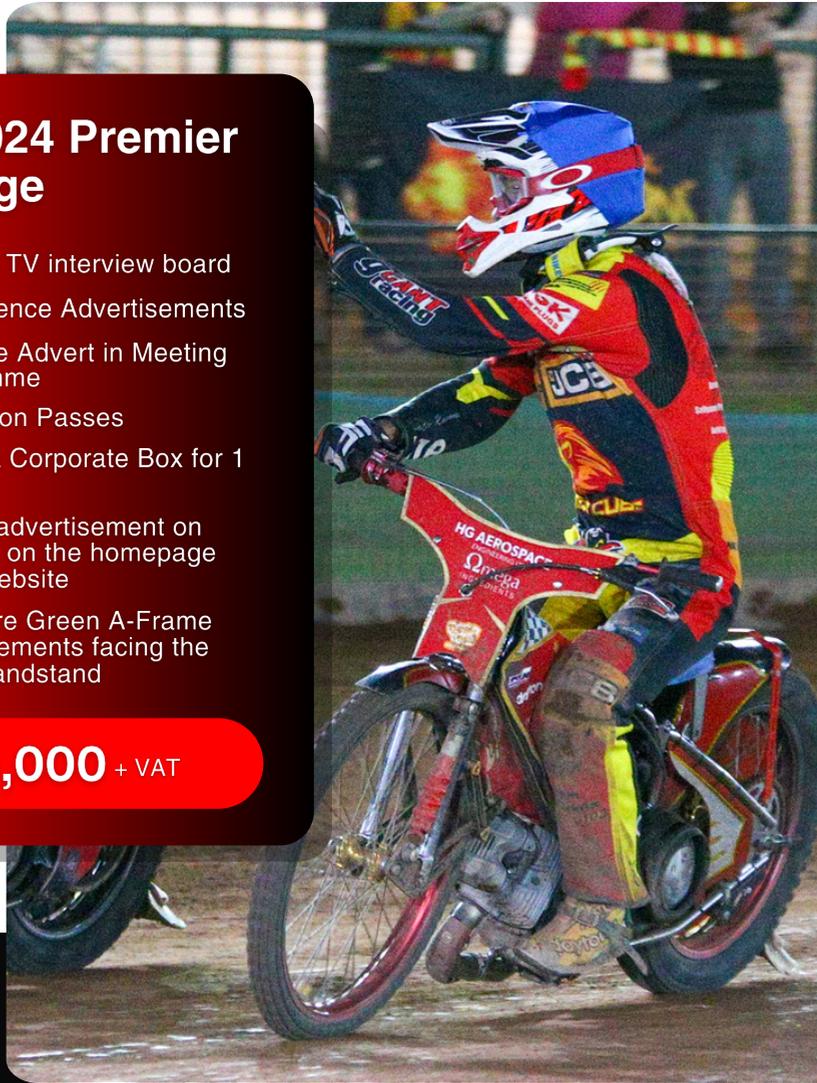


PREMIER PARTNER

The 2024 Premier Package

- ✓ Logo on TV interview board
- ✓ 4x Air Fence Advertisements
- ✓ 1/2 Page Advert in Meeting Programme
- ✓ 4x Season Passes
- ✓ Use of a Corporate Box for 1 meeting
- ✓ Banner advertisement on rotation, on the homepage of our website
- ✓ 2x Centre Green A-Frame advertisements facing the main grandstand

£5,000 + VAT



This is the best way to benefit from our increased profile & media coverage as a result of moving up to the Premiership.



This is the ideal way to build a profile and educate our growing local audience on what your company can offer.



Brand for a Grand Package

**£1,000
+ VAT**

- ✔ Two 5m x 1m Air Fence Advertisements
- ✔ Race Sponsorship in the programme with your company being announced as the race sponsor when the riders are introduced and the result announced

AIRFENCE ADVERTISING



- Premium position on the track
- Visible on Eurosport Broadcast meetings
- Visible to all supporters
- Logo & link on our website

These panels feature in the local and national press throughout the season.

In addition they are also visible across the race action posted across the Watling JCB Lions social media channels

£1,250 + VAT

FOR TWO 5M X 1M BANNERS

Rider Sponsorship



- ✓ Company Logo on your riders race suit
- ✓ Logo on your riders pitsboard
- ✓ Meet the rider opportunities throughout the season
- ✓ Acknowledgement in the meeting programme
- ✓ 10 General Admission Tickets



£1,000 + VAT

PER RIDER



THE MEETING PROGRAMME

Keeping up to date with the team and individual scores throughout the meeting is an essential part of the speedway fans night.

The Meeting Programme is core to this. You can be in front of our engaged audience throughout the Watling JCB Lion's 2024 season by securing your spot in the programme.

£500

Half Page (+VAT)

£300

Quarter Page
(+VAT)

£900

Full Page (+VAT)

Heat/Race Sponsorship



£550 + VAT

All eyes are usually on the track during a heat or in the programme between races to work out how the match is going to unfold & how the Watling JCB Lions & the Lion Cubs are doing.

- Each heat is individually sponsored, and they gain lots of attention.
- Your company logo would appear next to your chosen heat in the Programme.
- An announcement acknowledging your company's support prior to the tapes going up & another when the heat result is announced.

Corporate Hospitality



- 12 Meeting passes
- 12 Programmes
- Guided tour of the pits pre meeting
- Meet the riders (subject to availability)
- A pre-meeting question & answer session with the Team Manager
- Centre Green visit to watch 2 races
- Hot/Cold drinks, sandwiches, muffins

A great way to entertain corporate guests, or celebrate a special occasion with friends & family.

£500 + VAT

ALCOHOL & FOOD
UPGRADES AVAILABLE

We look forward to working with you in 2024

LEICESTER SPEEDWAY 2024



CONTACT US TODAY



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