

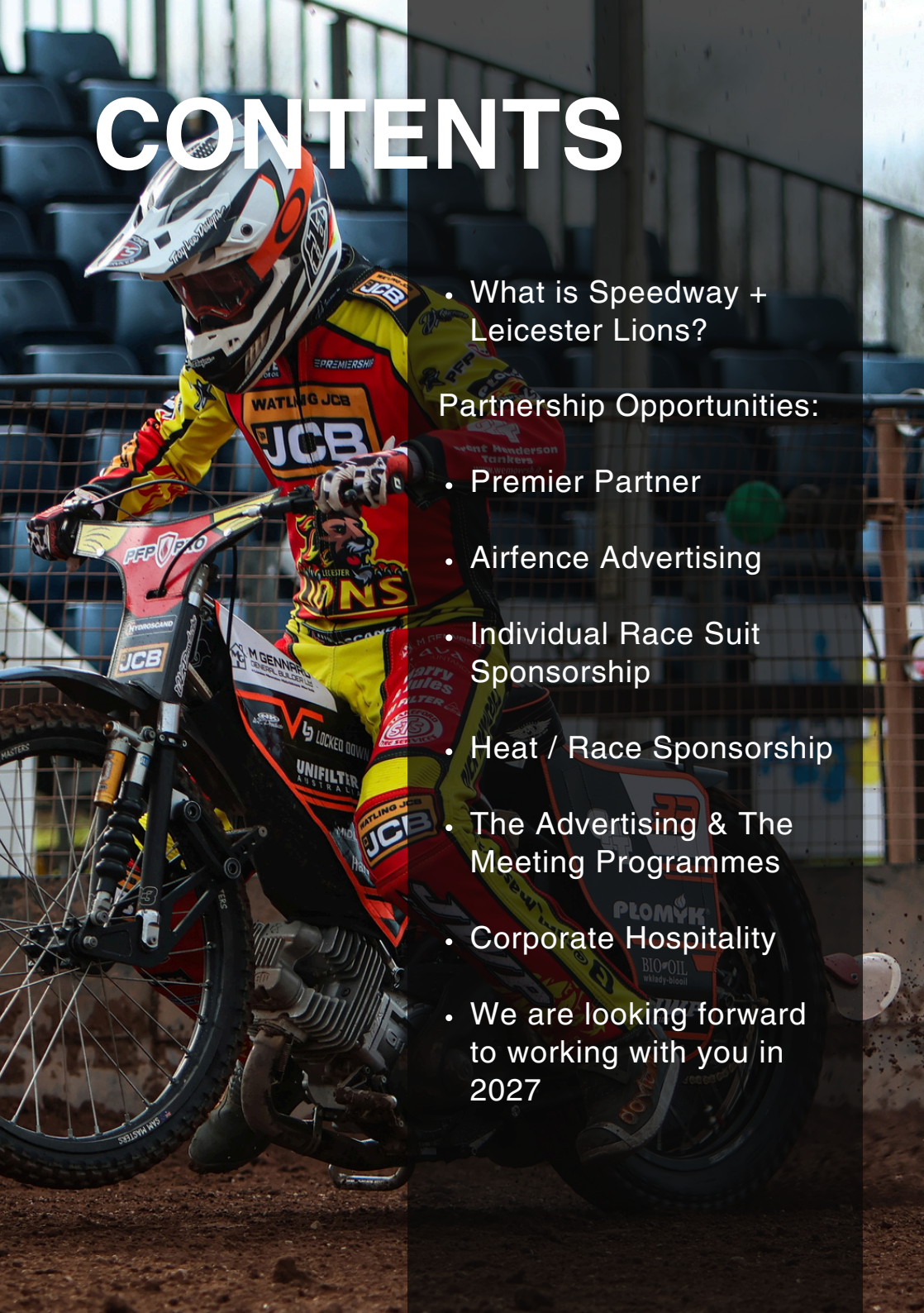
# LEICESTER SPEEDWAY

2027



Partnership Opportunities

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- What is Speedway + Leicester Lions?

## Partnership Opportunities:

- Premier Partner
- Airfence Advertising
- Individual Race Suit Sponsorship
- Heat / Race Sponsorship
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- Corporate Hospitality
- We are looking forward to working with you in 2027

# WHAT IS SPEEDWAY?

- Speedway is a team sport with each team consisting of seven riders
- A meeting takes place over 15 races with two riders from each team in every race
- There's four laps per race
- Purpose-built bikes race on a shale track and accelerate from 0-80 mph in 3 seconds, 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



- ✓ **7 Riders Per Team**
- ✓ **15 Races Per Meeting**
- ✓ **4 Riders Per Race (2 Per Team)**
- ✓ **4 Laps Per Race**

## OUR AUDIENCE

- Supporting a successful Premiership team provides our partners with new opportunities and a larger audience in 2027
- Selected meetings will be streamed on BSN which attracted over a 5-figure audience in 2026
- All other home meetings will be streamed on our own LionsTV which attracted more than 1,600 viewers in 2026.
- We hope to build upon our average attendance of 1,200 per Watling JCB Lions meeting in 2027 following our highly successful trophy-winning 2026 season



# Partnership Opportunities

*Flexible options that  
can be modified to  
suit your  
requirements.  
Starting from only  
£499*

A&S  
AGGREG  
STEVE JO  
ANNE  
KEVIN  
KEVIN  
JAN

# PREMIER PARTNER

This is the best way to benefit from our increased profile and media coverage as a result of competing in the Premiership.



- Prominent branding across the Leicester Lions team

- Race suit and team branding opportunities

- Exposure throughout our home meetings

- Programme advertising and recognition

- Exposure across our social media channels

- Hospitality and guest opportunities

- Additional bespoke promotional opportunities



# AIRFENCE ADVERTISING

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



- ➔ Premium trackside advertising
- ➔ Visibility to supporters throughout every home meeting
- ➔ Exposure during selected televised and streamed meetings
- ➔ Visibility within race photography and video content
- ➔ Exposure across Leicester Lions social media channels
- ➔ Logo and link on the Leicester Lions website

# INDIVIDUAL RACE SUIT SPONSORSHIP

- Company logo displayed on your chosen rider's race suit
- Meet-the-rider opportunities throughout the season
- Recognition within the meeting programme
- General admission tickets
- Logo and link on the Leicester Lions website
- Exposure through relevant social media content





# HEAT/RACE SPONSORSHIP

- Your company logo alongside your chosen race in the official meeting programme
- Your company announced as the race sponsor
- Exposure during selected televised and streamed meetings
- Further recognition when the race result is announced
- Additional digital exposure through Leicester Lions channels
- Branding during LionsTV coverage where applicable
- PA recognition before the race

# THE ADVERTISING PROGRAMME

- Full-page advertising
- Half-page advertising
- Smaller advertising positions
- Seasonal advertising packages
- Bespoke programme partnerships

We can be flexible  
and build to suit  
your requirements!

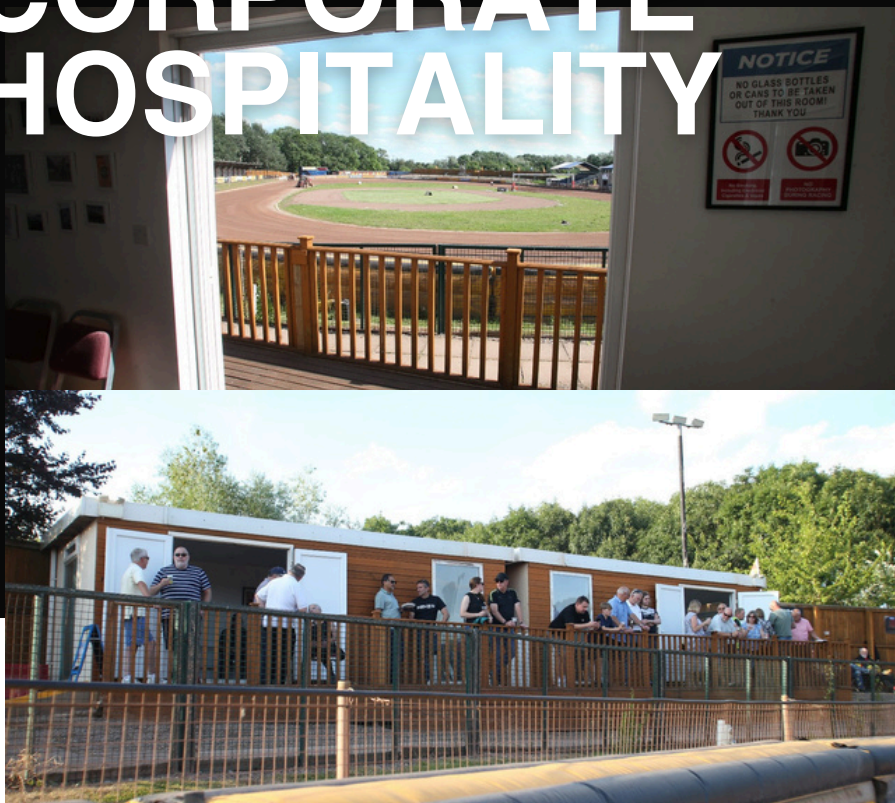
## THE MEETING PROGRAMME



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 Lions 2027 season by securing your spot in the programme.

# 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.

# We are looking forward to working with you in 2027

LEICESTER SPEEDWAY 2027



To find out more about these and our bespoke packages, contact us today!

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