



SPEDEWORTH

MOTORSPORTS



**SPEDEWORTH MOTORSPORT
HOSPITALITY AND SPONSORSHIP
OPPORTUNITIES**

Welcome

Welcome to the world of Spedeworth Motorsports – Europe’s leading oval motorsport promoters!

Spedeworth Motorsports has been at the pinnacle of oval motorsport for over 50 years and runs over 100 racing events throughout the year at tracks all over the UK; from the South of England, East Anglia, the Midlands, Northern Ireland to Scotland and all points in between.

Our racing events are attended by many thousands of people and we pride ourselves on promoting a family sport. The BBC once described short oval racing as “motorsport’s best kept secret” – ***that secret is now out!*** Our sport is unique within motorsport in that every part each of our racing circuits is visible to the viewing public at all times – offering an unparalleled vantage point from which to enjoy the action on track.

Becoming a sponsorship partner of Spedeworth Motorsports, or one of our events, offers a tremendous endorsement and ultimately affords the public with an increased awareness and greater knowledge of your company name and the products and services that you can provide.

Mark Butler Sales & Marketing



Spedeworth Motorsports can tailor any sponsorship package to your specific requirements. Whether you wish to sponsor one of our elite events, a single race event or simply hire one of our hospitality suites to entertain your clients; Spedeworth Motorsports can deliver the sponsorship package that will ensure the maximum benefits for your business.

CONTACT

Mark Butler 01252 322920 mark.butler@spedeworth.co.uk

Benefits

Becoming a partner of Spedeworth Motorsports has numerous benefits for you and your business on different levels.

We pride ourselves on being a catalyst for business. Becoming a Spedeworth Motorsports partner will immediately give you access to the decision makers of the other companies that are also involved. We work hard to create business relationships between our ever increasing network of contacts, ensuring that companies offer each other the best prices and the highest level of customer service.

Spedeworth Motorsports has the potential to access thousands and even millions through different mediums. From the crowds at our stadia, to website coverage (as well as social media) and TV coverage – this is one of the most cost-effective ways to promote your business.

We are delighted with the care and attention that has been paid in ensuring that we are completely satisfied with our new sponsorship package with Spedeworth Motorsports. Our sponsorship package has been tailored to our specific requirements and we believe it represents excellent value for money at a time when every penny that we allocate to our advertising budget must be put to its full use.

Camillus Dynes (C.P. Dynes)



We have been involved with Spedeworth Motorsports for some time and enjoy an excellent relationship with the whole team who offer a thorough and professional service. We have made many new business contacts through our sponsorship of Spedeworth Motorsports that have seen our business grow. Spedeworth Motorsports sponsorship packages represent excellent value for money and I would have no hesitation in recommending them to any company who has a desire to see their business grow.

Dave Miles (Safari Engineering Ltd)



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Hospitality

For those seeking a unique opportunity to entertain both existing and potential clients, Spedeworth Motorsports offers the opportunity to hire one of our hospitality suites. These suites offer unparalleled views of the circuit and ensure that your clients will not miss one second of the action! Our suites offer a private space for you and your company to entertain clients in comfort with various packages available to suit all budgets. We can offer hot/cold buffet services as well as hospitality attendants who will ensure that your needs, as well as those of your guests, are catered for in a professional manner.



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Raceway Advertising

Raceway Advertising Opportunities

Spedeworth Motorsports offers a number of exciting ways in which our partners can involve themselves in our events. These opportunities are designed to increase the exposure for our partners' businesses and to enhance their experience while at our raceways. Our raceway opportunities include:

Elite Event Sponsorship

- Our Elite events such as the National Hot Rod World Championship Final and the Unlimited National Banger Championship of the World attract tens of thousands of people every year. We take great pride in hosting these events which are presented to the high standards expected of Spedeworth Motorsports. There is a great deal of prestige attached to being the headline sponsor of one of our major championship events. With big screen televisions regularly broadcasting the promotional material of your choice and maximum exposure in our publicity material for the event; our elite events represent excellent value for money. These events also regularly receive national TV coverage.

Formula Sponsorship

- Should you wish to have the name of your business attached to a specific formula this is something that Spedeworth Motorsports can arrange for you. Packages can be tailored to suit your business and can offer a season-long link with any of Spedeworth's numerous classes of racing cars - this package can also include championship event sponsorship. Your business will receive maximum exposure in all of the relevant publicity for your chosen formula as well as exposure via our website and other electronic media.



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Raceway Advertising

Race Event Sponsorship

Sponsoring a racing event at Spedeworth Motorsports is a popular and highly cost effective sponsorship package that we offer. The whole event is centred on ensuring maximum exposure for your business and the services it can provide; with excellent coverage in the publicity material for this event as well as regular announcements by our professional commentary team. This package can be tailored to suit your requirements and can include trophy sponsorship as well as the opportunity to be part of the trophy presentations.



Race Meeting Mascots

Spedeworth Motorsports offers our clients the opportunity to nominate a mascot for specific events throughout the year. Imagine the delight any youngster would take in telling the story of their day with Spedeworth Motorsports; presenting the trophies to the victorious drivers and joining them on their respective laps of honour. A unique experience that is bound to live long in the memory! ***This service can also be provided as a gift for special occasions such as birthdays.***



Spedeworth Motorsports also offers a number of ways in which your company can enjoy a prominent visual presence at our raceways – ensuring maximum impact for your business. Spedeworth Motorsports has forged long-term business relationships with many companies who enjoy the prestige of advertising their products and services with us. We are able to offer a wide variety of packages to suit the needs of any business.

Raceway Banners/Boards

- Spedeworth Motorsports Raceway Banners are a cost effective way of ensuring maximum impact for your business. Banners can be manufactured up to approximately 4.8m x 1.5m and will feature the design of your choice.
- Spedeworth Motorsports Raceway Boards are a smaller version of our Raceway Banners and offer those with a smaller advertising budget the opportunity to enjoy the benefits of advertising with Spedeworth Motorsports.



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Raceway Advertising

For those that like to think outside the box seeking more creative ways in which to advertise with Spedeworth Motorsports; there are a number of alternative ways in which a company can become associated with us.

Having your name associated with Spedeworth Motorsports in any way, shape or form is a highly cost effective way to reach many thousands of people every year. The association between your business and Spedeworth Motorsports encourages buy-in from our patrons and this is positively reinforced by our professional team to ensure maximum exposure for your business. Spedeworth Motorsports offers a variety of packages that could see your business given pride of place at one of our raceways.

Grandstand Sponsorship

- Spedeworth Motorsports is able to offer your business the opportunity to name selected grandstands at our raceways. This package would see your business signage placed at one of the most prominent areas of our raceways, with maximum footfall, ensuring high exposure for your products and services.

Pit Gate Sponsorship

- One of the most viewed areas of our raceways; all eyes are on the pit gate as fans wait on their favourite driver taking to the track. A highly prominent area for any business to sponsor, the pit gates at our raceways see some of the most spectacular racing incidents throughout the year and, as such, are given a great deal of coverage in all oval motorsport publications and also television exposure.



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Raceway Advertising

Race Control Box Sponsorship

- As the pit gate closes and the cars sit in their grid positions; all eyes are directed towards Mr Starter and the Race Control Box behind him. Our Race Control Boxes are located at the start/finish line and are one of the main focal points of any racing circuit. Spedeworth Motorsports is able to cater for any business that may wish to sponsor these Race Control Boxes and can offer advertising space at this crucial part of our racing circuits to you as part of our highly competitive packages.

Pace Car Sponsorship

- Instantly recognisable, our pace cars offer any business a unique advertising opportunity. Sponsorship of one of our pace cars would see your chosen livery emblazoned across one of our professional pace cars; providing your business with unparalleled exposure. Our pace cars are utilised throughout the week, not just race days, offering all-year round mobile advertising to any local or national business.



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Media Advertising

Media Advertising Opportunities

Spedeworth Motorsports pride themselves on taking a dynamic, multi-platform approach with any sponsorship package. Sponsorship packages can be tailored to your unique requirements and can include any of the Raceway Advertising Opportunities as described on the previous pages of this brochure; as well as some exciting opportunities for your business to be featured in both print and electronic media relating to Spedeworth Motorsports.

Race Meeting Programme/Wheelspin Advertising

- Our Race Meeting Programmes are offered for sale at all Spedeworth Motorsports events. Often selling out, the programme covers all events scheduled for that week – offering potentially national coverage for your business.
- Wheelspin magazine is our regular in-house magazine – offering 10 issues per year. Wheelspin magazine offers extensive coverage of all of the latest Spedeworth Motorsports news as well as regular features and comprehensive race coverage.

Advertising with Spedeworth Motorsports through our Race Meeting Programmes or Wheelspin magazine is a cost effective and highly flexible method of associating your business with Europe's leading oval motorsports promoters. It can also act as great reinforcement in conjunction with any of our Raceway Advertising Opportunities.

Electronic Media Advertising

We live in modern times and Spedeworth Motorsports has been quick to adopt new electronic media to offer our partners the opportunity to reach a potentially global audience.

- Spedeworth Motorsports takes great pride in the quality of both content and presentation of our website www.spedeworth.co.uk. Our website acts as the main focal point online for all of the latest Spedeworth Motorsports news. Visited by over 1.6million people last year; our website received over 5 million page hits. These figures have increased substantially year on year and we are focused on ensuring that this remarkable upward trend continues. Advertising on www.spedeworth.co.uk can be tailored to your requirements and offers a cost effective method of associating your business with Spedeworth Motorsports and our many website viewers.
- Spedeworth Motorsports also has a strong presence on social media websites such as Facebook and YouTube. Thousands of people utilise these new media and Spedeworth Motorsports is excited by the opportunities these new media offer to us and our partners.

For any dynamic business wishing to associate their name with Spedeworth Motorsports, these new media represent an exciting opportunity to become involved at the early stages of development. In partnership with our sponsors, Spedeworth Motorsports wishes to grow and develop our online presence even further thereby ensuring mutual benefits for all parties involved.



www.spedeworth.co.uk
www.youtube.com/spedeworthtv

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Giant Screen TV

Big Screen TV

Spedeworth Motorsports constantly seeks new and innovative methods to enhance the experience of our patrons and to increase their awareness of the products and services that our partners offer. At selected elite events, Spedeworth Motorsports has secured the use of one of the largest big screen televisions in the UK.

This screen will be used to broadcast regular adverts (as designed and chosen by our partners) throughout the course of our racing events – as well as highlights of the action where appropriate. The addition of the big screen television will enhance Spedeworth Motorsports' reputation as an innovator within our field and increase brand awareness of any business that chooses to utilise this exciting medium.



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A Message from Our Management

I have been involved with Spedeworth Motorsports for many years now; originally as a driver and subsequently as one of the Managing Directors of this illustrious organisation. I am immensely proud to be a custodian of Spedeworth Motorsports and I am excited at the prospect of developing the company, in partnership with our sponsors and highly professional team. We are determined to see the company grow and expand both in the UK and global markets, acquiring new race circuits and drivers, and for our partners to reap the benefits of this growth. As a partner of Spedeworth Motorsports you can be assured that your support will be greatly appreciated; my staff and I will do everything we can to ensure that your experience as part of our team is an enjoyable one that will see a long-term business relationship flourish.

Deane Wood
Director



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CONTACT

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SPEDEWORTH **MOTORSPORTS**

Venues

**ALDERSHOT RACEWAY,
RUSHMOOR ARENA, CLAYCART ROAD,
ALDERSHOT, GU11 2SQ**

**ARLINGTON STADIUM,
ARLINGTON ROAD WEST (OFF A22),
HAILSHAM, BN27 3RE**

**FOXHALL STADIUM (IPSWICH),
FOXHALL HEATH, FOXHALL ROAD,
IPSWICH, IP4 5TL**

**WIMBLEDON STADIUM,
PLOUGH LANE, WIMBLEDON,
LONDON, SW17 0BL**

**YARMOUTH STADIUM,
YARMOUTH ROAD, CAISTER ON SEA,
NORFOLK, NR30 5TE**

**BIRMINGHAM WHEELS RACEWAY,
LANDOR STREET,
BIRMINGHAM, B8 1AD**

**HEDNESFORD HILLS RACEWAY,
RESERVOIR ROAD,
CANNOCK, WS12 5BE**

**NORTHAMPTON INTERNATIONAL RACEWAY
(OFF THE A428 NORTHAMPTON TO BEDFORD
ROAD), BRAFIELD ROAD, HORTON, NN7 2BA**

**NUTTS CORNER OVAL,
MOIRA ROAD, CRUMLIN,
NORTHERN IRELAND.**

**THUNDER VALLEY RACEWAY,
LOCHGELLY (JUST OFF THE A92),
LOCHGELLY, FIFE, KY5 9HG**

**MAHEM RACEWAY,
PRETORIA,
SOUTH AFRICA**



www.spedeworth.co.uk
www.youtube.com/spedeworthtv

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