



PLYMOUTH GLADIATORS SPEEDWAY SPONSORSHIP & ADVERTISING OPPORTUNITIES 2022

PLYMOUTH GLADIATORS SPEEDWAY
PLYMOUTH COLISEUM, COYPOOL RD, PLYMOUTH, PL7 4NW
WWW.PLYMOUTH-SPEEDWAY.COM

ADVERTISING & SPONSORSHIP OPPORTUNITIES 2022



WELCOME TO PLYMOUTH GLADIATORS SPEEDWAY

Speedway is a fantastic, adrenaline fuelled, team sport watched by a local; national and international audience covering a range of demographic profiles.

Brand engagement with The Plymouth Gladiators provides your brand with local, regional and even national broadcast exposure.

We are offering Media Partner and Partner sponsorship packages in 2022, along with a range of cost-effective sponsorship and advertising solutions catering for all budgets from Meeting sponsors, Air fence advertising to programme advertising and more as outlined in this brochure.

We are happy to talk through any potential requirements and can create bespoke packages based on your budget.

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TITLE SPONSOR PACKAGE

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We have a unique opportunity for a 2022 Title Sponsor.

The Team to be branded "The Plymouth (your company name) Gladiators."

A bespoke package tailored to individual requirements of the successful applicant. Please contact us for a price based on the full package details on the following page, or your own bespoke deal (this can include a lump sum initial payment of 25% and then agreed monthly instalments)

TITLE SPONSOR PACKAGE



The Title Sponsor Package to include a minimum of:

- Full page programme advert in race day programme, EVERY meeting, ALL season.
- 2 x Trackside air fence banners
- 1 x A-Frame Centre Green Banner
- 1 x Back Straight Grandstand Frontage Advertising board
- 1 x Home Speedway Straight advertising Board / 1 Back Speedway Straight advertising board (facing sup porters wooden fence part)
- 1 x Perimeter Advertising Board
- One fully sponsored meeting of your choice as part of package
- Company logo on Press Conference interview backboard / all Promotional and Website material
- Extensive promotion across all of our Social media channels (through the season and during meetings)
- Regular Live interview with company representative in front of crowd
- Large interactive advert, with link on our club website (arranged on at least 5 occasions)
- Logo on Admissions Suite "Welcome to Plymouth Speedway"
- Unlimited complimentary entry tickets for use throughout the season + and further others at concession price.
- Prominent Logo on front and rear of 2022 Team Racesuits

Please contact us for a price based on the details above or your own bespoke deal.
(can include a lump sum initial payment of 25% and then agreed monthly instalments)

MEDIA PARTNER PACKAGE



MEDIA PARTNER PACKAGE

A bespoke package tailored to individual requirements of the successful applicant, an integral part of The Gladiators in 2022.

Please contact us for a Price based on the details above or your own bespoke deal (this can include a lump sum initial payment of 25% and then agreed monthly instalments)

Package to include a minimum of:

- 1/2 page, season long, programme advert
- 2 x Trackside air fence banner
- 1 Home Straight advertising board (facing supporters)
- Full Logo and opening Advert on Media updates and posts
- 2 x Sponsored Rider of The Night Events with full Presentation
- Extensive promotion across all of our Social media channels (through the season and during meetings)
- Regular Live interview with company representative in front of crowd
- Interactive link button on club website
- 100 complimentary entry tickets for use throughout the season + and further others at concession price.

PARTNER PACKAGE

PARTNER PACKAGE

A bespoke package tailored to individual requirements of the successful applicant, and help to increase brand awareness and engagement.

Please contact us for a Price based on the details above or your own bespoke deal (this can include a lump sum initial payment of 25% and then agreed monthly instalments)

Package to include a minimum of:

- 1/2 page, season long, programme advert
- 1 Home Straight advertising board (facing supporters)
- Sponsored Rider of The Night with full Presentation
- Company logo on interview backboard
- Extensive promotion across all of our Social media channels (through the season and during meetings)
- Interactive link button on club website
- 50 complimentary entry tickets for use throughout the season + and further others at concession price.

AIR FENCE ADVERTISING



AIR FENCE ADVERTISING

Our air fence banners are situated in prime locations on the bends of the Coliseum. Each air fence banner is strategically placed to maximise the exposure of your brand across our Media Partners.

They also feature in all of our weekly press reporting in local publications and specialist publications such as The Speedway Star and across our website (including news features, meeting previews & reports and Galleries) our Mailing Lists and our social media channels.

Air fence Banners (track facing)

We provide complete design and production of your air fence at £500.00 per season for 1 panel + extra panels at £300.00 per season. (includes set up cost)

Corner Banking Signage (external facing)

We can also provide additional signage options around the perimeter of the 1st/2nd Corner Banking (facing+ visible A38 North Flyover)

Price from £560.00 per season (includes set up cost) – extra panels from £375 per season.

Speedway Straight Advertising (external facing on back of speedway safety fence):

Home Straight New Grandstand facing & visible to the A38 North Flyover: From £375 per season Back Straight Grandstand: From £260 per season (includes set up costs)

Extra panels at £225.00 (Home Straight) and from £150 (back straight) per season.

MEETING SPONSOR



MEETING SPONSOR

Designed purely for brands or companies who want a great night out watching speedway action at The Coliseum in the company of colleagues or clients.

Watching the thrills and spills from an exclusive section of The Coliseum with a panoramic view over the whole track, our race night sponsor package is a complete alternative night out.

Package includes:

- Programme advert for the night plus name on front cover
- Watch some heats from the centre green (subject to health + safety restrictions)
- Live interview with company representative in front of crowd
- Extensive promotion across all of our Social media channels (in the build up of and during meetings)
- Sponsors Rider of The Night presentation and PR photo
- 20 complimentary entry tickets for guests

Match Sponsorship costs: £600.00 – £800.00 with additional packages available.

Please contact us for further information.

PROGRAMME ADVERTISING & HEAT SPONSORSHIP

PROGRAMME ADVERTISING & SPONSORSHIP

The Gladiators Match Day Programme provides a range of Advertising and Sponsorship opportunities. Devised by our Media Team each week and printed in full colour for every meeting at The Coliseum. *

Package includes:

Programme Advertising:

- Full Page – £ 600.00 (limited availability)
- Half Page – £ 350.00 (limited availability)
- 1/4 page – £ 200.00 (limited availability)
- 1/8 page – £ 125.00 (limited availability)

Heat Sponsorship:

The Heat sponsorship option includes one of the 15 Heats of every scheduled Team Fixture in all Competitions, with each sponsor or individual announced prior and after each heat. We can either use artwork supplied or we can create your heat sponsorship advert for you.

Heat Sponsorship Price:

Covering the entire 2022 season (home and away):

- £250 Corporate
- £200.00 Individual / Memorials

*(will not include any BSPA or Individual Fixtures that may be announced separately)

INDIVIDUAL RIDER SPONSORSHIP



INDIVIDUAL RIDER SPONSORSHIP

Get involved with the 2022 Gladiators with our individual Rider sponsorship options, with a range of benefits to both fans and businesses.

Package includes:

- Oil / Methanol / Tyre – (full season) – £750.00 *
- Oil / Methanol – (full season) £500.00 **
- Oil (full season) – £300.00***
- Methanol (full season) – £200.00 ***
- Tyre (full season home and away) £700.00 *
- Tyre (full season home or away) £350.00 **

(A maximum of 2 separate sponsors for these specific items is allowed)

Benefits include:

- Free 2022 season Ticket (all Fixtures) for items marked *
- Free 6 Match Pass Ticket (6 Official League Fixtures) for items marked **
- Free Match Pass Ticket for 3 Fixtures of your Choice Official League Fixtures ***
- Sponsors name will be on 2022 PIT BOARDS and a 1/2 sized Pit Board will be signed and presented by Rider at End of the 2022 Season for all Sponsors of £1000 * / £500 ** star sponsorship.

A Sponsors Board will also be installed near the Turnstile Entrance Area and on the Club Website making it an ideal package for individuals / memorials or smaller Companies.

JOIN THE GLADIATORS IN 2022



ADVERTISING & SPONSORSHIP OPPORTUNITIES GET INVOLVED WITH THE GLADIATORS IN 2022

Here at The Gladiators, we put great value on our relationships with every single one of our Sponsors and Advertisers.

We maximise brand exposure at every opportunity and we constantly look at ways to increase engagement, and we make sure that every single company, group or individual is part of our club.

Get involved and join The Gladiators in 2022. For all your Sponsorship and Commercial queries, or to discuss any requirements or options, please get in touch with us via the Email address below, or via the form on the contact page on www.plymouth-speedway.com.

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Our thanks to Jon Spoard for the use of images

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