WORKINGTON COMETS 2024



SPONSORSHIP BROCHURE

SCAN ME!

WWW.WORKINGTONCOMETS.COM

INTRODUCTION

In 2023 the New Era of Speedway began in Workington at the NEW and REDEVELOPED Northside Arena with a successful return to league racing...

In 2024 the Workington Comets will move up to the SGB Championship league, the second tier of British Speedway. The move up will bring in the prospect of larger fan-bases, local & national advertising exposure as well as, national and local press/media opportunities.

We want you to come on this journey with us be apart of the upwards trajectory of the Workington Comets.

We offer a wide range of sponsorship opportunities to suit your budget.

Take a look at some of our lucrative and unique advertising packages, from stadium advertising banners, heat sponsorship and match day programme advertising.

Bespoke packages can be created to suit your business requirements.



THE **THRILLS**

AND THE **SPILLS**

OF **LIVE** MOTORSPORT

TITLE SPONSOR

P.O.A

- 4x season passes for ALL 2024 meetings
- Team named after title sponsor: Workington your name Comets
- Hospitality for 20x guests (Including food and unlimited drinks per person) at nominated meeting
- 2x - 4 metre fence advertisements located in a position of your choice (25% Discount on any additional advertisements)
- Logo printed in a prominent position on ALL rider race suits
- Pre-meeting pit and track walk at your nominated meeting.
- Complimentary match day programmes
- ALL clothing merchandise branded with title sponsors logo
- Full page race day programme advertisement
- Prominent title advertisement across our website and social media pages
- 4x complimentary team polo shirts
- Centre green announcements throughout all our race meetings
- FREE parking for the entire season
- 4x end of season party tickets
- Framed A3 team photo with the team
- Privileged access to our press and practice day





GROUND NAMING RIGHTS

P.O.A

- Ground named after sponsor: Northside your name Arena
- Hospitality for 20x guests (Including food and unlimited drinks per person) at nominated meeting
- Prominent advertisement on our website and social media pages (15% Discount on any additional advertisements)
- 2x – 4 metre fence advertisements
- Full page race day programme advertisement
- Name printed on riders race suit
- Privileged access to our press and practice day
- Centre green announcements at all our fixtures
- Framed A3 photo with the team
- 4x end of season party tickets
- 4x complimentary team polo shirts
- FREE parking for the entire season

GOLD KEY PARTNER

£1995

- 2x season passes for ALL 2024 meetings
- Hospitality for 20x guests (Including food and unlimited drinks package) at nominated meeting.
- 4-metre fence advertisement
  (15% Discount on any additional advertisements)
- Name/logo printed on ALL rider race suits
- Name/logo on interview/press board
- Pre-meeting pit and track walk at your nominated meeting
- Complimentary match day programmes
- FULL page race day programme advertisement
- Privileged advertisement across our website and social media pages
- 2x complimentary team polo shirts
- Centre green announcements throughout your nominated race meeting
- FREE parking for the entire season
- 2x end of season party tickets
- Framed A3 team photo with the team
- Privileged access to our press and practice day

KEY PARTNER

£1495

- 2x season passes for (League & Cup meetings only)
- Hospitality for 20x guests (Including Food and 3 free drinks per person) at nominated meeting.
- 4-metre fence advertisement
  (10% Discount on additional advertisements)
- Pre-meeting pit and track walk
- Complimentary race day programmes
- ½ Page race day programme advertisement
- Privileged advertisement on our website and social media pages.
- Centre green announcements throughout your nominated meeting race day.
- FREE parking for the entire season
- 2x end of season party tickets
- Framed A3 team photo with the team
- 2x Comets T-Shirts
- Privileged access to our press and practice day

MATCH SPONSORSHIP

£800

- Hospitality for 20x guests at your nominated meeting (Includes food and 3 free drinks per person)
- Cover branding on meeting programme
- 5x programmes for you and your guests
- Pre-meeting pit and track walk
- Accompanied access to centre green to watch match races
- Nominate rider of the match and present award
- Advertisement on our website and social media pages in the week leading up to your nominated meeting
- FREE parking at your nominated meeting

RIDER SPONSORSHIP

£840

- Ownership of a match worn race suit
- Acknowledged as rider sponsor in ALL League and Cup race day programmes
- Recognised on our website as rider sponsor
- Name/logo printed in prominent location on riders race suit
- Privileged access to press and practice day
- A4 photo with sponsored rider
- Name/logo printed on riders pit poster
- 2x end of season party tickets where race suit will be presented

START GATE ADVERTISING

£700

A UNIQUE opportunity to gain prime advertisement space, in probably one of the most photographed / filmed areas of the track!

- 4x company name/logo displayed across the front of the starting tapes
- Company name/logo printed on the back of all the Start Marshal Jerseys (x2)



HEAT SPONSORSHIP

FROM £300

- Name/logo beside sponsored heat for all League and Cup matches for the entire season
- 2x Match tickets to use at your discretion (League and Cup matches only)
- Centre green announcements prior to your sponsored heat commencing in ALL our League and Cup matches

HEATS 1 – 14 = £300
HEAT 15 = £400

FENCE ADVERTISING

FROM £300

- Fence advertisement in prime location and in view of the whole arena. Advertisement has the potential to be captured in numerous photos, videos and broadcasts throughout the season and at ALL events
- Recognised on our website as one of our team sponsors
- 10% discount on additional advertising panels

4 X 1M £500

3 X 1M £400

2 X 1M £300



PROGRAMME ADVERTISING*

FROM £300



FULL PAGE £600

½ PAGE £450

¼ PAGE £300

✚ Advertisement on our website

* League and Cup matches only



On behalf of Workington Speedway I would just like to thank all of our sponsors past, present and future for supporting us and enabling us to bring speedway back to Workington...

Without your support it is without doubt that Championship speedway would have only been a dream.

Andrew Bain

Owner/Promoter of Workington Speedway

BESPOKE PACKAGES

If you would like to create the perfect package to meet the needs of your business, then please get in touch...

We would love to work with you to help give your business that extra promotion and exposure on a national scale!

@WORKYCOMETS

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