SPONSORSHIP
BROCHURE

WORKINGTON COMETS

2026



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WWW.WORKINGTONCOMETS.COM

INTRODUCTION

Let's make 2026 a season to remember — together.

By coming on board, you're not simply sponsoring a team — you're investing in a story of resilience, progress, and shared success.

Since returning to the track in 2023, Workington Speedway has undergone exceptional development. From rebuilding a competitive team to delivering a complete redevelopment of the racing arena, we've reignited the passion for speedway across West Cumbria. Each season has brought new milestones — stronger performances, enhanced facilities, and deeper engagement with our community and supporters.

Looking ahead, our focus is on sustaining and accelerating that momentum. With your partnership, we aim to raise our performance both on and off the track — driving continued growth, visibility, and success. Together, we can shape a club that others aspire to emulate and one that our region is proud to call its own.

Within this brochure, you'll find a range of partnership opportunities designed to deliver genuine value and align seamlessly with your business objectives. If you have a specific vision in mind, we would be delighted to create a bespoke package tailored precisely to your goals.



THE **THRILLS**









AND THE **SPILLS**









OF **LIVE** MOTORSPORT

PLATINUM KEY PARTNER

£3995

Fantastic opportunity to have your name/logo emblazed on the front of ALL the Comets rider's front fork covers.

- Choose a 2026 Comets rider's mounted front fork cover.
- Hospitality for 20x guests (Including food and unlimited drinks) at nominated meeting.
- Extensive brand exposure by having name/logo printed in a prominent location, on ALL Comets rider race suits.
- Interview board branding throughout 2026 Season.
- 2x Season passes to ALL 2026 Comets race meetings.
- 4m fence advertisement.
- Pre-meeting pit/track walk at your nominated race meeting.
- Complimentary match day programmes.
- Full page race day programme advertisement.
- 2x team merchandise polo shirts.
- Privileged advertisement across our website and social media pages.
- Centre green announcements throughout your nominated race meeting.
- 2x end of season party tickets.
- Privileged access to our press and practice day.
- Framed A3 team photo with the team.
- Benefits from being an integral part of the Comets family.





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GOLD KEY PARTNER

£1995

- Hospitality for 20x guests (Including food and unlimited drinks) at nominated meeting.
- Extensive brand exposure by having name/logo printed on ALL rider race suits worn by all 2026 Comets riders.
- 2x Season passes to ALL 2026 Comets race meetings.
- 4m fence advertisement.
- Interview board branding throughout 2026 Season.
- Pre-meeting pit/track walk at your nominated race meeting.
- Complimentary match day programmes.
- Half page race day programme advertisement.
- Privileged advertisement across our website and social media pages.
- Centre green announcements throughout your nominated race meeting.
- 2x end of season party tickets.
- Privileged access to our press and practice day.
- Framed A3 team photo with the team, taken at our Press and Practice Day.
- Expand your brands reach, both locally and nationally by becoming an integral part of Workington Speedway.



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KEY PARTNER

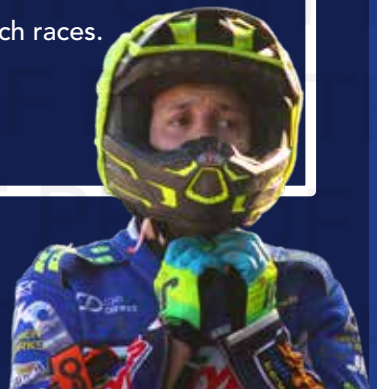
£1595

- 2x Season pass to ALL 2026 Comets race meetings.
- Hospitality for 20x guests (Including food and 3 free drinks per person) at nominated meeting.
- 3m fence advertisement.
- Interview board branding throughout 2026 Season.
- Pre-meeting pit/track walk at your nominated race meeting.
- Complimentary match day programme.
- ¼ race day programme advertisement.
- Privileged advertisement across our website and social media pages.
- Centre green announcements throughout your nominated race meeting.
- Privileged access to our press and practice day.
- Framed A3 team photo with the team.
- Expand your brands reach, both locally and nationally by becoming an integral part of Workington Speedway.

MATCH SPONSOR

£850

- Hospitality for 20x guests. Including food and drink at nominated meeting. (Why not have your birthday party at the track!)
- Cover branding on race meeting programme.
- 5x match day programmes for you and your guests.
- Pre-meeting pit/track walk.
- Accompanied access to centre green to watch match races.
- Nominate rider of the match and present award.
- Website and social media advertisement in the week leading up to your nominated race meeting.



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START GATE SPONSOR

£750

Unique opportunity in a prime location, in probably one of the most photographed / filmed areas of the track. Where all eyes focus at the start of every race.

- 2x Advertisements positioned on the start tapes padded protectors, positioned in front of each side of the starting tapes.
- Company name/logo printed on the rear of all our start marshals jerseys.
- Have your Name/logo advertised on our 2-minute clock.







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SPONSOR CAPTAIN COMET

£500 OR 2 @ £250 EACH

Sponsor our new 2026 Comets mascot 'Captain Comet'. Our new mascot will be dressed in a replica race suit and is an ideal opportunity for either one or two sponsors to come on board and have your name printed on the back and along each arm and leg of the race suit.

There's no doubt he will cause chaos where ever he goes and there will be photo opportunities galore!!

RIDERS RACE SUIT SPONSOR

£500



- Ownership of the match worn 2026 Comets race suit of your sponsored rider. (first come, first served).
- Acknowledged as rider sponsor in ALL Comets League and Cup race day programmes.
- Recognised throughout the season on our website as the rider sponsor.
- **Name/logo printed on prominent location on your nominated rider's race suit.
- Privileged access to press and practice day.
- A4 photo with sponsored rider.
- *2x end of season party tickets where race suit will be presented.

*(Subject to rider availability / fixtures) **(Closing date 31/01/26)

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FENCE ADVERTISING

FROM £300

4X1M = £500 **3X1M = £400** **2X1M = £300**

- Prime advertisement space perfectly located and in view of the whole arena. Advertisement will potentially to be captured in numerous photos, videos, and broadcasts throughout the season and at ALL other events.
- Recognised on our website as one of our team sponsors.
- 10% discount on additional advertising fence panels.





HEAT SPONSOR

FROM £250

HEATS 1 – 14 = £250 **HEAT 15 = £350**

- Name/logo printed beside your sponsored heat for ALL Comets League & Cup matches for the entire season.
- 2x Match tickets to use at your discretion (Comets League & Cup Matches only).
- Centre green announcement prior to your sponsored heat commencing in ALL our Comets League & Cup Matches.

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TYRE SPONSORSHIP — £150

Did you know every rider requires a brand-new rear tyre for every meeting.

You could help by contributing to a Comets riders tyre, for the whole of the 2026 season and also have your name/logo listed on our website and inside our match day programme alongside your nominated rider.

This riders package also includes one complimentary match ticket to use at your discretion at any Comets League and Cup meetings.

RACE DAY FUEL/OIL SPONSOR — £150

Little known fact - Every rider uses approximately one litre of oil and one gallon of methanol every meeting.

Support one of our very own Comets riders and be recognised as the rider's fuel/oil sponsor for the whole of the 2026 season on our website and inside our match day programme alongside your nominated rider.

This riders package also includes one complimentary match tickets to use at your discretion at any Comets League or Cup meetings.

RIDERS PIT BANNER — £150

Opportunity to own a replica of one of our ever-popular pit banners, probably one of the most sort after pieces of rider memorabilia. Also have your name/logo printed on your nominated riders pit banner, which overlooks each rider's pit bay at every home meeting throughout the season (Be quick, first come, first served!) and have it signed and presented by the rider at our presentation night/last home meetings in 2026*. (*Subject to rider availability).

BUNDLE PRICE - If you'd like to sponsor all three of these packages, we'd be delighted to offer you an exclusive bundle discount of **£400.**

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PROGRAMME ADVERTISING

- Benefit from further advertisement on our website as one of our sponsors.

FULL PAGE	½ PAGE	¼ PAGE
£500	£400	£300

**Comets League and Cup matches ONLY.*

Gearing Up for an Incredible 2026 Speedway Season!

As we head into 2026, excitement is building faster than ever for the Workington Comets Speedway. After months of preparation, planning, and community support, we're ready to make this our biggest and most thrilling season yet.

Over the past year, we've seen incredible progress both on and off the track, that will hopefully help the sport thrive for many more years to come. Now, with a fresh calendar, new faces, and the support from our great sponsors and of course our fantastic supporters, we're ready to go full throttle into the new season.

Andrew Bain
Owner/Promoter of Workington Speedway



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GRANDSTAND ADVERTISEMENT

PRICE ON APPLICATION

Have your company name mounted along the top of the entire back row of seats, on one set of our grandstand seating. There is no doubt it will be seen far and wide and will have an uninterrupted view for all to see.

- This advertisement could be over 12m long
- Grandstand naming rights
- 2x Season Tickets for ALL Comets meetings

BESPOKE PACKAGES

If you would like to create the perfect package to meet the needs of your business, then please don't hesitate to get in touch...

We would love to work with you and help give your business that extra promotion and exposure it deserves...



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