VAUXHALL International North West 200®

2017 SPONSORSHIP OPPORTUNITIES

"As the largest outdoor sporting experience in Ireland, the International North West 200 has proven to be the perfect event partner for Bet McLean.com. The NW200 team are a pleasure to work with and extremely flexible in building a package to suit individual sponsor needs. Set against the backdrop of the magnificent Causeway Coast, the NW200 delivers excellent brand awareness amongst the many thousands of visitors to the region. Having grown to become a Race, Corner and Media sponsor, Bet McLean.com have enjoyed fantastic media coverage with the event, which is independently evaluated by NIMMS Ltd and reported upon post event."

PAUL MCLEAN
A. MCLEAN BOOKMAKERS

INTERNATIONAL NORTH WEST 200 MEDIA AND PR PROFILE

£10.3M
PR & media value

£5.5m
Economic impact in 2016

90K
iPlayer views

14.5m
Unique users viewing content in last 12 months

268k
Unique website users

800m+
Broadcasts to households worldwide

£4.6m
Advertising equivalent value, (AEV)

303k
Viewers for NW200 programmes

7.2m
Unique users viewing content in May 2016

2.4m
Page views in the last 12 months

97.5%
Visitors stated the NW200 had met or exceeded their expectations

OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

- Individual race
- Corner
- Track
- Race paddock
- Media centre
- NW200 website
- Accommodation partnerships
- Clothing, fuel and food partnerships

BENEFITS & RETURN ON INVESTMENT

- Integrated branding & brand management
- Social media marketing & competitions
- Digital marketing
- Inclusion in National and International TV broadcasting
- Significant National and International press and media coverage
- Data capture
- Partnership with an Internationally recognised brand
- Media report from Nimms (top tier sponsors only)

EVENT INFORMATION

- **Ireland's largest outdoor sporting event, with 87 years of road racing history**
- **One of the top 3 motorcycle road racing events in the World**
- **Volunteer base of 800+**
- **Attracts visitors, spectators and fans in excess of 100,000 - 20% from overseas**
- **An extensive Race Week Festival featuring family friendly activities, vintage bike and car displays, music events, meet the riders, stunt motorcycle displays, fireworks and much more**
- **4000 Grandstands seats, 4 x big screens**
- **A pure adrenalin fuelled ride - 3 days racing & practice sessions**
- **8 races, Superstock, Supertwin, Supersport & Superbike**

MEDIA VALUE

- PR value £10.3M - Advertising equivalent value, AEV £4.6M - 326M+ Opportunities to See OTS (Nimms 2016)
- Global marketing via web and Facebook 7.2M unique users viewing content in May 2016
- 268K unique web users on **www.vauxhallnorthwest200.co.uk** during 2016
- 810k likes on FB & 27,300 followers on Twitter

BBC SPORT NI

BBC NI VIEWING FIGURES 2016

- 303k viewers
- 90k iPlayer views
- 260K Worldwide streaming via BBC online
- BBC News Local coverage of 300K viewers per evening during race week

WORLDWIDE DISTRIBUTION

- Worldwide broadcasts in excess of 770,000,000 on Eurosport, Speed2, Sky Sports, Sport Klub, Ten Sports, Zuku, Al Jazeera, Ten Sports, TVA/MEN TV, TV Arena, Auto Plus, Starhub, UBC, Channel 5, ESPN networks in Asia, India, China, Indonesia, Latin America, Pacific Rim, Star Sports networks in India, Malaysia, Asia, Taiwan

INDIVIDUAL RACE SPONSORSHIP

KEY BENEFITS

- **International & National media coverage on broadcast TV, print and online with an average media and PR return in excess of £1M & full media report by Nimms**
- **Integrated branding at the start area and around the 9 mile course**
- **Sponsor name attached to the race**
- **Social media advertising with access to a worldwide database of fans**
- **Digital marketing with data capture**
- **Space and links on the NW200 website, accessed in 181 countries, with unique users approaching 300,000**

ADDITIONAL BENEFITS

- Video advertising on 4 x large screens
- Press release to announce sponsorship details
- PA system around 9 mile course with race sponsor mentioned regularly
- Full page colour advert opposite race format and in the race programme (13,000 programmes)
- Sponsor logo on the rostrum backdrop
- Slot on Press Conferences and subsequent media coverage
- Corporate Hospitality Tickets
- Paddock Passes
- Presentation of awards on the rostrum to race winners covered by press, broadcast media and radio
- Official Duke Marketing DVD produced of the event (individual coverage of each race)

PADDOCK SPONSORSHIP

KEY BENEFITS

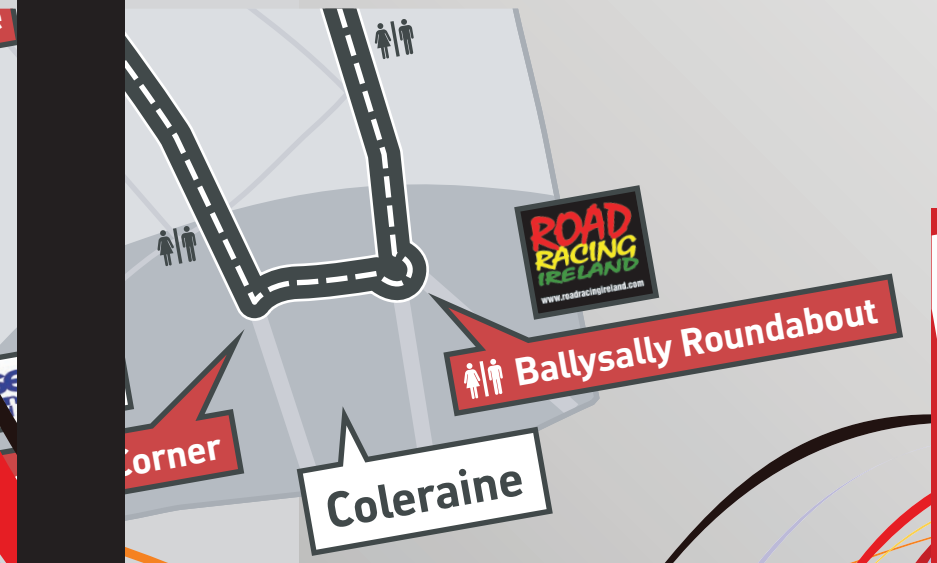
- **International & National media coverage on broadcast TV, print and online**
- **Integrated branding in the paddock**
- **Sponsor name attached to the paddock**
- **Social media advertising with access to a worldwide database of fans**
- **Digital marketing with data capture**
- **Space and links on the NW200 website, accessed in 181 countries, with unique users approaching 300,000**

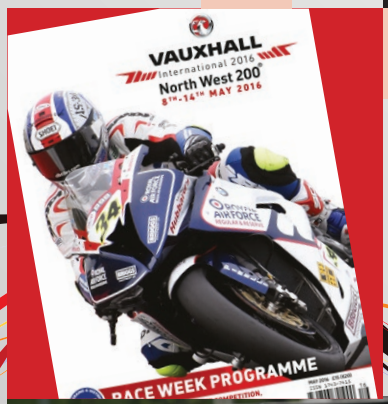
ADDITIONAL BENEFITS

- Video advertising on 4 x large screens
- Corporate Hospitality Tickets
- Paddock Passes
- Opportunity to create a display area to showcase your brand
- Branding on the NW200 course as agreed with headline and other sponsors
- Details in press releases, “Paddock Sponsor” on the official NW200 website/regional media/ bike related websites
- P.A. system round the 9 mile course with the sponsor mentioned during practice and race days
- Opportunity for sampling, product placement and promotion in the paddock

TRACK AND CORNER OPPORTUNITIES

- **International & National media coverage on broadcast TV, print and online**
- **Integrated branding on a specific location**
- **Social media advertising with access to a worldwide database of fans**
- **Video advertising on 4 x large screens**
- **Details in the race programme, with 13,000 printed**
- **Corporate Hospitality tickets**
- **Paddock passes**





MEDIA CENTRE

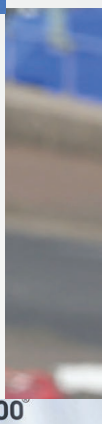
- **Media centre named after sponsor**
- **Full branding rights of a state of the art marquee/media facility**
- **Fully furnished media facilities with BT infinity broadband and wifi**
- **Corporate Hospitality tickets**
- **Paddock passes**
- **Opportunities to showcase product**
- **Media centre is host to NI, ROI, UK and European press**

OTHER SPONSORSHIP OPPORTUNITIES

- Travel partnerships
- Insurance partner
- Fuel partner
- Branded clothing for 200+ officials
- Bespoke packages
- Display areas
- Sampling opportunities
- Cross marketing and access to large database on social media

BRANDING OPPORTUNITIES

The NW200 has a 9 mile circuit with extensive opportunities to use a variety of branding collateral. We offer a range of locations on the circuit, corners and chicanes and main paddock area. Branding can be placed in uniform style with large sized banners carrying a sponsor's brand. There are also opportunities for ground banners and branding, branding on approaches to the NW200 course, pole protectors, kerb protectors, screens, ground and lamppost boards as well as race equipment.



INFORMATION

Sponsors are responsible for providing branding/banners and the post event collection of all collateral.

An integrated branding plan is produced by the International North West 200 to ensure branding positioning and quantity is in line with all agreements.

For further information and details of how packages can be tailored, please contact NW200 Event Director Mervyn Whyte MBE.

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