

NW200

RACE WEEK 6-11 MAY 2024



2024

SPONSORSHIP OPPORTUNITIES

PUT YOUR BUSINESS AND MARKETING CAMPAIGN ON TRACK WITH IRELAND'S LARGEST OUTDOOR ANNUAL SPORTING EVENT.

The North West 200 is a Northern Irish motorsport event established in 1929 for road racing motorcycles held on a 8.970 mile street circuit known as the Triangle between the towns of Portstewart, Coleraine and Portrush in Causeway Coast and Glens.



EVENT INFORMATION

- Largest outdoor sporting event in Ireland.
- Attracts the World's best 100 motorcycle road racers.
- 95 years of road racing heritage.
- Full Race Week Festival of supporting events.
- 9 Race programme held over 2 days of racing.
- 4,000 Grandstand seats, 3 x big screens,
- Corporate Hospitality for 500 guests.
- Dedicated Trade, Display & Food Village



NW200 ECONOMIC IMPACT

- 180,000 Race Week Visitors.
- 25% of Visitors from overseas.
- 69,500 commercial bed nights.
- Total economic impact of £18M.
- 95% of NW200 visitors had positive experience.



INTERNATIONAL NORTH WEST 200 MEDIA AND PR PROFILE



£24.4M

AVE media value (Nimms Ltd.)



£1.1B

Reach across all media platforms (Nimms Ltd.)



£18M

Economic Impact for 2023 NW200



715K

Online streaming during race week



270k

Unique website users



44

International TV Territories (Greenlight TV)



2.5m

Website views in the last 12 months

OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

- Individual race
- Race paddock
- Media centre

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



BBC NI VIEWING FIGURES 2023

- 875K BBC iplayer views.
- 1.3M worldwide streaming via BBC website.
- 200K BBC National Network views of highlights programme.
- 15k Audience on BBC Sounds.
- 800M global broadcasts via Greenlight TV distribution network.

BBC SPORT NI



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
- 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
- Content and links on the NW200 website, accessed in 190 countries with 270K unique users.



Additional Benefits

- Video advertising on 3 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
- Grid access prior to start of race
- Race sponsors VIP area during races
- Presentation of awards on the rostrum to race winners covered by press, broadcast media and radio

INFORMATION

Sponsors are responsible for providing branding/banners and erection and also the post event removal and 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 Consultant Mervyn Whyte MBE.

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