



2010 ADVERTISING, SPONSORSHIP & HOSPITALITY OPPORTUNITIES

Programme Advertising

Your full colour advert will appear in every match day programme and be seen by 20,000 potential customers.

• Eighth page - £250 • Quarter page - £350 • Half page - £500 • Full page - £950

Centre Green A-Frame Advertising Board – Price on application

Your company name in front of your customers. We have various sizes and sites available including prime positions facing the 2,200 capacity grandstand and the TV cameras.

Grandstand Side Perimeter Fence Advertising Board – Price on application

Outside track facing the 2,200 capacity grandstand. We have various sizes and sites available.

Air Fence Advertising Banner - £1,000

With action shots appearing weekly in local and regional press and on the internet these banners are an affordable and effective way of advertising your company. The banners are also featured throughout the 2 hours of live action on Sky Sports. We have a new air fence arriving for the 2010 season. Advertising space is the largest available and as used for most of the televised Grand Prix series making it ideal for TV as well as spectators.

Official Club Website Advertising – www.peterboroughspeedway.co.uk - Price on application

The internet is an instant and invaluable tool available to most businesses and households. Our official website is updated regularly with news and our website address appears on all team vehicles, promotions, advertising and correspondence. This ensures our website address is highly visible and visited regularly by both existing supporters and newcomers to our sport. There are various advertising opportunities available across the site including links to your own company website.

Heat Sponsorship - £300

Your name or company name will appear on the scorecard next to your sponsored heat in every match day programme. Your name or company name will also be announced before and after your sponsored heat via the public address system.

Individual Heat Sponsorship (Subject to availability) - £25

Ideal for a special occasion such as a birthday or anniversary. Your greetings message will appear on the scorecard next to your sponsored heat in the match day programme of your choice. Your greetings message will also be announced before and after your sponsored heat via the public address system.

VIP Meeting - £45 per person

An opportunity for groups of 10 or more guests to enjoy an exciting evening of speedway accompanied by experienced hosts.

Your evening will include:- • VIP passes • Free parking near the grandstand • Match day programmes • A Peterborough Panthers' souvenir gift for each guest • Reserved best seats in the grandstand near the start line • An escorted visit to the pits before the meeting starts • Finger buffet served in a reserved area of the downstairs licensed bar • Your company or group announced in the match day programme • Framed team photo for your host as a memento of your evening.

Meeting Sponsor - £1,000

Invite your clients or colleagues for an action packed VIP evening with the Peterborough Panthers.

Your evening will include:-

- Your name or company name featured on the front cover of your sponsored meeting match day programme
- Your name or company name announced via the public address system
- VIP Passes
- Free parking near the grandstand
- Match day programmes
- A Peterborough Panthers' souvenir gift for each guest
- Buffet with wine and soft drinks served in our private hospitality suite, with outside viewing balcony and situated on the first bend where all the early action takes place
- Panoramic view of the whole track
- Experienced hosts including a former Peterborough Panthers' rider
- An escorted visit to the pits before the meeting starts
- The chance to watch a couple of heats from centre green
- A visit from one of our Elite League star riders for photos/autographs
- Invitation to choose the 'Man of the Match' and present your chosen rider with a bottle of Peterborough Panthers' champagne at the after meeting press conference
- A photograph of your 'Man of the Match' presentation in our next match day programme
- Framed team photo and 'Man of the Match' presentation photo for the host as a memento of your evening.

Price applies to 16 guests. Extra guests will be charged at £50 per person.

Live On Sky Sports Meeting Sponsor - £2,000

As above but televised live on Sky Sports with an audience of millions.

Rider Sponsorship

We can help you explore the various sponsorship opportunities available with your chosen 2010 Peterborough Panthers' team member.

Elite Sponsor - £10,000

This package offers extensive press & TV exposure for your company and comprises:-

- Suitable press release to announce your partnership with Peterborough Speedway:
- Full page colour advertisement in every match day programme during the 2010 season
- Company logo on TV/Press interview backboard
- Company logo in each rider's pit area for TV/Press interviews
- Company logo on rider's vans
- Company logo and link to your website on Peterborough Speedway's official website
- Company logo on Peterborough Speedway's e-magazine
- 4 air fence banners
- Sponsored meeting for 16 guests
- 2 centre green advertising boards
- The opportunity to distribute promotional literature at our meetings
- The opportunity to display promotional material at our meetings, including centre green if appropriate to your product or service
- 4 Season Tickets including free parking
- 4 VIP passes
- 4 Peterborough Speedway race jackets
- 4 complimentary tickets to the club's annual end of season dinner & dance

Title Sponsor – Price on Application

This package offers maximum press & TV exposure for your company. You will receive all the benefits of an Elite Sponsor plus the team will be named the 'Peterborough (your company name) Panthers'. In addition you will receive the best race suit and bike cover locations for your company name & logo for maximum press and TV exposure

- Company logo on team clothing
- Major branding on TV/Press interview backboard
- Company name & logo on all our press advertising
- Company name & logo on front cover of every match day programme
- Company name and logo featured throughout every match day programme
- Company name & logo featured at all club promotions
- Company name & logo on club retailing clothing range
- Company name & logo on team mascots

Please contact Rick Frost on 0118 977 4901 ext 214 or at RickF@peterboroughspeedway.co.uk or Julie Mahoney on 0118 977 4901 ext 207 or at JulieM@peterboroughspeedway.co.uk for further details. We are happy to discuss your individual requirements or suggest a tailor-made package to suit your budget.