

BRIGGS
EQUIPMENT

NW200

RACE WEEK 5-10 MAY 2025



**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.
- 96 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

- 186,000 Race Week admissions.
- 27% of visitors from overseas.
- 82,000 commercial bed nights.
- Total economic impact of £20M +.
- 95% of NW200 visitors had positive experience.

NORTH WEST 200 MEDIA AND PR PROFILE



£25.4M

AVE media value (NIMMS)



1.8B

Reach across all media platforms (NIMMS)



£20M

Economic Impact for 2024 NW200



612.5K

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 2024

- **Global Live Streaming** - NW200 Live – 612,445 x 5 streams
- **iPlayer** - Highlights programmes – 67,379 viewers x 3 programmes
- **BBC Sounds** - 14,374 listeners x 2 programmes
- **TV Highlights Programmes** - Highlights – 165,000 x 3 programmes

BBCSPORT NI



EVENT SUPPORT SPONSORSHIP

TROPHY PARTNERS

- Associate your company with NW200 by sponsoring individual event trophies.
- Enjoy many benefits including presenting trophy to winner.

GRANDSTAND SPONSORS

- We have exciting new opportunities to sponsor grandstands. A bespoke package can be offered that offers maximum exposure and impact.

TRACK & CORNER SPONSORS

- There are opportunities to sponsor and have corners, chicanes and key trackside locations branded to maximise impact and raise awareness of your products and services.





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

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

Additional Benefits

- Video advertising on 3 x large screens
- 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





OTHER SPONSORSHIP OPPORTUNITIES

- Official van partner
- Travel partner
- Hospitality marquee partner
- Official merchandise partner
- Mobile communications partner
- Media Centre partner





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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