

# **MOTO** **FEST** COVENTRY

SPONSORSHIP PACK  
**2020**



# WHO WE ARE

MOTOFEST COVENTRY IS A FREE, TWO-DAY FESTIVAL DEDICATED TO MOTORSPORT THAT TAKES PLACE ON THE FIRST WEEKEND OF JUNE.

It celebrates the city's motoring heritage with a unique blend of competitive motorsports, racing demonstrations, static displays, live music and anything else with a connection to Coventry and transport.

Motofest Coventry is now the UK's largest motorsports festival, having in 2019 achieved an event record of 229,232 visitors.



# WHAT WE DO

**"The Edinburgh Festival...  
with cars."** – James Noble,  
Festival Director

It's a celebration of Coventry's motoring heritage with family-friendly attractions, dedicated zones and fringe events. These include:

- Family Fun Zone
- Food & Drinks Village
- Live Music Zone, with three dedicated stages
- Open-air Cinema



# 2019 IN NUMBERS



**229,232**  
VISITORS



**1,500**  
CLASSIC  
CARS & BIKES



**£10m**  
BOOST TO LOCAL  
ECONOMY



**238**  
DRIVERS



**3.3k**  
FOLLOWERS



**1,000**  
CITROËN VEHICLES  
ON TRACK FOR THEIR 100 ANNIVERSARY

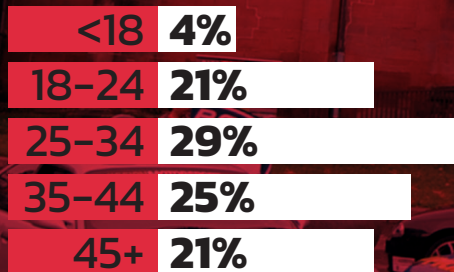


**53**  
BANDS ON  
3 STAGES



**10k**  
FOLLOWERS

# VISITOR PROFILES



**229,232**  
VISITORS



# MEDIA COV- ERAGE

MOTOFEST COVENTRY ATTRACTS  
A WIDE RANGE OF BROADCAST  
PRINT AND ONLINE MEDIA  
EXPOSURE, ACROSS BOTH UK  
AND INTERNATIONAL MEDIA.

In 2019, the media reach for MotoFest  
Coventry was 61,902,340 and the event  
featured in over 275 media articles, as  
recorded by Kantar Media Report.

Across the six years, the online readership  
of the event has achieved a staggering  
2.41 billion.



# IN COMPARISON



<b>VISITORS</b>	230,000	100,000	200,000
<b>COST</b>	FREE	£80	£170
<b>AGE</b>	18-44	40	39
<b>GENDER</b>	75% M 25% F	N/A	78% M 22% F
<b>CLASSIFICATION</b>	ABC1	AB	ABC1
<b>FORMAT</b>	Day	Day/Camp	Day/Camp

## Family/Enthusiast

Two days of non-stop cultural celebration and motoring madness.

## Family

Created by Chris Evans for charity, a supercharged weekend, packed full of happiness, kindness and honesty. It's about making marvellous memories with families.

## Luxury

The largest motoring garden party in the world. Cars, stars and motorsport royalty.

# WHAT THEY SAY ABOUT US

*"If you have never heard the Jaguar XJR-9's glorious V12 roaring through an enclosed inner-city tunnel at full throttle you've not really lived. The sound of MotoFest travels like a call to prayer."*

Speedhunters.com

*"City centre motorsport rebooted for the first time in a generation."*

Octane

*"A great show filled with thrills and excitement."*

Daily Telegraph

*"Probably the greatest free classic car event in the country."*

Classic Cars

# WHAT WE CAN DO FOR YOU

FROM THE HEADLINE SPONSORSHIP TO FEATURED ZONE AND ARENA SPONSORSHIPS - WE OFFER BESPOKE EXHIBITOR PACKAGES TAILORED TO THE NEEDS OF INDIVIDUAL BRANDS, INCLUDING:

- Trade Stand/Exhibitor Space
- Brand Activation
- Feature Partnerships

All opportunities are supported by a fully-integrated marketing, PR and Social campaign.



# MAP OF OPPORTUNITIES

ACROSS THE MOTOFEST COVENTRY FESTIVAL SITE, ARE A RANGE OF OPPORTUNITIES TO ACTIVATE YOUR BRAND TO OUR THOUSANDS OF VISITORS.

The MotoFest map provides an at-a-glance guide to where your opportunities at the 2020 event might be.

Full circuit and arena sponsorships, exhibition spaces and pop-up experiences are all on offer to turbocharge your presence at MotoFest Coventry.



# OPEN AIR CINEMA

THE OPEN-AIR CINEMA IS AN OPPORTUNITY TO ENGAGE WITH VISITORS IN A DEDICATED SPACE AT THE HEART OF THE FESTIVAL.

- A 'film festival' experience with a giant screen
- Dedicated viewing area with branded deckchairs
- A full film programme offering both family-friendly and automotive themed movies
- Large green field space with opportunity for brand activation across the weekend



# POP UP BAR

THE POP-UP BAR EXPERIENCE CAN BE ACTIVATED IN THE CENTRAL HUB OF THE FESTIVAL, QUENCHING THE THIRST OF THOUSANDS.

- A pop-up bar experience located in Greyfriars Green
- Set in the heart of the festival, there's the opportunity to brand activate a large footfall area
- Sampling and tasting opportunities, alongside traditional bar experiences



# THE PAD- DOCK

THE MAIN SPRINT CIRCUIT  
PADDOCK OFFERS A PREMIUM  
FESTIVAL EXPERIENCE, PLACING  
ENTRANTS AT THE HEART OF  
THE TRACKSIDE ACTION.

- Branded paddock with exclusive trackside and pit lane access
- Raised viewing platform and hospitality area
- Driver 'meet & greets' and fast lap departure lounge
- 'Interview pod' + dedicated press and photography area



# CASE STUDY #1

A GRIPPING PROPOSITION  
FOR GT RADIAL.

## **Aim**

Create greater awareness of the GT Radial brand within a consumer audience.

## **Solution**

Main circuit sponsorship including naming rights as 'GT Radial Sprint Circuit', trade stand, brand activations including GT Radial VW Fun Cup cars and GT Radial sponsored drift car participating in track programme.

## **Results**

GT Radial's most successful event sponsorship in over 10 years, heightened brand awareness and return for 2020 event.



# CASE STUDY #2

A DYNAMIC DISPLAY FOR  
THE SKYDOME ARENA.

## Aim

Increase the profile of the Skydome Arena during the MotoFest Coventry festival weekend.

## Solution

Joint sponsorship of the short oval circuit, including a pop-up vehicle exhibition during MotoFest Coventry weekend. PR stunt to announce sponsorship with various performance cars, put through their paces in an empty 8,000sqft retail unit at the Skydome complex.

## Results

Media coverage of press lunch including BBC TV & Radio, and increased footfall to Skydome during MotoFest Weekend.



# CASE STUDY #3

HEAR THE JAGUARS  
ROAR IN COVENTRY.

## **Aim**

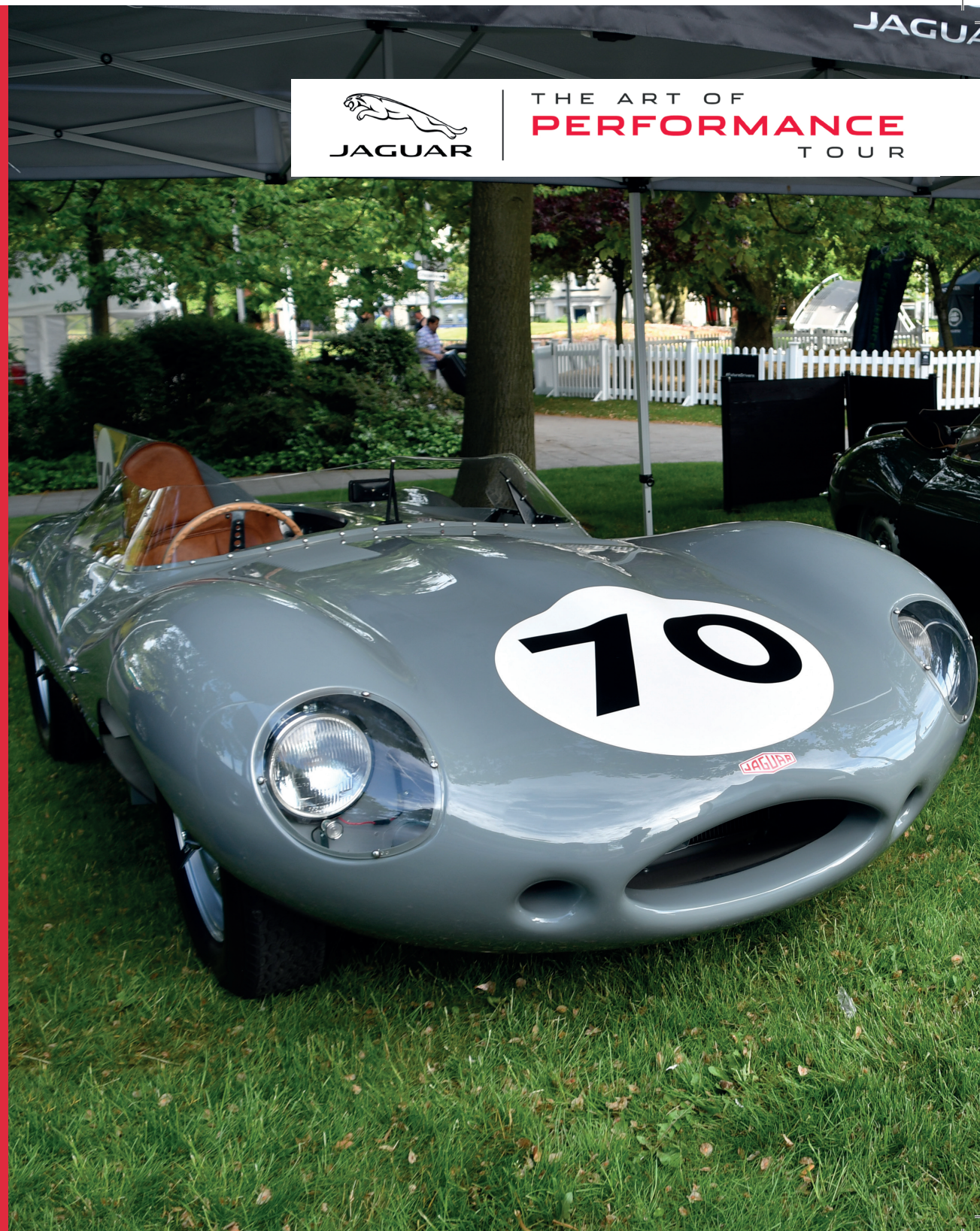
Give Jaguar Land Rover UK a visible and suitably fitting presence in its 'home town' festival.

## **Solution**

Enabling Jaguar Land Rover UK to showcase its heritage, its here & now and its future, with a dedicated display area and on & off track activations.

## **Results**

Engagement with audience, reaffirming Jaguar Land Rover's place at the heart of its 'home town' festival. Plus TV and radio coverage across the festival weekend.



# LIKE WHAT YOU SEE?

CONTACT THE MOTO FEST TEAM:

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# SEE YOU ON THE GRID IN 2020



**MOTO  
FEST**  
COVENTRY

