

MOTO FEST COVENTRY

SPONSORSHIP PACK
2022



WHO WE ARE

MOTOFEST COVENTRY IS A FREE, TWO DAY FESTIVAL DEDICATED TO THE AUTOMOTIVE INDUSTRY.

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 urban motoring festival, having achieved an event record of 229,232 visitors in 2019.



WHAT WE DO

"The Edinburgh Festival... with cars and motorcycles" – 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 Activities
- Food and Drink Village
- Live Music with multiple stages across the city
- 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

CITREON VEHICLES
ON TRACK FOR THEIR 100 ANNIVERSARY



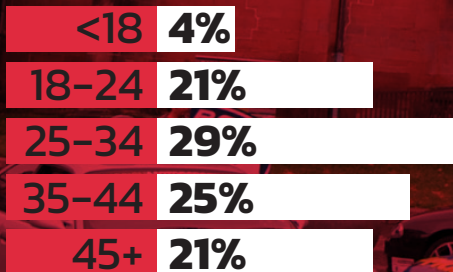
10k

FOLLOWERS

VISITOR PROFILES



229,292
VISITORS



25%

75%

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



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

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."

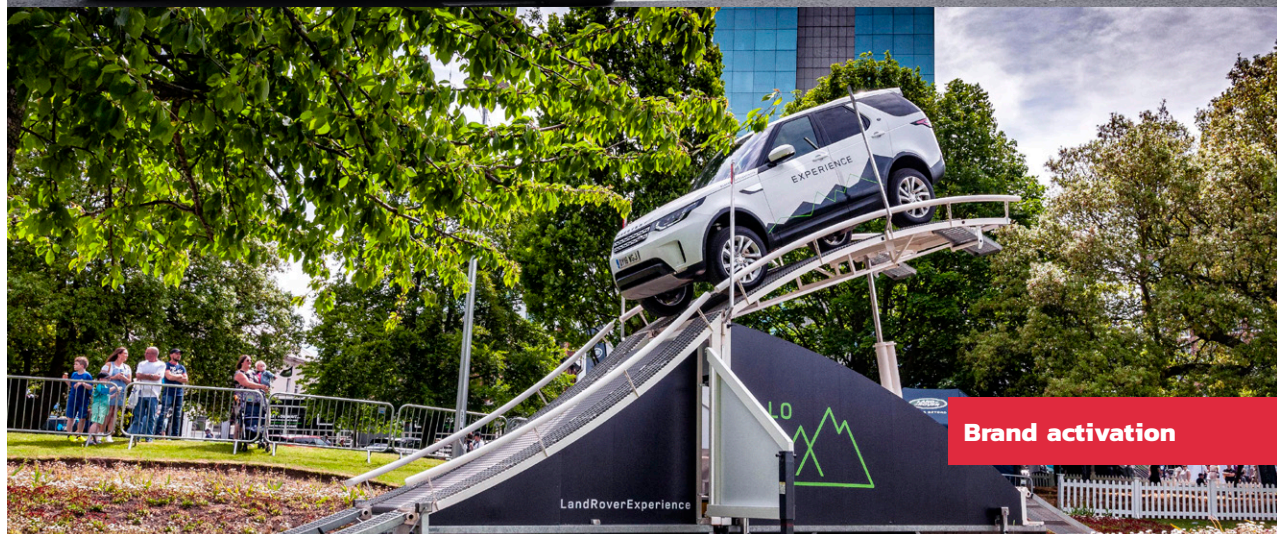
Classic Cars

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 Media 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 the opportunity lies at the 2022 event.

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 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 heart of the festival, opportunity to brand activate in large footfall area
- Sampling and tasting opportunities, alongside traditional bar experience



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 & greet' and fast lap departure lounge
- 'Interview pod' and dedicated press and photography area



CASE STUDY #1

A GRIPPING PROPOSITION FOR GT RADIAL

Aim

Create greater awareness of the GT Radial brand to 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, including heightened brand awareness.



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 sponsor 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 and now and its future with a dedicated display area and on and off track activations.

Results

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



LIKE WHAT YOU SEE?

CONTACT THE MOTO FEST TEAM:

James Noble, Festival Director:

02476 225928 | james@coventrymotofest.com

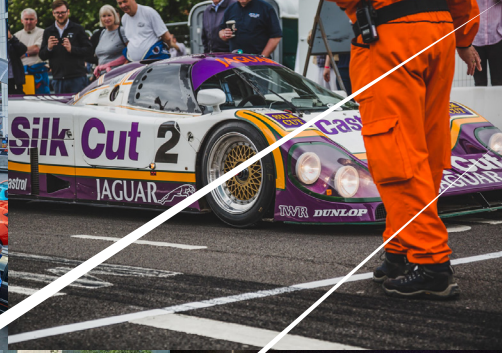
Darren Langeveld, Race Director:

07937 008636 | darren@coventrymotofest.com

Jeremy Heaver, Commercial Director:

07872 836640 | jeremy@coventrymotofest.com





WE ARE
MOTOFEST:
TOGETHER THIS IS
WHO WE ARE.





MOTO FEST COVENTRY



SEE YOU ON THE GRID IN 2022

Earlsdon, Tile
Hill B4101
City Centre

Ring Road
Birmingham
(A45)

Coundon
Allesley A 4114

Ring Road
All Other
Traffic

**MOTO
FEST**
COVENTRY