



EDINBURGH MONARCHS SPEEDWAY

PARTNERSHIP OPPORTUNITIES



A photograph of two men in blue Edinburgh Monarchs jackets celebrating. They are holding up blue boxes with the team's logo and cheering. The man on the right is wearing a black cap and has a beard. The background is blurred, showing other people and lights.

WHAT IS SPEEDWAY?

Speedway is West Lothian's most spectacular team sport! A match sees two teams of seven riders on 500cc motorcycles battle over 15 races of action on an oval dirt track.

Two riders from each side contest each race over four laps with the winner taking three points, second takes two, third takes one, and last takes nothing.

The scores are added up throughout the match and the team with the most points after the 15 races is the winner ...and the bikes have no brakes!



WHO ARE THE MONARCHS?

The Monarchs were founded in 1948 and race at Armadale Stadium in West Lothian. The team lines up in British Speedway's Championship league against teams from across the country.

The Club also encourages the next generation of talent to enjoy the sport through Monarchs Speedway Academy, creating opportunities for local young people.

WHAT WILL MY SPONSORSHIP DO?

Your sponsorship will push the Monarchs forward to keep the Club fighting for honours in the Championship league!

Plus, Monarchs endeavour to play a positive role in the local community through our Academy, and through the Monarchs Community Initiative which welcomes local community groups to enjoy speedway at Armadale Stadium - your sponsorship will provide vital support to these initiatives.



PARTNERSHIP PACKAGES

Monarchs are proud to offer a range of packages to suit all budgets and needs. Each of these packages delivers value in a variety of different areas and can be tailored to meet the exact aims of your business. Find out more:

COMMUNITY PARTNER PACKAGE

Monarchs Community Partner package is a perfect introduction to partnering with the Club. You can craft your ideal package from Monarchs extensive partnership opportunities to best suit your business and support Monarchs community activities. Your package will deliver a great return on investment and bring a positive association in the local community.

Below you can view an example Community Partner package which offers great exposure as well as interaction with the Club, with a range of benefits for a great package price of just £500:

- ✓ Recognition as a Community Partner with Monarchs
- ✓ Listed as a Community Partner on the Monarchs official website
- ✓ Announcement of Partnership across Monarchs social media platforms
- ✓ Your choice of half page match magazine advert *or* heat sponsorship *or* trackside advertising banner
- ✓ Invitation for two to the Monarchs Partner event in hospitality
- ✓ Interaction with Monarchs throughout the season
- ✓ Your Monarchs Partnership tailored to the exact needs of your business
- ✓ Benefit from being an important part of the Monarchs family

COMMUNITY PARTNER PACKAGE

£500 + VAT





SENIOR PARTNER PACKAGE

Monarchs offer a fantastic range of benefits to be enjoyed by your business. From extensive brand exposure, to treating your special guests with hospitality, to networking opportunities - a bespoke package can be tailored for you.

Get all the benefits listed below and begin a wonderful relationship with the Monarchs as a Senior Partner for just £2,000 + VAT:

- ✓ Recognition of Partnership with Monarchs
- ✓ Partnership listed on the official Monarchs website
- ✓ Announcement of Partnership across Monarchs social media platforms
- ✓ Trackside advertising banner
- ✓ Invitation to meet the team at the Season Launch Show
- ✓ Half page match magazine advert **or** heat sponsorship with PA announcements at every Monarchs fixture
- ✓ Evening in Monarchs Hospitality for 4 guests
- ✓ Two Gold+ Memberships including admission to every Monarchs fixture **or** 40 individual match tickets
- ✓ Invitation for two to the Monarchs Partner event in hospitality
- ✓ Interaction with Monarchs throughout the season
- ✓ Your Monarchs Partnership tailored to the exact needs of your business
- ✓ Benefit from being an important part of the Monarchs family

SENIOR PARTNER PACKAGE
£2,000 + VAT

EXECUTIVE PARTNER PACKAGE

The Executive Partner Package builds further upon the Senior Partner Package, offering a more extensive range of benefits and increasing the number of guests you can welcome along to an exciting evening watching the Monarchs:

- ✓ All benefits of Senior Partner package plus:
- ✓ Brand represented on Monarchs race suit, worn by the team across the UK
- ✓ Exposure derived from race suit branding, seen in digital, print and TV media
- ✓ Half page match magazine advert
- ✓ Heat sponsorship with PA announcements at every Monarchs fixture
- ✓ Private use of a Monarchs Hospitality box for 20 guests at one match
- ✓ Interaction with Monarchs throughout season including additional coverage on Monarchs social media
- ✓ Two Gold+ Memberships including admission to every Monarchs fixture *and* 20 individual match tickets

EXECUTIVE PARTNER PACKAGE
£5,000 + VAT







PRINCIPAL PARTNER PACKAGE

The Principal Partner Package offers significant exposure for your brand across a wide variety of platforms, ensuring that you visibly see the benefit of your association with the Monarchs:

PRINCIPAL PARTNER PACKAGE
£10,000+ VAT

- ✓ Recognition of Partnership with Monarchs
- ✓ Partnership listed on the official Monarchs website
- ✓ Major brand exposure on Monarchs race suit, worn by the team across the UK
- ✓ Exposure derived from race suit branding, seen in digital, print and TV media
- ✓ Announcement of Partnership across Monarchs social media platforms
- ✓ Two trackside advertising banners
- ✓ Invitation to meet the team at the Season Launch Show
- ✓ Full page match magazine advert
- ✓ Heat sponsorship with PA announcements at every Monarchs fixture
- ✓ Private use of a Monarchs Hospitality box for 20 guests at two matches
- ✓ Two Gold+ Memberships including admission to every Monarchs fixture *and* 40 individual match tickets
- ✓ Invitation for four to the Monarchs Partner event in hospitality
- ✓ Interaction with Monarchs throughout season including monthly exposure on Monarchs social media
- ✓ Your Monarchs Partnership tailored to the exact needs of your business
- ✓ Benefit from being an important part of the Monarchs family

TITLE PARTNER PACKAGE

Monarchs Title Partner package is the ultimate way to showcase your business with the Monarchs. Your brand will be incorporated into the Monarchs name and will be displayed prominently throughout every aspect of the Club. The team will take the title of the “Your Business Name” Monarchs and will proudly display your brand front-and-centre on the race suits worn by every member of the team in every match this season.

This extensive branding opportunity is supported by an array of benefits that will be tailored to your needs to ensure that your aims are achieved through your partnership with the Monarchs.

- ✓ All benefits of Principal Partner package plus:
- ✓ Your name incorporated into team name - “Your Business Name” Monarchs
- ✓ Extensive branding on Monarchs race suit in prime positions
- ✓ Extensive brand exposure across all Monarchs platforms and website
- ✓ 50 additional individual match tickets
- ✓ Private use of a Monarchs Hospitality box for 20 guests at an additional match
- ✓ Appearance by Monarchs riders at your business or event of your choice
- ✓ Your Monarchs Title Partnership tailored to the exact needs of your business

TITLE PARTNER PACKAGE

£20,000 + VAT





AGENT

MONARCHS OFFICIAL TRAVEL AGENT



**GET IN TOUCH TO DISCUSS YOUR PERFECT
MONARCHS PARTNERSHIP NOW!**

**EMAIL [INFO@EDINBURGHMONARCHS.CO.UK](mailto:info@edinburghmonarchs.co.uk)
OR CALL 01501 734 404**

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