



# EDINBURGH MONARCHS SPEEDWAY PARTNERSHIP OPPORTUNITIES





# PARTNERSHIP OPPORTUNITIES

EDINBURGH MONARCHS SPEEDWAY, ARMADALE STADIUM, BATHGATE ROAD, ARMADALE

[WWW.EDINBURGHMONARCHS.CO.UK](http://WWW.EDINBURGHMONARCHS.CO.UK)



# JOIN THE MONARCHS A CLUB TO BE PROUD OF

**E** D I N B U R G H M O N A R C H S  
S P E E D W A Y C L U B is in  
many ways unique within the  
speedway world. The community  
of supporters, partners, volunteers and  
everyone associated with the Club create  
a special Monarchs family. Overflowing  
with passion and commitment, the  
Monarchs family has grown a reputation  
for **innovation** and **excellence** while  
delivering **success** on the track.

Speedway is a sport unlike any other.  
If you haven't seen it live then you simply  
must experience it to believe it. Each  
match is contested over 15 heats. The  
seven Monarchs riders battle against  
another team of seven with teams  
coming from all over the UK. Two riders  
from each team contest each heat over  
four laps of our short oval dirt track.  
**Each heat is a breathless minute of  
action** with the winner of each race

taking three points, second place takes  
two points, third takes one point and last  
place or a non-finisher takes nothing.  
Points accumulate over the 15 heats and  
the team with the most points emerges  
victorious.

The Monarchs family is open to all  
and partnering with the Club is the  
perfect way to get involved. Monarchs  
can **boost your business** across  
many platforms. Want to grow your  
customer base? Increase your exposure  
by showcasing your brand across all  
Monarchs platforms, including on  
Monarchs social media with its extensive  
reach in the local area. Want to wow  
your customers and clients or to reward  
your hard-working staff? Treat them to  
an evening like no other in Monarchs  
Hospitality. Enjoy all of these benefits  
and more with a bespoke Monarchs  
Partnership crafted to your needs.

By becoming a Partner, you will be  
joining West Lothian's most popular and  
most successful summer sports club. **Be  
part of our success, become a partner  
today.** I can't wait to meet you and to  
welcome you to the family.

*Alex Harkess*

Chairman  
Edinburgh Monarchs Speedway



# PARTNERSHIP PACKAGES

Monarchs are proud to offer a range of packages to suit all business 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:

## ASSOCIATE PARTNER PACKAGE

Monarchs Associate 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. From these you will begin to enjoy the great return on investment that being a Monarchs Partner will bring.

Below you can view an example Associate 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 Associate Partner with Monarchs
- ✔ Listed as a Associate 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
- ✔ 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

ASSOCIATE 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
- ✔ Additional advertising presence within stadium
- ✔ Half page match magazine advert *or* heat sponsorship with PA announcements at every Monarchs fixture
- ✔ Evening in Monarchs Hospitality for 10 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 25 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:

- ✔ 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
- ✔ Additional advertising presence within stadium
- ✔ Full page match magazine advert
- ✔ Heat sponsorship with PA announcements at every Monarchs fixture
- ✔ Private use of a Monarchs Hospitality box for 25 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

PRINCIPAL PARTNER PACKAGE  
**£10,000+VAT**

# 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 25 guests at two additional matches
- ✔ Appearances 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

£POA

**GET IN TOUCH TO DISCUSS YOUR BESPOKE RANGE OF BENEFITS TO ACCOMPANY YOUR PARTNERSHIP**  
**EMAIL [INFO@EDINBURGHMONARCHS.CO.UK](mailto:INFO@EDINBURGHMONARCHS.CO.UK) OR CALL 01501 734 404**