



EDINBURGH MONARCHS SPEEDWAY

**PARTNERSHIP
OPPORTUNITIES**



PARTNERSHIP OPPORTUNITIES

EDINBURGH MONARCHS SPEEDWAY, ARMADALE STADIUM, BATHGATE ROAD, ARMADALE

WWW.EDINBURGHMONARCHS.CO.UK



JOIN THE MONARCHS A CLUB TO BE PROUD OF

EDINBURGH MONARCHS SPEEDWAY CLUB 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 benefits worth more than £750 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.

Enjoy all the benefits of a Senior Partner package listed below, including more than £3,000 worth of value, at a special package price of 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:

PRINCIPAL PARTNER PACKAGE
£POA

- ✓ 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

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