



EDINBURGH MONARCHS SPEEDWAY SPONSORSHIP OPPORTUNITIES



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 a tight dirt oval 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 with the team with the most points after 15 races being 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.



RACE SUIT ADVERTISING

PLACE YOUR BRAND ON ALL MONARCHS TEAM RACE SUITS AND BE SEEN BY A NATIONWIDE AUDIENCE!

Every member of the Monarchs team wears a Monarchs race suit for every match at home and away, being seen across the country including all appearances by the team on television.

This form of advertising is strictly limited and highly sought after. Put your name on the Monarchs race suit and ahead of the opposition!



RIDER SUIT SPONSORSHIP

SPONSOR ONE RIDER'S SUIT AND PUT YOUR LOGO ON IT!

Each rider's suit has a space reserved for a specific rider sponsor. Place your logo on their suit and proudly watch them in action for the Monarchs.

Plus, you will get to meet the rider, get your photo with them in their suit, and receive a replica top of the race suit at the end of the season!



SAFETY FENCE ADVERTISING

YOUR BRAND HERE!

YOUR BRAND AS THE PERFECT BACKDROP TO ALL THE ACTION!

Place your brand in large format in the background of all the race action where it will be seen in video and photo coverage - as well as by all the fans in the stadium!

Monarchs' brand new air safety fence will host a large advertising banner showcasing your business.



MONARCH OF THE MATCH

THE "YOUR BRAND" MONARCH OF THE MATCH

At the end of each match, the top performing Monarch picks up the prize for "Monarch of the Match". Your business name will accompany the Monarch of the Match title and you will get the chance to share the limelight while presenting the prize at the end of the match.

A guaranteed way to be associated with a winner at each and every match this season!





MATCH MAGAZINE ADVERTISING

PLACE YOUR ADVERT OF ANY SIZE IN THE MATCH MAGAZINE

The match magazine is a vital part of the enjoyment of a speedway event as it contains the scorechart that is completed by supporters as the match progresses. This forms a big part of the speedway experience.

Monarchs match magazine is three-times British Speedway's Magazine of the Year in 2022, 2023 and 2024 and offers a prime position to advertise your business at very affordable prices. Options for the season include quarter page, half page, or full page advertisements.

HEAT SPONSORSHIP

PUT YOUR NAME TO A HEAT AT EVERY HOME MATCH

This excellent opportunity offers your company exposure in multiple formats. There are two sponsors for each of the fifteen heats and your advertisement will appear beside your chosen heat in the match magazine for every Monarchs home match for the full season. In addition, your company name will be announced to all supporters in the stadium at every match before and after your sponsored heat.



HOSPITALITY

ENJOY A FANTASTIC EVENING OF SPEEDWAY HOSPITALITY WITH YOUR GUESTS

The perfect treat for all your guests! Settle into the hospitality lounge at Armadale Stadium for the best view in the house to see all the action.

Plus, enjoy a fantastic evening buffet, complimentary bar, a match magazine for each guest, and the opportunity to witness some of the racing close up with an incredible centre green viewing experience.



MATCH TICKETS

TREAT YOUR STAFF, CLIENTS, OR CUSTOMERS TO AWESOME SPEEDWAY ACTION

Monarchs race home matches at Armadale Stadium on Friday evenings across the summer months offering the perfect opportunity to treat your staff, clients, or customers.

Tickets can be booked on a block basis and used for matches of your choice throughout the season.





MATCH SPONSORSHIP

HOSPITALITY, BRAND EXPOSURE, AND AN INCREDIBLE EVENING

Whether you are rewarding loyal customers, treating hardworking staff, or networking with clients - a Match Sponsorship package including Monarchs Hospitality is the perfect way to do so.

- ✓ Admission for 20 guests
- ✓ Use of private hospitality suite
- ✓ Full trackside view of the racing action
- ✓ Complimentary bar - 7pm 'til 30 minutes after end of match
- ✓ Evening buffet
- ✓ Amazing centre green viewing experience
- ✓ Match magazine advertisement
- ✓ PA and media recognition



MONARCH OF THE SEASON AWARDS

SPONSOR AN AWARD AND ENJOY DINNER WITH A TABLE OF 10

At the end of each season the Club host the annual Monarch of the Season Awards Dinner where sponsors, riders, club officials and fans all celebrate the season past with a three-course awards dinner.

You can get involved in the evening by sponsoring one of the awards that are presented and bringing along 10 guests to enjoy the party!



PARTNERSHIP PACKAGES

BUILD A BESPOKE PACKAGE AND ENJOY ADDITIONAL EXPOSURE

Combine any of the options in this brochure to create your ideal partnership package. As a partner of the Club you will gain extra exposure on the official Monarchs website and across the Monarchs social media platforms.

Partnership packages are the perfect way to showcase your brand across multiple outlets across the Club.





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

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

www.edinburghmonarchs.co.uk

[f/edinburghmonarchsspeedway](https://www.facebook.com/edinburghmonarchsspeedway)

[f/edinburghmonarchs](https://www.facebook.com/edinburghmonarchs)

[X @edinmonarchs](https://www.instagram.com/edinmonarchs)