



EDINBURGH MONARCHS

CORPORATE ADVERTISING & SPONSORSHIP



**WEST LOTHIAN'S MOST SUCCESSFUL
PROFESSIONAL SPORTS TEAM**

MAKING HISTORY IN WEST LOTHIAN

Speedway racing arrived in West Lothian when the Edinburgh Monarchs team moved their operation to Armadale Stadium in Spring 1997.

Since then the team has become a major force in British Speedway - winning the Premier League title 5 times in the recent past - enjoying the greatest level of success in over sixty years of competition. In 2015 the Monarchs continued their marvellous recent success by retaining the League Championship and the League Cup and regaining the National Fours Championship. The Monarchs are West Lothian's most successful professional sports team. It's a genuine Scottish sporting success story.

Speedway racing takes place every Friday evening from April to October at Armadale Stadium, and attracts very much a family based following who turn up in huge numbers to witness the action, all enjoying the thrills and spills in a safe and friendly environment.



THE MONARCHS MEAN BUSINESS!

Speedway racing is by far West Lothian's biggest summer spectator sport attracting superb national and local media coverage. It continues to excite and entertain generations of fans while, at the same time, expanding the range of business partners who benefit from being associated with such a successful sporting team.

The Monarchs compete against teams from across the UK on a weekly basis, showcasing sponsors nationwide. Join the success story!

OPPORTUNITIES WITH THE MONARCHS

RACEJACKET ADVERTISING

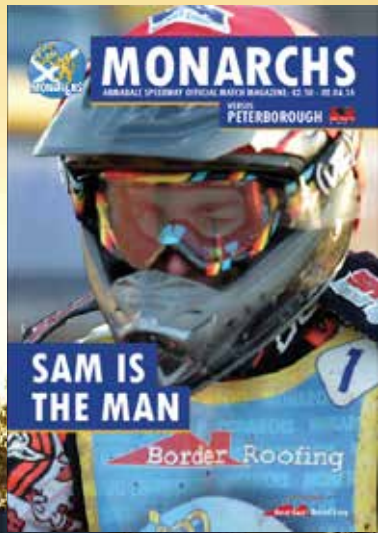
Every member of the Monarchs team wears a Monarchs race jacket. This is worn in every meeting at home and away, being seen by a nationwide audience, including all appearances by the team on SKY SPORTS. This form of advertising is strictly limited and highly sought after. Put your name on the back and in front of the opposition!





RIDER OF THE NIGHT SPONSORSHIP

At the end of each match, the top performing Monarch picks up the prize for 'The Rider of the Night' which provides a great opportunity for a sponsor to steal the limelight while presenting the prize at the end of the meeting. A guaranteed way to be associated with a winner, each and every week of the season.



MATCH MAGAZINE ADVERTISING

Speedway differs from most other sports as the match magazine is an essential part of the enjoyment of the event as it contains the match scorechart that is completed by supporters as the match progresses. This forms a big part of the Speedway experience.

Our award winning match magazine offers a prime position to advertise your business at very affordable prices. We are pleased to offer various sizes within our B5 size publication from quarter page advertising blocks up to full pages throughout the magazine.



HEAT SPONSORSHIP

This is an excellent opportunity that will offer your company exposure in multiple formats. There are 2 sponsors for each of the fifteen races and your advertisement will appear beside your chosen race for every Monarchs' home meeting for the full season. In addition the sponsors' names are announced each week before and after their sponsored race and they also feature on all Monarchs' match DVDs.



SAFETY FENCE ADVERTISING

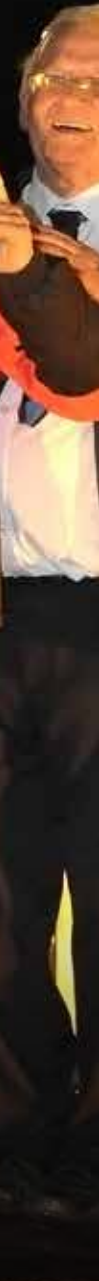
Our race track is surrounded by an air barrier safety fence which provides advertisers with the perfect promotional backdrop to the race action. These panels often feature in the local and national press when action photographs are shown and they are also visible in all Monarchs' match DVDs, as well as being permanent adverts in front of supporters.

UNBEATABLE MONARCHS HOSPITALITY

For a unique and exciting way to entertain clients, customers, staff or for the best work night out ever, you'll find our Speedway match experience hard to beat for value and pure entertainment factor! Our personal service ensures all of your needs are taken care of, leaving you and your guests free to enjoy all of the thrilling race action.



	CLUB DECK	CHAMPIONS LOUNGE	GEORGE HUNTER MEMORIAL LOUNGE
	£400 +VAT	£650 +VAT	£750 +VAT
Admission tickets included	12 TICKETS	20 TICKETS	25 TICKETS
Use of private hospitality lounge	✗	✓	✓
Full trackside view of the racing action	✓	✓	✓
Free bar from 7pm-10pm	✓	✓	✓
Evening buffet	✓	✓	✓
Personal service	✓	✓	✓
Meeting sponsorship benefits	✗	✗	✓
Half page match magazine advertisement	✗	✗	✓
PA and press advertising	✓	✓	✓
Centre green visit during racing action	✓	✓	✓



We are confident that we can construct an attractive package that suits your needs and budget. Join the most successful team in West Lothian sport, contact us now!

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