

ISLE OF MAN TT RACES

2010

OFFICIAL SPONSORSHIP OPPORTUNITIES





"It's a great track. Incredible, fast, funny for the bike. To go flat out you need a lot of technique and bravery. It's impressive."

Valentino Rossi, Moto GP Mega-star

"In terms of stature, history, spectacle and human endeavor, the TT is still right up there among the greats of motor sporting events - a fantastic and charismatic phenomenon that I believe is without equal in the entire history of two and four-wheeled racing."

Murray Walker O.B.E., Motorsports Commentator

"I've been to some of the biggest sporting events in the world, but it's the first time I've been blown away as a spectator by such an event."

Mark Webber, Formula 1 Star

"Unbelievable... these guys are amazing!"

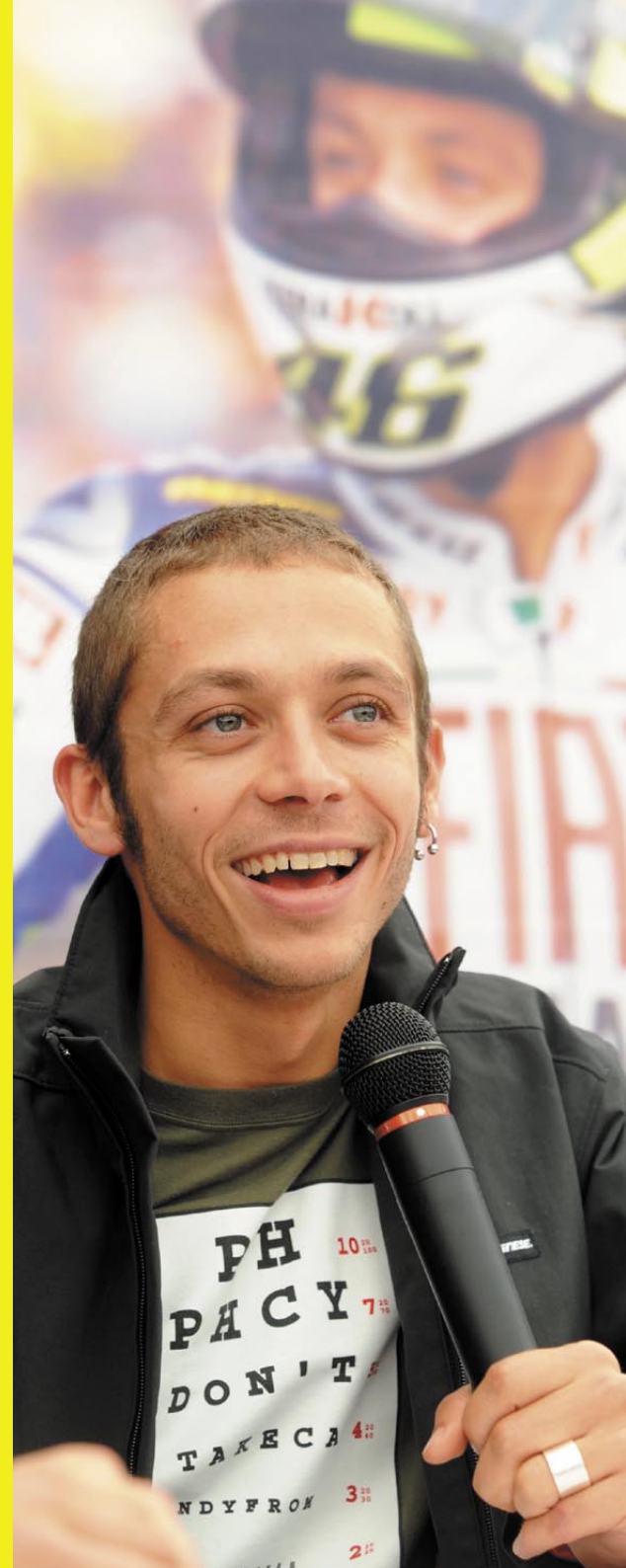
Bradley Smith, World Grand Prix Rider

"Few sports can make the hairs stand up on the back of your neck in such a way as watching these skilful and extraordinarily brave riders fly past."

The Times

"Totally, totally awesome!"

Maxim



Valentino Rossi describes it as Incredible and Unbelievable.

Indeed, seeing is still disbelieving...

AN EVENT LIKE NO OTHER

Nothing on earth is quite like the Isle of Man TT Races. No other motorcycle race is held on such a challenging track as the 37-mile plus Mountain Course with its seemingly never-ending series of bends, bumps, jumps, stone walls, manhole covers and telegraph poles. The skill, bravery and concentration levels required are immense with speeds approaching 200mph, and whilst difficult to learn and even harder to come first, the rewards for winning on the world famous course are like no other. No other motorsport event can boast over 100 years of such illustrious history rich in tradition and legends and to have your name inscribed on a TT trophy is to sit with the gods.

TT racing captures the imagination in a way no other race can and its sheer spectacle and uniqueness ensures thousands of fans flock to the Island every May and June for their annual fix. No other motor sport event attracts people in great numbers for an entire period of two weeks except here at the world famous TT Races where fans can revel in the Island's special mix of incredible racing and world class entertainment - and all set amongst the beautiful scenery of the Isle of Man.

THE 2010 ISLE OF MAN TT RACES

The clamour to take part in the TT is reaching new highs with the number of exceptional riders expressing a desire to compete increasing all the time. From multiple TT winners to World Champions and from stars of Europe to leading AMA competitors, riders across the globe will be contesting the 2010 TT races, ensuring an event of the utmost quality. Away from the racing, this year's TT festival will be more thrilling than ever with masses of new events to excite everybody. Meanwhile, the ever increasing media coverage will take the TT into more homes and onto more magazine pages than ever before.





The Isle of Man

Giving you freedom to flourish.

A UNIQUE DESTINATION

The Isle of Man is a very special Island with its own native tongue, stamps, coins and banknotes. With the world's oldest continuous parliament - Tynwald - the Island makes its own laws and it was this freedom that allowed the Manx authorities to create the TT in 1907 by closing public roads.

Found at the geographical centre of the British Isles, the Isle of Man measures just 33 miles by 13, but within these shores there is a wealth of discoveries to be made, whether it's the special blend of Viking and Celtic heritage, the unique Victorian transport or the miles of unspoilt countryside and secluded beaches. Today the Isle of Man is an important centre for finance, IT and other business, but its culture and traditions are just as evident today as they were thousands of years ago.

Island Demographic

Population - 80,000
 Economically active - 40,000
 GDP exceeds £1.6bn
 GDP per head £19,228 (113% UK)

Source: IOM Government

Visitor Demographic

75% male
 32% aged 18 - 34, 55% aged 35 - 50
 70% ABC1
 Staying on Island an average of 5 nights
 95% return year on year
 37% spend on average £500 - £1,000
 Forecast attendance in 2010 of 40,000

TT RACES 2010*

TT Qualifying *Saturday 29th May - Friday 4th June*

Superbike Race & Sidecar Race 1 *Saturday 5th June*

Superstock Race & Supersport Race 1 *Monday 7th June*

Supersport Race 2 & Sidecar Race 2 *Wednesday 10th June*

Parade Lap & Senior TT Race *Friday 11th June*

Ultra-Lightweight & Lightweight TT Races *Saturday 12th June*

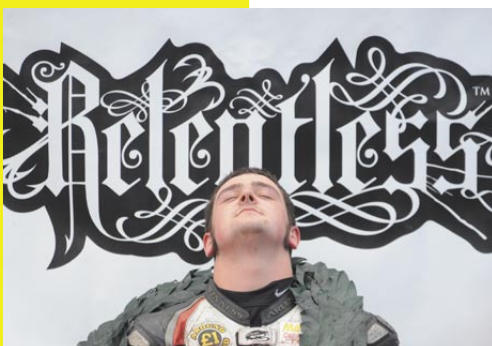
**Subject to final confirmation*

TT FESTIVAL 2010

Friday 28th May - Saturday 12th June

If any TT is a mouth watering feast of all things two-wheeled then 2010 promises to put us on the verge of gluttony. The coast-to-coast party kicks off on Friday 28th May with the Pre-TT Classic Road Races and is followed by a continuous stream of thrilling supporting events over the full two weeks. All the fans' favorites will be back whilst a number of new events are planned to make this year's festival the most spectacular yet. Nightly entertainment can be found centered around the 2 mile sweep of Douglas Bay and will feature top bands, stunt shows, air displays, beach racing, chat shows, fireworks and street performers of all kinds.





We're not just about giving you great media coverage.

We build in real value for our sponsors.

SPONSORSHIP OPPORTUNITIES

Motorsport sponsorship is the fastest growing arena for companies to maximise their marketing potential. Already the world's largest spectator sport (and still growing), motorsport also has a fan base with the strongest brand loyalty.

The TT offers a cost effective route into sports sponsorship with a fantastic return on investment. Due to its spectacular nature and its uniqueness in the market place, the TT Races can boast massive levels of media coverage that most other events can only dream about. The TT can effectively showcase your products and services, increase business to business sales and introduce you to new audiences and new territories.

Like most world-class sporting events we offer a range of sponsorship packages - either 'off the shelf' or tailored to suit your individual needs. Whether you are looking for greater brand exposure or just a way to reward and incentivise staff, the Isle of Man TT Races is the ideal platform.

GOING THAT EXTRA MILE

Here on the Isle of Man we are proud to do things a little differently - after all, it was our foresight that gave birth to the TT Races over 100 years ago. We're not just about high-level media outreach - we aim to connect consumers with your brand in creative and memorable ways. Whether that's through the use of eye-catching stunts or headline grabbing use of our assets, we are here to help you realise the true value of your investment. Together with our colleagues and partners we can go that extra mile. After all, our famous course has 37 of them!

Show & Tell

05



ISLE OF MAN TT RACES

OFFICIAL SPONSORSHIP OPPORTUNITIES

2010



Connecting you to the world...

PR ACTIVITY

All Partners enjoy the support of the TT Press Office outside and during the TT period. We have a proactive approach with the media nationally and internationally and we have excellent relations with all UK broadsheet and tabloid titles, specialist sports press, lifestyle media and numerous international titles. Key press visits to the Island are held regularly and often include high-speed pillion rides for journalists.

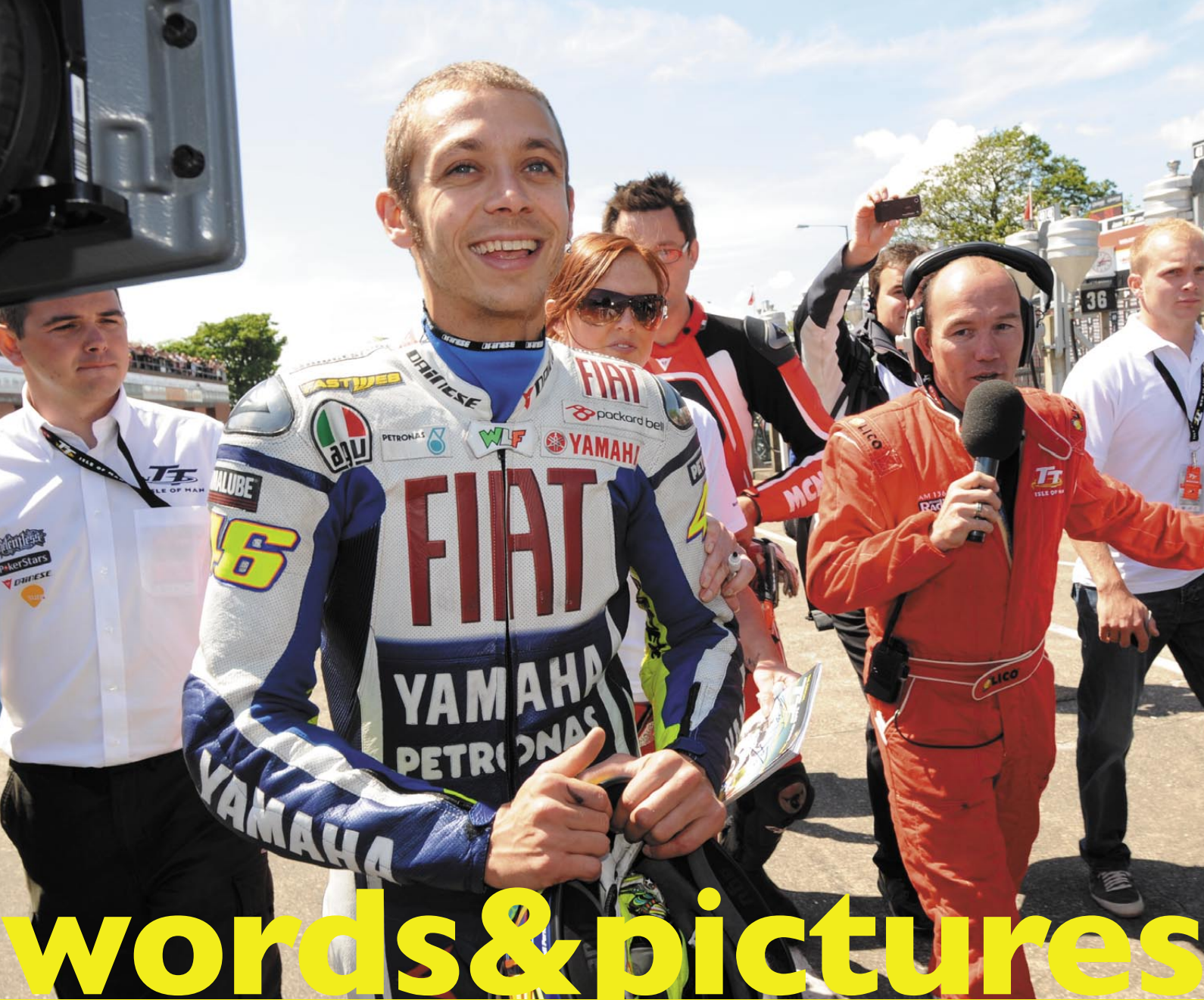
We have a strong presence at the NEC Motorcycle and Scooter Show in Birmingham with our own stand. The show has held a 'TT Day' for the last two years and fans flock to see many of our biggest stars past and present. Our partners are invited to our own TT Press Launch that is held on Island each spring. Journalists and photographers from every leading motorcycle publication are in attendance along with leading stars and special guests.

PRESS COVERAGE

The Isle of Man TT Races enjoys massive worldwide press coverage. With over 1,200 registered journalists, the TT generates £1 million of national press coverage in the UK alone and over £3 million globally.

Naturally most of the motorcycling publications cover the TT and the UK's market leader MCN gave over 70 pages of coverage to the TT including 3 cover stories and an 18 page TT preview insert. TT news and feature stories also appeared in all UK national papers including The Times, The Sunday Times and The Guardian. The Telegraph also listed the TT as the number one must see summer sporting event above The Ashes, Wimbledon and Royal Ascot.

The TT also attracts widespread coverage in the International press including L'Equipe in France and both the New York Times and LA Times in the USA. The TT also features in the lifestyle press with coverage in Outside Magazine (USA), Mens Journal (USA), Esquire (USA), Riders (Italy), GQ (Germany) and Maxim (UK). In addition, news agencies Reuters, Press Association and Getty Images all attended the 2009 races.



words & pictures





TELEVISION

Our Partners can enjoy massive brand exposure through our impressive TV programming. All of our sponsors' branding is prominent on all TV programmes thanks to well-placed signage at the startline, alongside Pit Lane, trackside at filming locations, in the winners' enclosure and on all podium backdrops. In addition, our race sponsors have their name referenced throughout by both the commentary team and through on-screen graphics.

2009 saw the launch of a new television broadcast package that, with its fresh, dynamic approach to programming, delivered the TT Races to a wider audience than ever before. Produced by renowned programme maker North One Television, the footage made up eleven one-hour programmes that were broadcast on ITV 1 and ITV 4. Nine of these programmes were shown on the same day as they were filmed, with the other two being highlights programmes.

TT programming reaches one billion homes across more than 100 countries and is shown by many of the world's leading broadcasters as well as specialist sports channels. Viewing figures for the UK alone peaked at a very impressive 500,000.

Presented by leading ITV sports anchor Craig Doyle, the 2009 TT commentary team also featured regular Moto GP commentator Steve Parish and BSB commentator Jamie Whitham, both of whom have competed at the TT at the highest level. Utilising state of the art technology, our highly praised programmes cover every race in detail plus all the main festival events along with numerous special features unique to the TT experience.

In addition to our official programming, the 2009 TT Races were covered by TV crews from all around the globe including ARD (Germany), Fuji TV (Japan), and AFI (France). TV lifestyle features included 'Tourist Trail', a three part series presented by respected political commentator John Sergeant.

RADIO

Radio coverage of the whole TT festival is broadcast live on Radio TT both on air and on line through the official TT website. Our Partners enjoy broadcast sponsorship of the relevant races and events with appropriate referencing. There is a live audience in excess of 60,000 and an online audience of up to half a million. In addition to Radio TT, feature stories were also broadcast in 2009 on BBC Radio 2, Radio 4 (Today Programme), and Radio 5 Live.



television & radio





OFFICIAL TT WEBSITE (www.iomtt.com)

Our Partners enjoy a strong presence on the official TT website with advertising space, click-throughs and other referencing. In the 6 months from January 2009 to June 2009, the official TT website has attracted an average of 7,500 visits a day with half a million unique visitors. In total, the site has enjoyed well over 1 million visits in that time using over 100 languages.

TRACKSIDE ADVERTISING / SIGNAGE

Due to the unique nature of the TT Course, our partners can enjoy significant trackside advertising in a number of key locations. Trackside advertising is laid out in conjunction with our television broadcast partner ensuring your branding / message is picked up on all programming. In addition, all race sponsors will enjoy extra coverage as the main brand on their race winners' podium as well as the only brand to appear at the start line. Sponsors' branding will also appear in a number of places around the Grandstand and Paddock area including on the building itself, on the scoreboard opposite the Grandstand seating, in the winner's enclosure and on the media backdrop.

FESTIVAL EVENTS / USE OF PUBLIC SPACES

For 2010 we are pleased to offer a number of new opportunities with the sponsorship of the main festival events and venues. In addition, we can help organise your own events and utilise our best public spaces to showcase your brand and products in front of thousands of TT fans. Whether you want to bring your own entertainment or just have your promo girls give away goodie bags, we will help connect you to as many fans as possible. We can even make sure our radio broadcast partner is there to cover all the action and get your message out to the world.

OFFICIAL TT PROGRAMME

This A4, 130-page glossy programme provides for dual logo branding of the front cover (for associated partner) and full-page advertising inside. All race and event sponsors will be referenced throughout and race sponsors' branding will appear in the accompanying race guide. 25,000 copies will be produced in 2010.

IMAGE RIGHTS

Our partners have the right to use TT logos, plus a purpose-designed TT Partner logo in marketing activities, plus still and moving images from the TT event.



connect & enjoy





Hospitality with a different view...

TT VIP Club Hospitality

Sponsorship not only gives our partners a unique association with the TT Races but also enables their guests to enjoy an experience they will never forget. The TT Hospitality Suite provides an ideal environment to meet potential business partners or simply to thank your most valued customers and colleagues. The Suite also provides the most unrivalled TT experience short of being a pillion passenger! Located trackside adjacent to the TT Grandstand, you and your guests will be at the heart of all the action. Our partners also have the privilege of gaining access to both the TT startline and the TT Tower, offering unrivalled views of the start/finish area, pit lane and paddock.

The VIP Club is proud to offer all day access to the Hospitality Suite where you and your guests can enjoy a hearty TT breakfast, gourmet hot and cold buffet lunch and complimentary bar. Our partners also have the opportunity to meet and greet the TT's top stars and other special guests who in recent years have included many of the world's biggest motorsport stars plus numerous TV and radio personalities.

Future proof

TT 2011 and Beyond

After the magnificent centenary celebrations in 2007, TT fans have had one eye on the next big anniversary. 2011 marks one hundred years of the TT Mountain Course – a race circuit so completely unique and largely unchanged since 1911. The Isle of Man TT, along with many special guests and thousands of fans will be marking the occasion with a number of spectacular one-off events that will ensure TT 2011 will be one enormous party.

It is sure to be one of the most thrilling and memorable TTs ever and we are proud to offer our partners chance to be a key part, not only in those celebrations in 2011, but beyond.



A ATT Travelling Marshal complete with bike supplied by Yamaha and Helmet supplied by Arai.

B RadioTT interview Sidecar/World Champion Tim Reeves inside the VIP Club Hospitality Suite.

C Arai Helmets celebrated 25 years at the Isle of Man TT Races with ace rider Gary Johnson.

D Dunlop Tyres set up home in the TT Paddock for the two weeks.

E Audi Course Cars line up outside the VIP Club Hospitality Suite.

F Steve Plater celebrates Senior TT victory on the Pokerstars Podium.

G TT star Steve Plater receives his complimentary watch from Graham Chronographs.

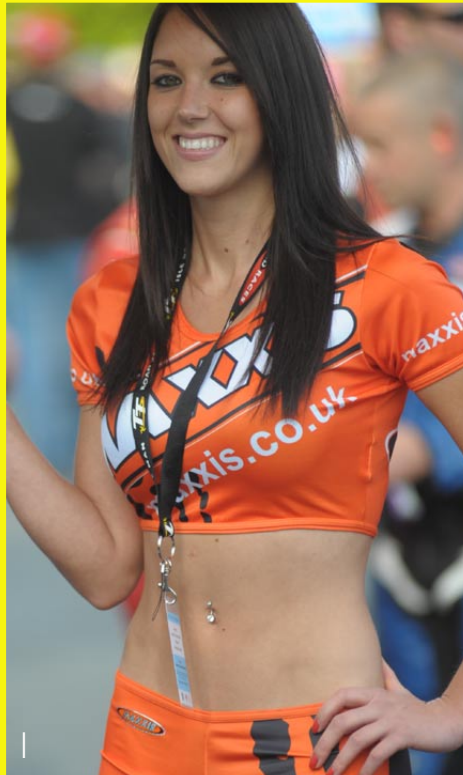
H The Arai Centenary TT Helmet is now a real collectors item after selling out in hours!

I Official Tyre Supplier Maxxis Tyres enjoy their time on the Isle of Man.

J 2009 Official Telecoms Supplier Sure (Cable and Wireless) also sponsored the Sidecar Races.

K Radio TT broadcast live from the Grandstand in 2009 enabling fans to meet and greet the top stars.

L Dainese riders Guy Martin and Valentino Rossi entertain the fans and gathered press.





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