



# CLASSIC TT RACES 2014

ISLE OF MAN 22 - 25 AUGUST

SPONSORSHIP OPPORTUNITIES

# THE CLASSIC TT RACES

The Classic TT is a four day festival of motorcycling nostalgia that celebrates the heritage and tradition that the world famous Isle of Man TT epitomises.



The inaugural event in 2013 experienced widespread worldwide media interest and generated a significant increase in visitor numbers and race spectators. The Classic TT is already a key part of the new Isle of Man Festival of Motorcycling, which includes the Manx Grand Prix races, the Two Day and Classic Trials and the VMCC Festival of Jurby.

The Classic TT provides four action-packed days of motorcycling nostalgia with three prestigious races held over the world-famous TT Mountain Course, each boasting a truly world class field of riders and machines drawn to the Island by the lure of TT racing.

In addition to the races, the Classic TT will feature period events, exhibitions of exotic racing motorcycles, chat shows and autograph sessions with legendary riders, parade laps, air displays, family entertainment and more.

## THE CLASSIC TT AT A GLANCE...

- Three races held over the August Bank Holiday
- Iconic racing on the 37 ¾ mile mountain course
- Stars of the TT Races riding classic, exotic bikes
- +
- Fully televised peak time programme in the UK
- Global TV distribution
- +
- VIP Hospitality
- Special Events
- Full festival programme



## SOLID FOUNDATIONS

The sporting pedigree of the Isle of Man TT is unquestionable and it is simultaneously seen as a keystone in both the Island's history and future. Like the Isle of Man TT, the Classic TT is run by the Isle of Man Government's Department of Economic Development (DED). The Department work alongside North One TV to implement the best possible opportunities for all partners on an on-going basis.

A commercial sponsorship of the Classic TT offers great value and a visible return. This new event allows those partners to closely associate themselves with more than 100 years of heritage and history synonymous with TT racing. It also allows our partners to emphasise the history behind their company and brand, invoking a nostalgic and positive impact on your:

- BRAND AWARENESS
- BRAND ASSOCIATION
- BRAND PERCEPTION



# CLASSIC TT CALENDAR

## FRIDAY 22 AUGUST

- Classic TT Paddock Carnival (fancy dress optional)
- Final qualifying Session

## SATURDAY 23 AUGUST

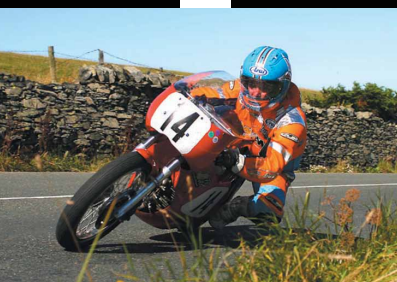
- Race 1: 500cc Classic TT
- VMCC Parade
- Classic TT Party

## SUNDAY 24 AUGUST

- VMCC Festival of Jurby
- TT Heroes Dinner

## MONDAY 25 AUGUST

- Race 2: 350cc Classic TT Race
- Joey Dunlop Parade Lap
- Race 3: Formula 1 Classic TT / Formula 2 Classic TT



## Joey Dunlop - Road Racing Legend

This year the Classic TT will go back to the 1980s to pay tribute to road racing legend Joey Dunlop.

Big hair, shoulder pads, ripped jeans and neon clothes are expected to be the order of the day with the 1980s theme fancy dress Paddock Carnival at the Grandstand. Also in the paddock will be a unique exhibition of Joey's racing machines, including many that have never been displayed since they were last raced.

In addition there will be a special parade lap featuring Joey's biggest career rivals, including leading competitors from the 1980's F1 World Championship as well as his earliest rivals from Irish Road Racing.



## AN INSTANT CLASSIC

The Classic TT is a brand extension of the Isle of Man TT Races, leveraging the Island's unique motorsport heritage and taking advantage of the global reach and massive media interest in TT racing. With thousands of registered journalists and prime-time TV coverage, the Classic TT has immediately established itself as one of the Island's most important events. Featuring the world's most prestigious classic motorcycle races held upon the world famous TT Mountain Circuit, the event already boasts the best road racers on the planet riding the most exotic and iconic motorcycles.



## A FAMILY FRIENDLY EVENT

Famous machines and famous faces are an ever-present feature with a number of nostalgic spectator-friendly events taking place. Central to this is the hugely popular Festival of Jurby which now attracts in excess of 15,000 people. In addition there are a number of special events around the Classic TT Paddock to delight all lovers of motorcycling, Manx heritage and social history.



The Classic TT is the place to be for meeting celebrity fans and the biggest names from the world of motorcycling. Meanwhile, our partners can enjoy VIP Club Hospitality throughout the event where you can rub shoulders with multiple world champions and true legends of the sport.

## PRESS COVERAGE & TELEVISION

As an extension of the TT brand, partners can expect many of the same benefits with extensive media coverage reaching the traditional TT audience as well as the fast-growing motorsports nostalgia market.

### PRESS COVERAGE

- The Classic TT received a major boost after a series of positive UK Motorcycle Press articles followed the inaugural event. All of the UK's main motorcycle titles attended the event and their review articles have now appeared on shelf.
- Publications covering the event include market leaders Motor Cycle News and Classic Bike Magazine - the latter producing a 26 page review.

### TELEVISION & DVD

- Over recent years the Isle of Man TT has seen exponential growth in TV coverage globally. North One - the award-winning team behind the TT coverage are the same team behind the Classic TT programming.
- The Classic TT Review Show, which went out on air on ITV4 two days after the races, attracted a total of over 500,000. The show was also repeated the following weekend and is due to be aired internationally over the coming weeks and months.
- The Classic TT Review Show has also been transferred to DVD in time for Christmas and, like the Isle of Man TT Review, is expected to be a top seller.



## RADIO, WEB & SOCIAL MEDIA

### RADIO

- Journalists and fans can follow a live stream of Radio TT via the [iomtt.com](http://iomtt.com) website, with interviews, features and live race commentary. Our Partners enjoy broadcast sponsorship of the relevant races and events with appropriate referencing.
- Manx Radio's coverage over the is suitably retro, playing oldies, goldies and other classic records along with radio advertisements and jingles from each era making a unique listener experience for all the family across the Bank Holiday weekend.

### INTERNET & SOCIAL MEDIA

- The Classic TT has its own micro-site within IOMTT.com, with a complete home page take over during the event. (See [www.iomtt.com/classic-tt](http://www.iomtt.com/classic-tt))
- The TT website now boasts 1,785,035 unique users from over 215 countries / territories. Meanwhile, in its first year, the Classic TT micro site generated 288,000 unique visitors - a third of which were new to IOMTT.com.
- Fans can also follow the latest news and information via Twitter where followers currently number over 43,000. In addition, the Classic TT already boasts over 8,500 fans on Facebook and thousands more have been visiting YouTube to watch footage from this year's event.





## A MAGICAL EVENT

"If you were over at the Classic TT you don't need me to tell you how good it was. More than the exceptional racing, it's the opportunity to live in a parallel universe populated almost entirely by old bikes and old bike enthusiasts that makes it magical."

BEN MILLER - EDITOR, CLASSIC BIKE MAGAZINE



## A RESOUNDING SUCCESS

"Echoing to the sounds of legendary machinery from the 1950s to the 1990s, the Classic TT was a resounding success. I wouldn't be surprised if the Classic version one day becomes bigger than the real thing!"

MAT OXLEY - MCN SPORT



"The VMCC Festival of Jurby is a great example of what a small dedicated team can achieve. Its now firmly established as a major event bringing the North of the Island to a standstill."

MALCOLM WHEELER - CLASSIC RACER MAGAZINE





## BENEFITS FOR PARTNERS

In order to develop a true partnership we encourage multi-year agreements. This also enables us to tailor sponsorship to align with your marketing campaigns and budget. Benefits can vary but to offer a guide to potential options, partnership can include:

### NAMING RIGHTS

- Official Sponsor of chosen race/event
- Official Partner of the Classic TT (including category exclusivity)

### MARKS & LOGOS

- Use of Classic TT logo and Classic TT /Sponsor duel logo

### PR ACTIVITY

- All Partners enjoy the support of the TT Press Office throughout the year.
- 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.
- We have a strong presence at trade shows in the UK, Ireland and throughout Europe.
- Media and PR exposure at pre-events such as the Official TT Press Day.



## BENEFITS FOR PARTNERS **cont.**

### TRACK SIDE & PADDOCK

- Extensive track side banners in key spectator and TV locations around the TT Course for the duration of both the Classic TT Races and Manx Grand Prix Races.
- Extensive track side banners in key locations at the VMCC Festival of Jurby and throughout the paddock where special events are located.
- Branded podium backdrop for sponsored race, plus logo on winners enclosure and press conference backdrops.
- Branded winners caps and sashes for podium finishers.

### PROGRAMME & PRINT

- Retro-look full page adverts in official event programme and race guide.
- Logo on selected Classic TT marketing and sales collateral including press pack, press accreditation, vehicle passes, press releases, letterheads etc.

### CLOTHING

- Logo on officials' uniforms.

### WEBSITE

- Logo on the Classic TT home page along with rotating advert (link to your website).
- Logo in dedicated Sponsor area of the Classic TT website.



## BENEFITS FOR PARTNERS **cont.**

### PHONE APPS

- Opportunity for partner content in the Official TT mobile phone app
- Ability to interact with fans anywhere on the TT course or within the UK  
(Subject to app design)

### HOSPITALITY

- VIP hospitality is offered to our partners' guests at a discounted rate
- Package includes:
  - All day access to the VIP Club Hospitality Suite
  - Breakfast, lunch, afternoon tea and complimentary bar
  - Opportunities to meet the riders and special guests
  - Opportunities to ride in the official course cars (limited availability)
  - Reserved TT Grandstand seat
  - Official Classic TT merchandise and Radio TT ear piece



## FURTHER INFORMATION

With the continued growth of the Isle of Man TT, we anticipate the Classic TT to offer partners access to a new market of fans respecting the heritage of the brand.

There is no right or wrong, and we are open to discussion on how best to support your company in conjunction with the pedigree of the Classic TT.



### SPONSORSHIP FINANCIALS

- Fee: Subject to bespoke requirements and further discussions

### ACCOUNT MANAGEMENT

- Dedicated Account Manager
- Full Turnkey Service

### CONTACT

Simon Crellin

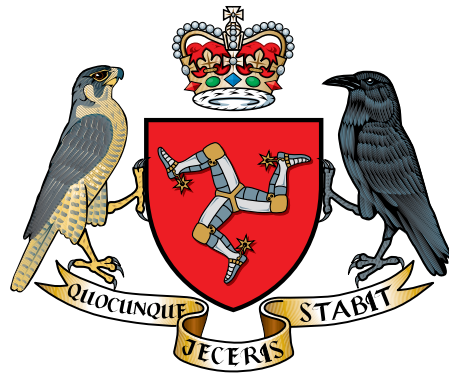
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