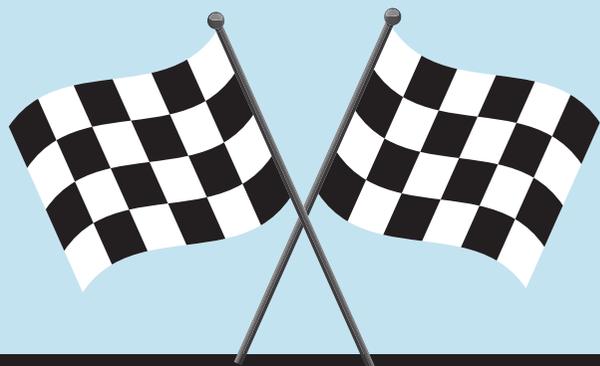




SATURDAY 25TH JUNE 2022, DUNORLAN PARK, TUNBRIDGE WELLS

# SPONSORSHIP PACKAGES



Supporting:



[www.twsoapboxrace.com](http://www.twsoapboxrace.com)



# **READY, SET, GO!**

**It's been an intense couple of years...for all of us. Are you thinking of ways you can unite your business, bring all your colleagues together and celebrate standing strong throughout all that we heaved been through?**

**Does your business have a chosen charity, have you been unable to support them over the past two years and would love a way to optimise exposure for them and for your business?**

**Or is it as simple as you would just love to be a part of an extraordinary day?? One of the largest local events in our town that everyone will be talking about!**

**We'll head on over and race your VERY OWN KART!!**

**What you get: Your very own Soapbox Stars North Kent College motorsport division built chassis, to pimp up at your pleasure!**

**All Chassis can be collected on receipt of payment and guidelines to entry are met, chassis are property of the Tunbridge Wells Soapbox Ltd and are returned after the race.**

**Cost per kart £599 + VAT**





# READY, SET, GO!





# HEADLINE SPONSORSHIP

**ONLY 4 HEADLINE SPONSORS POSITIONS AVAILABLE NOW**

This year we are opening up our Headline Sponsorship opportunities to 5 amazing local companies in and around our much loved town.

After not being able to celebrate outdoors for over TWO YEARS we want to spread as much as the love as possible this year and make it accessible for as many as we can...

## HEADLINE SPONSORS WILL EACH RECEIVE:

- Headline Sponsor logo on home page of main website
- Name mentioned on all social media platforms.
- Specialist social media post as well as a weeks social take over on our site.
- Editorial to feature in TW Times in the lead run up to the event (Half pages editorial written by our team) as well as logo on all of our 6 adverts we are placing with them and within So Magazine.
- Mention in ALL press coverage we have on the run up to the event (ie Radio, online media, editorial)
- Bespoke mailer to be sent to our TW Soapbox mailing list.

## AS WELL AS...

- HUGE Banner on the day at the entrance to the race.
- Filmed podcast on the day with award winning podcaster Giles Paley-Philips for The Big Chat Soapbox Takeover Show.
- Editorial page in our exclusive Soapbox Magazine going out with TW Times before the event and then 5,000 copies being distributed on the day.
- Advert on the Main Screen on the day in the park (where race footage is streamed)
- Access to Exclusive VIP Tent.
- Exclusive discount code for up to 25 tickets.
- Further 15 Tickets FOC for the day
- Prize Giveaway on the day.
- Shout out at the event from Tom Swift.

**Total Investment:  
£7,500 + VAT**





# VIP AREA SPONSORSHIP

With your very own VIP Experience, the VIP area is the place to be...with complimentary drinks on arrival (tokens given) you can enjoy the race from a prime location in the park, where you get to see the teams hurtling down the hill whilst drinking a lovely glass bubbles (or two!) not only that but you get to enjoy your very own marquee - closed to the general public.

The VIP tent has areas to picnic as well, and its very own bar will be the area to be at as you celebrate with your very own VIP family.

Mingle with some of the racing teams and crew as the VIP access is limited giving you an extra special experience of the day.

As a VIP Tent sponsor you will also receive:

- Rosemary Shrager personal shout out on the day
- Branding across all of the VIP Tent area.
- Trackside Banner x 2 across front area where VIP Tent is located
- Drinks tokens for up to 20 Guests
- 20 VIP Entrance tickets to the event
- Social Media Shout out prior to the event.
- Marketing and Media promo on the run up to the race
- Kart entrance for a charity of your choice.
- Filmed podcast interview with either yourself or your chosen charity on the day.
- Logos on website and all associated promotion
- Presenting one of the prizes at the end of the day.



**Total Investment:**  
**£7,500 + VAT**  
**(SOLD)**





# RACERS ACCESS SPONSOR PACKAGE

Fancy sponsoring the prime time area where all the racing businesses will be heading for their de-briefing on the day?

A vitally important part of the day itself, where we check in our racing teams - give them all their necessary information as well as safety equipment.

As a Racer Tent Sponsor, you will have direct media access to over 45 local and surrounding area businesses - you can potentially include water giveaways and corporate goodies, as well as branding and any leaflet information in the tent.

- Soapbox MD will also personally thank you in the debriefing to all teams.
- Sticker logo branding to go on ALL the racing helmets we provide to ALL racers on the day. Banner advert around the Racers Pit.
- We will also plaster your logo and branding across the top of the entrance to the Racers tent - this is located at the top of the park where all the karts start off, which tends to get a lot of attention when people are entering on the day - meaning all the more eyes on you.
- We will also give you a social media shout out as a sponsor, you will have your logo on the main website and any bespoke information sent to the Racing teams we will give you a little thank you too :)
- 10 FOC Tickets for the day + 4 x VIP Entry tickets.

**Total Investment:  
£2,500 + VAT**





# CREW KIT SPONSOR

**We couldn't do any of this without the support of our sponsors and what better way to say thank you than to wear your sponsored shirts on the day!**

**All of our main crew and some of our most valid team members and volunteers (including the kids crew) will be running around on the day wearing these shirts!**

**With your logos proudly stamped on our kit, as well as all over our website - this is the greatest honour to sponsor the team that are right behind everything do with our extra special day.**



**Total Investment:  
£2,500 + VAT**





# START & FINISH GATES SPONSOR

With all eyes on the start and finish of the race, what better way to get your business seen on the day than to sponsor the Start and Finish Gates.

Located at the top and the bottom of the park, plastered with your company's branding, these gates will feature in pretty much every photo opportunity as well as be seen by all the racers and spectators alike.

Towering higher than anything else around it, this is one of the most sought-out areas to sponsor.



**Total Investment:  
£2,500 + VAT  
(NOW SOLD)**





# FIRST BUBBLE WORKS JUMP



The First race jump on the day, this gets the most attention, with its tap work props and bubbles everywhere, its a favourite for the public and photographers too! Most of our last races media featured this stunning jump and bubble works over hang - with your logo and branding proudly placed across the arch at the start of the race track, you'll be sure to get noticed!

## ALSO

- Logo on website under sponsors section.
- Social Media feature.
- Trackside banner (worth £350 + VAT)
- Shout out on the day from celeb commentator.
- 10 FOC entry Tickets for the event.

**Total Investment:  
£1,500 + VAT**





# TALKING TOWER



Once karts have hurtled down the first part of the track and navigated the first major bend, they need to get through and under the Talking Tower!

The Talking Tower is where half of the commentating magic happens. Chief commentator, Local Panto celeb legend Tom Swift pairs up with another comedy genius on the day - and this is where they stand - covering all the days shenanigans on their live MCs, the tower can be seen from most of the park and feature heavily on the main screen where the race footage is featured.

Logo / branding banners will be wrapped around some of the Tower - we will also give you a HUGE shout out during the day too!

## ALSO

- Logo on website under sponsors section.
- Social Media feature.
- 10 FOC Tickets for the event.

**Total Investment:  
£1,500 + VAT**





# OTHER JUMP SPONSOR

We have a couple more jumps to wet our racers appetites! These have opportunity for banner adverts for sponsors to be seen and also get a shout out on the day...we are SO generous, we will even throw you in a trackside banner too near your jump (worth £350 + VAT each)



**Total Investment:  
£500 + VAT**



# FLAG FINISH



One of the most exhilarating parts of the day - as the racers race towards the finish gates - some don't make it all the way, others might need a push to get through the final few yards! But one thing is for sure, waving the racers down with our giant racers flags as they approach the final end of the race is a feeling not to be missed! Previous years we have had the likes of Mini with a couple of cars on site, waving down the racing teams with logos and branding, does this sound like something your company might like to do?

## ALSO

- Logo on website under sponsors section.
- Social Media feature.
- 10 FOC Tickets for the event.

**Total Investment £750 + VAT (without on site vehicle or pitch)**

**Total Investment £1500 + VAT (including on site vehicle or pitch)**

**Total Investment:  
From £750 + VAT**





# TRACKSIDE BANNER

Advertise your company brand and services on our tantalising trackside banners...stretching over 180 x 60cm in size - these are big enough for everyone to notice - even as the karts fly down the track!

Provide us with your artwork and we will produce and print your banner for the day, you even get to take it away afterwards if you so wish!

Tracker banners are £350 + VAT each - limited availability.

# PITCHES

Do you have any delicious arts, crafts or maybe food to offer our eager hungry soapbox stars audience? If so, a pitch option could be good for you.

Subject to availability and on a first come first serve basis, be part of the fun during the day and enjoy the crowds of 6,000 plus visitors as they come to support their teams and charities.

Starting from £500 + VAT for a 3m x 2m pitch.





# SCHOOL RACE HEADLINE SPONSORS

**1 SOLD, JUST ONE AVAILABLE**

For the first time ever, the TW Soapbox is going to have Year 9s from ten of the leading secondary schools in the area, racing with their fellow students on the day.

Going head to head with businesses, this will be an extra level of competition not seen by the Soapbox before!

- 10 Karts all enteric g and racing down the track - as the Schools Race Sponsor you will have all of your branding at their very own start.
- Shout out at the Start of Schools race.
- Headline logo on all schools posters distributed prior to the event
- Pitch in the park for promotion
- Editorial coverage in TW Times as well as the bespoke Soapbox Magazine (9,000 copies being printed and distributed)
- Logo and mention on the website alongside all schools.

Total Investment £2,500 + VAT (one already sold)



**Total Investment:  
£2,500 + VAT  
Just one left!**





**For all sponsorship enquiries:**

**[www.twsoapboxrace.com](http://www.twsoapboxrace.com)**

**EMAIL: [twsoapbox@chattyhatter.com](mailto:twsoapbox@chattyhatter.com)**

**CALL: 01892 240771**