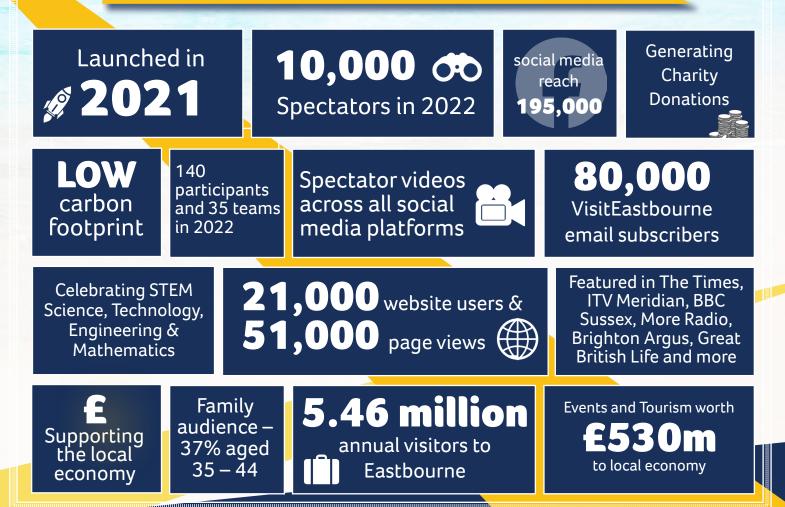


Sponsorship Pack Eastbourne's Soapbox Race is back for 2023!

Sunday 24 September 2023

First launched in 2021, this newest addition to Eastbourne's event calendar sees teams of competitors create their own homemade soapbox, with the wacky creations taking on the downhill course, navigating chicanes, hay bales and ramps along the way in a bid for the fastest race time and to be crowned soapbox champion! With all eyes on the action, thousands of spectators engaging with businesses and competitors in the 'pits area' and both local and national media coverage, this event offers amazing opportunities to promote your businesses.

Become Part of the Biggest New Event in Eastbourne





Sponsorship Packages

Choose from one of the following or contact us to create your own bespoke package.



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included in package	Bronze	Silver	Gold	Title Sponsor
PRICE	£500 +VAT	£2,500 +VAT	£5,000 +VAT	£10,000 +VAT
Title sponsorship				\checkmark
Logo on posters and programme front cover				\checkmark
Logo on website	\checkmark	\checkmark	\checkmark	\checkmark
Banner advert on web pages	\checkmark	\checkmark	\checkmark	\checkmark
Logo on Soapbox themed newsletter	\checkmark	\checkmark	\checkmark	\checkmark
Logo on entry forms & race info	\checkmark	\checkmark	\checkmark	\checkmark
Social media mentions	1	2	3	5
Press release announcement				\checkmark
Namecheck in press releases (editor permitting)		\checkmark	\checkmark	\checkmark
Logo on pre/post event videos – 1 sponsor max				 ✓
Logo and advert inside race programme	Logo only	¼ page	½ page	Full page
Free soapbox race entry	\checkmark	\checkmark	\checkmark	\checkmark
ON SITE BRANDING				\checkmark
Logo on start & finish gantries			\checkmark	\checkmark
Ramp sponsor			(front & back)	(premium)
Race route banner placement	\checkmark	\checkmark	\checkmark	(premium)
Logo on 4 metre posts				\checkmark
Logo on photo wall at start and finish			\checkmark	\checkmark
Logo on winners podium				\checkmark
Logo on big screen live footage – 1 sponsor max				\checkmark
Big screen advert (played min. 15 times) *		\checkmark	\checkmark	\checkmark
Logo on 200 branded checkered flags – 1 sponsor max				\checkmark
Logo on Race Ready stickers – 1 sponsor max				\checkmark
Logo on branded event t-shirts (min 100) – 1 sponsor max				\checkmark
PA mentions / Recorded voiced advert *	1	2	3	10
ADDITIONAL BRANDING				
Race route road vinyl				
Branded pits area Area in Helen Gardens sponsored by your company				
Prize sponsor (4 gifted prizes – total min value)				
– totai min value)		L	1	

* Broadcast ready advert supplied by sponsor. Advert production can be arranged – price on application.

Thank you for Supporting Eastbourne Soapbox Race

» Your support is helping to bring this exciting event to the forefront of the region's tourism economy, attracting new visitors to Eastbourne, boosting overnight stays and raising the profile of the town.

How to Book

»

»

Reserve your advertising or sponsorship package online at www.visiteastbourne.com/sponsorsoapbox Or contact us to discuss your package.



Enter a Soapbox

- Build your own wacky creation and enter your team – a great way to showcase your brand in front of thousands of spectators and online followers.
- » Alternatively, enter a team and we can put you in touch with a willing group of enthusiasts to help build and race your branded soapbox, or match you with a local charity to provide community support...

Trade and experiential marketing space available. *Please email joseph.lumby*@lewes-eastbourne.gov.uk



Enter online at www.visiteastbourne.com/enter-soapbox

Contact us EastbourneEvents@Lewes-Eastbourne.gov.uk Tel: 01323 415442

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