



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 business.

Become Part of the Biggest New Event in Eastbourne

<p>Launched in 2021</p> 	<p>10,000  Spectators in 2022</p>	<p>social media reach 195,000</p> 	<p>Generating Charity Donations</p> 
<p>LOW carbon footprint</p>	<p>140 participants and 35 teams in 2022</p>	<p>Spectator videos across all social media platforms</p> 	<p>80,000 VisitEastbourne email subscribers</p>
<p>Celebrating STEM Science, Technology, Engineering & Mathematics</p>	<p>21,000 website users & 51,000 page views </p>	<p>Featured in The Times, ITV Meridian, BBC Sussex, More Radio, Brighton Argus, Great British Life and more</p>	
<p>£ Supporting the local economy</p>	<p>Family audience – 37% aged 35 – 44</p>	<p>5.46 million annual visitors to  Eastbourne</p>	<p>Events and Tourism worth £530m to local economy</p>

Sponsorship Packages

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

✓ = included in package	Bronze	Silver	Gold	Title Sponsor
PRICE	£500 +VAT	£2,500 +VAT	£5,000 +VAT	£10,000 +VAT
Title sponsorship				✓
Logo on posters and programme front cover				✓
Logo on website	✓	✓	✓	✓
Banner advert on web pages	✓	✓	✓	✓
Logo on Soapbox themed newsletter	✓	✓	✓	✓
Logo on entry forms & race info	✓	✓	✓	✓
Social media mentions	1	2	3	5
Press release announcement				✓
Namecheck in press releases (editor permitting)		✓	✓	✓
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	✓	✓	✓	✓
ON SITE BRANDING				✓
Logo on start & finish gantries			✓	✓
Ramp sponsor			(front & back) ✓	(premium) ✓
Race route banner placement	✓	✓	✓	(premium) ✓
Logo on 4 metre posts				✓
Logo on photo wall at start and finish			✓	✓
Logo on winners podium				✓
Logo on big screen live footage – 1 sponsor max				✓
Big screen advert (played min. 15 times) *		✓	✓	✓
Logo on 200 branded checkered flags – 1 sponsor max				✓
Logo on Race Ready stickers – 1 sponsor max				✓
Logo on branded event t-shirts (min 100) – 1 sponsor max				✓
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)				

* 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

