

*Santa Pod*  
Raceway

# MEDIA & SPONSORSHIP PACK 2024



*The UK's Most Action Packed Venue*

[WWW.SANTAPOD.COM](http://WWW.SANTAPOD.COM)

# The Santa Pod Story...

**As the years roll on, it's hard to believe that Santa Pod Raceway has been organising, running and promoting drag racing events for over 50 years!**



B-17 Bomber, 92nd Bombardment Squadron based at RAF Podington.

When RAF Podington, a second World War airfield was decommissioned in 1960, the disused runway was converted into a dragstrip and Santa Pod Raceway was established as Europe's first permanent drag racing venue.

Santa Pod opened its gates in 1966. What started back then as a fledgling facility and a fledgling sport for that matter, has today become a major motor racing venue and part of a global motorsport.



The events that we host today at Santa Pod have reached a very different level from those of 1966 and those early drag racing pioneers could never have envisaged just how far their hobby and passion has come today.



The current calendar is impressively diverse and might seem to exceed the definition of "motorsport" as perceived by many people. In many ways it seems far removed from the straightforward, drag racing-only schedule of the early years yet it remains true to the pioneering "Santa Pod spirit" of those first days. That perhaps is the secret of Santa Pod's success. It is a central part of a sport in which it has played a key development role.

Today, Santa Pod is a wide-ranging entertainment venue with a dragstrip at its heart, offering a diverse weekly programme of events running from February to November. The present management team, headed by CEO Keith Bartlett, has been in charge for 20 years. Over 400,000 visitors pass through the gates annually to attend an array of lifestyle, motor-enthusiast and family events in addition to the 'conventional' drag races which remain the venue's core.



*"Santa Pod is a place that you could call "off the wall" - "street cool" even - a venue that invites levels of experience, participation and involvement that stretch beyond the realms of mere spectatorship."*

Santa Pod Raceway CEO, Keith Bartlett



# The Home of European Drag Racing



- The best known and busiest Drag Strip outside the USA, and a strong brand worldwide.
- The home of Drag Racing in Europe since 1966.
- 400,000 annual footfall.
- Biggest Facebook following of any Drag Strip in the world.
- Biggest Facebook following of any UK Motorsport venue.
- 70 public access events per year.
- Staffed and licensed to operate 365 days per year.
- Ideally located to access London and Birmingham, both within a 1 hour drive and in the 'motorsport alley of the UK' where much of the UK based motorsport and automotive industry is based.

## Meet Our Partners



# The Events...

Santa Pod hosts an eclectic mix of over 70 events throughout the year, ranging from European and National Drag Racing to family events and VW to lifestyle and festival events. Specialist events include Japanese, Ford, BMW, Vauxhall and German marque events. Add in a selection of track days for Run What Ya Brung (RWYB) and Drift What Ya Brung (DWYB).



- FIA Championship Drag Racing
- Family Events
- Modified & Performance Events
- Specialist Events
- Festival & Lifestyle Events
- Nostalgia Events
- Public Track Days & Drift Days

# Media Exposure

Santa Pod continues to attract a wide range of print and online media exposure ranging from event/race reports, news features and racer profiles to technical analysis, magazine photo-shoots, and general profiles of the sport and the venue.

Santa Pod enjoys vast TV audiences, not only from its own televised race and event coverage, but also through the myriad of other productions that choose to use its safe and welcoming environment to act either as a respected proving ground - or ready-made production back drop.

*All major events are heavily marketed across a number of platforms*

- Direct mail
- National and local press
- Leaflet distribution
- Social media
- Email databases
- Radio
- Cinema
- Exhibitions



# Santa Pod Online

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

- Primary site [www.santapod.com](http://www.santapod.com)
- [www.santapod.com](http://www.santapod.com) attracts over 3.5 million unique visits a year.
- Santa Pod operates 18 different event websites.
- Traffic across all sites peaked at 3.5 million unique visits in 2023.
- Major sponsors are featured via rotating logos on the homepage plus on a dedicated sponsors links page.
- Lane sponsors have an enhanced profile on the sponsors page.



Euro Finals



Festival of Power



Bug Jam Festival



Ultimate Street Car

## Ticket Shop



- Ticket provider and platform
- Tickets are available to buy 24 hour
- Print at home' e-ticket option.

## Merchandise



- Official Santa Pod Online Shop: [www.santapodshop.com](http://www.santapodshop.com).
- Event Merchandise
- Men, Womens & Kids Clothing.
- Accessories & Gifts
- Garage & Tools
- New Click & Collect service



# Social Media

The largest social media following of any motorsport venue in the world.

**Facebook**  
**370K+ Followers**

- Our most successful social media platform with 350K+ followers.
- Updated daily with event news, galleries, competitions and entertaining video content featuring sponsor partners where appropriate.
- All activity carefully managed for maximum reach and engagement.

**YouTube**  
**55K+ Subscribers**

- Livestream multiple race classes and championships across the year.
- Youtube Shorts content.
- Event highlight promo videos
- Continually updated with new content throughout the season.

**Instagram**  
**130K+ Followers**

- Instagram is our second largest social media platform.
- With the introduction of insta reels, we've seen a huge increase in engagement and followers.

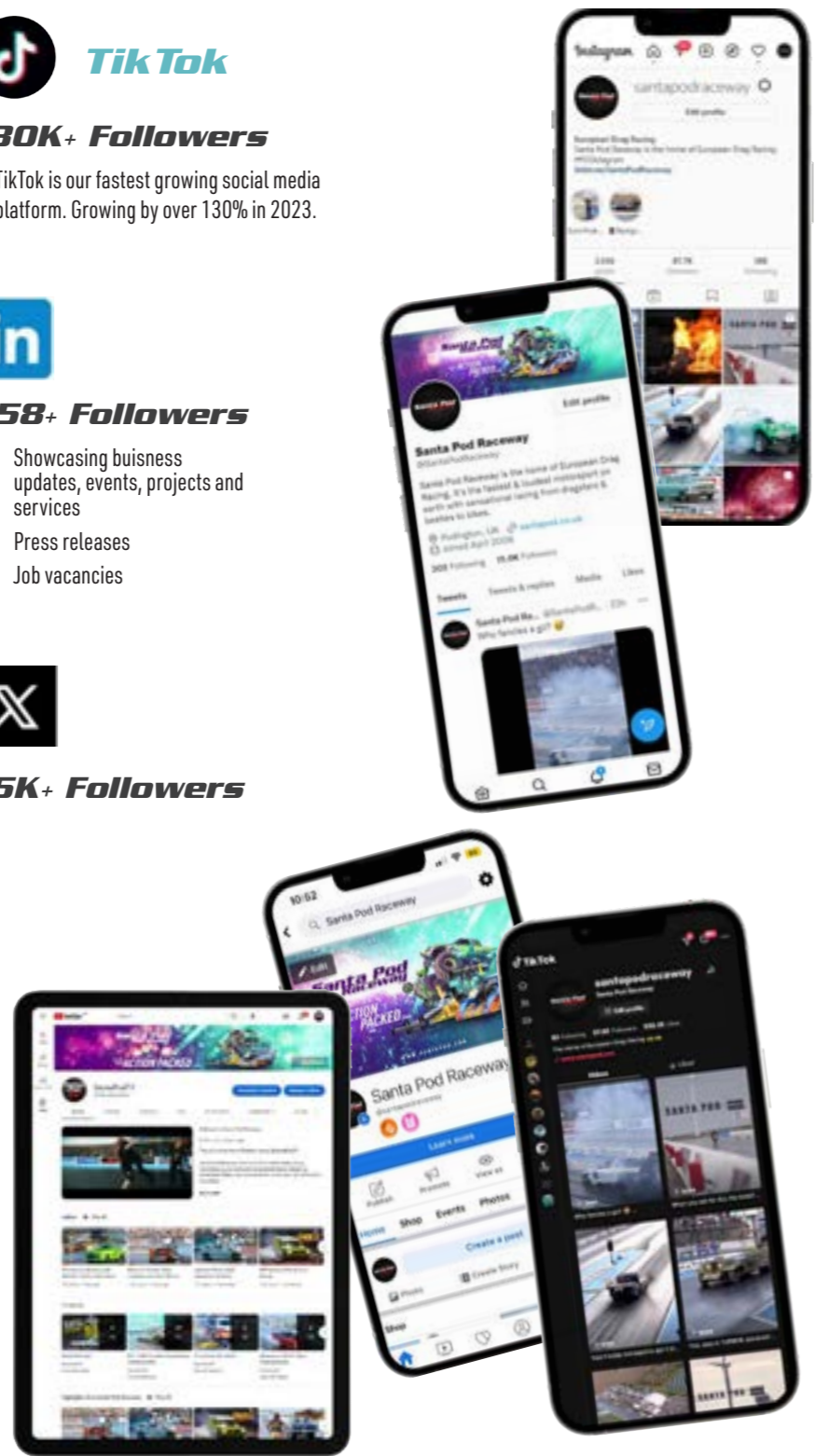
**Tik Tok**  
**130K+ Followers**

- TikTok is our fastest growing social media platform. Growing by over 130% in 2023.

**LinkedIn**  
**858+ Followers**

- Showcasing business updates, events, projects and services
- Press releases
- Job vacancies

**X**  
**15K+ Followers**



# Live Web Streaming



- Full camera productions at major events, with "lite" productions at all drag racing events.
- Streamed live on YouTube and Facebook.
- Opportunities for Sponsor exposure via content and on screen graphics where relevant.
- Views across all events for 2023 topped 1.6 Million with max concurrent viewers of over 3,409.
- Broadcast in 61 countries.



	All Events	Doorslammers	FIA Main Event	FIA European Finals
	Facebook & YouTube	Facebook & YouTube	Facebook & YouTube	Facebook & YouTube
Reach	12M	1.2M	1.6M	2.3M
Views	1.6M	118,618	233K	360K
Peak Concurrent	3409	1794	3060	3409
Average Watch TV	00:12:43	00:22:15	00:15:30	00:11:13

\* Highest figures in any given year.

## Venue Branding

- Track advertising and branding continues to be one of the most popular forms of advertising for our sponsors and partners.
- The venue offers numerous locations both on and off-track for high profile visibility.
- Prime locations achieve exposure from the media and spectators alike.

### Race Track Walls



- 3m Track Signs £3000+vat per pair
- Great for name awareness and corporate branding

### Spectator Grandstand



- 9m Large Scale Hoarding £2500+vat
- Great for awareness plus more detailed messaging/graphics

### Start Line Billboard



- 6m x 3m large scale hoarding £3500+vat
- Great for high visibility messaging to race teams and captured in the classic start line shot!

### Exit Road Billboard



- 6m x 3m large scale hoarding £3500+vat
- Great for high visibility messaging to all visitors when exiting the venue.

All prices for an entire season.  
Discounts available for multi-seasons & packages.

## Venue Branding

Additional branding locations are available on or around the race track itself including:

### Venue Entrance



### Start Line/Race Control



### Livestream Locations





# Advertising

## Annual Events Calendar

- Profile for major partners/advertisers
- In excess of 1 million copies printed
- DL & A5 format
- Distributed within magazines including Motorsport, Top Gear and gaming magazines
- Distributed nationally within The Mirror newspaper



**Nitro FM**  
Official Radio Station



- Opportunities for commercial advertising
- Santa Pod's own radio station broadcasting at all major events to the venue and online
- Featuring live event commentary, news, interviews and competitions

## Official Event Show Guides

- Profile for all partners/advertisers
- Full colour show guides are produced for all major events
- A4 and A5 format
- Free to spectators at certain events
- Small charge at major events

### Advertising rates:

Full Page: £400+vat  
Half Page: £250+vat  
Quarter Page: £160+vat

# Partner and Sponsorship Opportunities

## Santa Pod Raceway Partnership & Sponsorship Opportunities

Partner with Santa Pod to increase sales, strengthen your brand and connect with our racers, fans and followers. Opportunities include:

- Official Santa Pod Partners
  - Left Lane
  - Right Lane
  - Official Fuel Partner
  - Official Tools Partner
  - Official Vehicle Partner
  - Official Tyre Partner
  - Official Betting Partner
- Event Title Sponsorship
- Drag Racing championship and class sponsorship
- Branding of live streamed event coverage
- TV packages
- Track signage and venue branding
- Co-branding of official merchandise
- Product placement in the Santa Pod Garage
- Trade stands
- Print advertising in programmes, calendars and other media
- Nitro FM radio advertising
- Hospitality packages
- Ticket incentives
- Promotional opportunities

*We have been lane sponsor at Santa Pod for the past 3 years and feel that the brand presence the sponsorship has generated has been beneficial. This sponsorship has become an important part of our marketing strategy, which allows us to gain visibility both on site and digitally, through the thorough communications that Santa Pod generate online - which reach viewers worldwide. Santa Pod offers a unique opportunity to promote our brand in numerous ways, with the consumer trial onsite being particularly effective.*

Nigel McNally, Kestrel Beer

*"Niterra UK / NGK Spark Plugs have been associated with Santa Pod Raceway for a number of years now, taking Customers and Guests along to many exciting Drag Racing events, many for the first time. The hospitality team provide a very professional, comprehensive and immersive experience with fantastic viewing and VIP Hospitality - this along with our high visibility company logos around Santa Pod showcases our brand to many thousands of people visiting"*

John Money, Niterra UK / NGK Spark Plugs

## Beyond Santa Pod Raceway...

Santa Pod Raceway is owned by Trakbak Racing Limited, but also rights holder in a number of national and international race series. If you want to connect with drag racers, fans and followers around the UK, Europe and Internationally talk to us about:

- International event title sponsorship
- International Drag Racing championship and class sponsorship
- Licensing the Santa Pod brand and co-branding
- Branding of our travelling vehicles, show cars and contracted race teams.

# Retail Opportunities

## Trade/Promotional Space



- Competitively priced pitches available at all major events
- Minimum 3m frontage with 2 event passes from £75-£275+vat depending on event
- Discounts available for multi-event bookings
- Full exhibitor pack available on request or online at [www.santapod.com](http://www.santapod.com)
- High profile promotional/sampling arenas also available from £1250+vat

## Retail Opportunities



- The "Garage" shop is open for all events
- Permanent retail or promotional space is available for selected partners
- Available to complement a marketing package – certain criteria may apply

## Co-Branded Apparel



- Sponsor opportunities exist to co-brand key Championship apparel.
- Minimum 2 year contract required.

## Show Promotions



- Santa Pod Raceway may offer display cars at key events for any special promotions
- Available to complement a marketing package – certain criteria may apply.

# Corporate Hospitality

- Santa Pod offers a range of hospitality packages for corporates, individuals or groups all with premium race viewing. Hospitality is available at the following events:
  - Festival of Power (Easter)
  - FIA European Drag Racing Championships - 'The Main Event' (May)
  - Dragstalgia (July)
  - FIA European Drag Racing Championships - 'The European Finals' (Sept)
  - Flame & Thunder (Oct)
- Five different packages starting from just £155 per head
- Private startline balcony suites available to hire for max 12 people



## Thrill Ride



Santa Pod's Two Seater passenger dragster provides the ultimate Thrill Ride for adrenaline junkies!

- Designed for the very bravest of fans, experience the G-force as you accelerate down the quarter mile faster than a fighter jet!
- 0 - 170mph in 8 seconds, the fastest Two Seater passenger ride in the UK!!
- Startline to ¼ mile in 8 seconds at 170mph

Hospitality and Ride Only Packages available starting from £525.

## Venue Hire



Santa Pod Raceway is available for your private or corporate event. Options:

- Use of the Drag Strip with full timing system and crew
- Use of paved arena areas
- Full safety crew
- Fully prepped track
- Function rooms with view of the track
- Catering and Bar facilities



*The Santa Pod team were fantastic in delivering an unforgettable event. From the initial brief, to on event support, they went above and beyond to deliver an experience that is still talked about today by our guests, and went far beyond our expectations. It's a must-do activity, and the strip provides a spectacular and unique venue - we've never ran an event which created such a buzz throughout the group!*

Ford of Britain



***Santa Pod***  
***Raceway***

Santa Pod Raceway, Airfield Road, Podington, Nr. Wellingborough, Northants NN29 7XA.  
Signposted from J14/15 M1. Telephone: 01234 782828

**WWW.SANTAPOD.COM**