

Santa Pod ***Raceway*** 2019

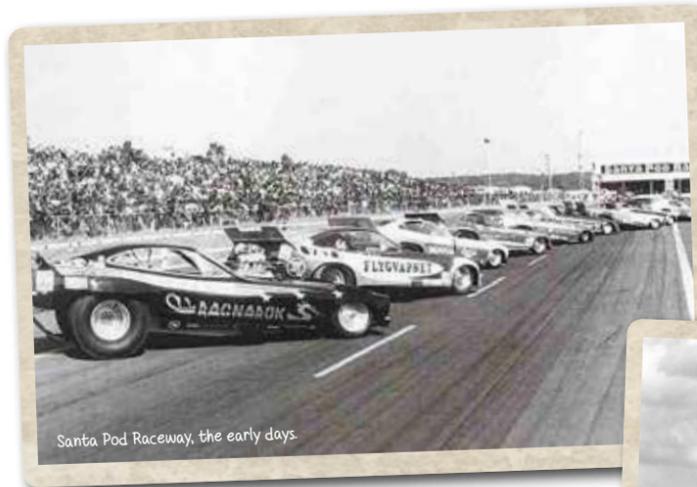


www.santapod.com



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!



Santa Pod Raceway, the early days.

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.



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

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



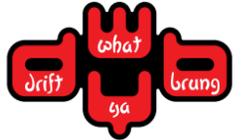
- The best known and busiest Drag Strip outside the USA, and a strong brand worldwide.
- The home of Drag Racing in Europe since 1966.
- 400,000 annual footfall
- Biggest Facebook following of any UK Motorsport venue
- 60 public access events per year
- Staffed and licensed to operate 365 days per year.
- 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

 www.autoglym.com	 www.pitstopbetting.com	 www.vpracingfuels.com	 www.drapertools.com	 www.lucasoil.co.uk
 www.ngkntk.co.uk	 www.knfilters.com	 www.performancedirect.co.uk	 www.toyo.co.uk	 www.serckmotorsport.co.uk
 www.opieoils.co.uk	 www.nimbusmotorsport.com	 www.arp-bolts.com	 www.turbotechnics.com	 www.dfdsseaways.com
 www.spalautomotive.com	 www.owendevelopments.co.uk	 www.robinson-race-cars.co.uk	 www.coca-cola.co.uk	 www.ebcbrakes.com

The Events...

Santa Pod hosts an eclectic mix of over 60 events throughout the year, ranging from European and National Drag Racing to family events and VW to lifestyle and festival events. Enthusiast events include Japanese, Ford, BMW, Vauxhall and German mark 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
- Enthusiast Events
- Festival & Lifestyle Events
- Nostalgia Events
- 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

- Primary site www.santapod.com
- www.santapod.com attracts over 190,973 unique hits per month.
- Santa Pod operates 10 different event websites.
- Traffic across all sites peaked at 541,568 unique visits in July 2018.
- Major sponsors are featured via rotating banners on the homepage plus on a dedicated sponsors links page.
- Lane sponsors can also be linked to a dedicated landing page.



www.bugjam.com



www.rwyb.co.uk



www.ultimatestreetcar.com



Tickets



- Tickets are available to buy 24 hour
- 'Print at home' option is available

ticketmaster®

Merchandise

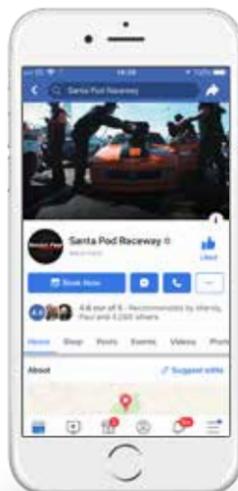


- Event merchandise website developed in conjunction with Ticketmaster
- Updated regularly with news, galleries and competitions featuring sponsor partners where appropriate
- www.santapodshop.com

Social Media

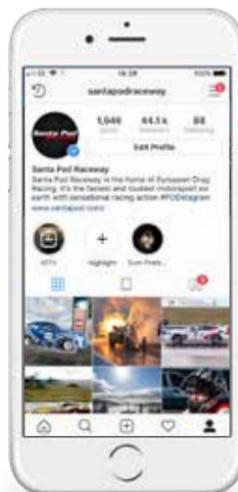
Facebook

- Our most successful social media platform with 236,336 likes
- Updated daily with news, galleries and competitions featuring sponsor partners where appropriate
- All activity carefully managed for maximum reach and engagement



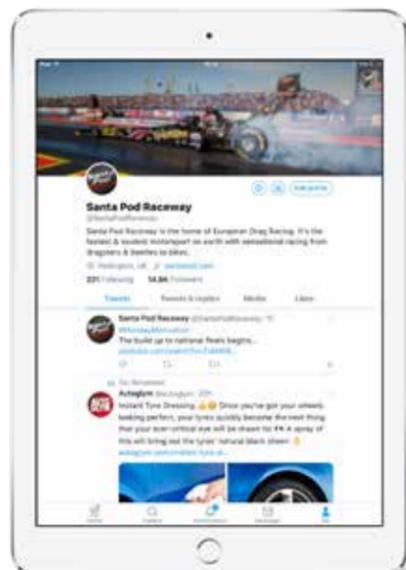
Instagram

- 43,130 followers
- Instagram is now our second largest social media platform



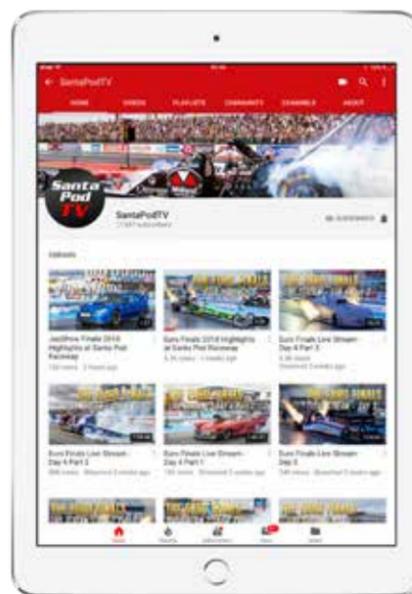
Twitter

- Approx. 14,880 followers
- In 2018 we sent 475 tweets so far



YouTube

- Web TV shows on multiple race classes and championships
- Over 369 videos and TV shows have been uploaded totaling just over 8 million views
- Continually updated with new content throughout the season
- 17,448 plus subscribers



Live Webcasts



- In 2014, Santa Pod Raceway ventured further into the online world with the bold move to broadcast its major FIA Championship events live on the Web via Livestream. Since then, the audience levels achieved have reached a staggering level particularly with its collaboration with Facebook Live and YouTube
- The addition of Facebook Live has completely changed how many of our fans are watching the Livestreams giving it a massive boost in viewing figures. The type of viewers between the two platforms vary greatly, which can be easily seen in the 'Average Duration' statistics. 2018 saw a tremendous increase of average duration. All live stream events combined resulted in a 20 minute average viewing time on YouTube and 1 minute 10 seconds on Facebook. We expect these number to increase over the coming year.
- Over the two events streamed we received a total of 979,189 views, a staggering amount with a total maximum concurrent viewers of 9,287 people. These numbers have risen significantly from our initial years of broadcasting. We are now in a position where we have consistently reported similar numbers over the past two years.
- On screen sponsorship of the live coverage is available either as part of a larger package or as a standalone project. Prices upon request.



	All Events		FIA Main Event		FIA European Finals	
	Youtube	Facebook	Youtube	Facebook	Youtube	Facebook
Views	159,921	819,268	25,390	365,427	108,330	356,593
Max Concurrent	3,921	2,973	447	1,210	1,500	719
Average Duration	0:20:10	1:10	0:14:22	0:01:50	0:25:50	0:01:23



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.

Venue Branding

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

Venue Entrance



Start Line/Race Control/ Garage Doors



Bespoke Televised Locations

Certain signage locations may form part of larger commercial packages – POA.





Venue Advertising

Annual Events Calendar

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



Nitro FM
Official Radio Station



Official Event Show Guides

- 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
- Profile for all partners/advertisers

Advertising rates:

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



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

Typical advertising rates:

30 second commercial broadcast min 8 times per day at a 2 day event = £400 + vat

Partner and Sponsorship Opportunities

Santa Pod Raceway Partnership and 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 a key sponsor of Santa Pod Raceway for many years now and there is a reason why we continue to support it year on year – the package that the team put together for us is flexible, tailored to our needs and very good value for money. The excellent opportunities the venue affords us is beautifully married with a hardworking, professional team behind the scenes who ensure everything runs smoothly. The Santa Pod team are always looking for new ways to gain us additional exposure and give us more back.

Mark Docherty Autoglym

As a global brand, Toyo Tires have harnessed the benefits of Santa Pod's ever increasing audiences for several years. With the huge growth in their online following, our partnership continues to represent great value for money and our corporate guests love it!

Sarah Curtis Toyo Tires

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 Retail Opportunities



- Competitively priced pitches available at all major events
- Minimum 3m frontage with 2 event passes from £40-£375+ vat depending on event
- Discounts available for multi-event bookings
- Full trader pack available on request or online at www.santapod.com
- High profile promotional/sampling arenas also available from £1250+ vat

- 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 £109+ vat 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 £450+ vat

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