

SEASON 2026

# PLYMOUTH GLADIATORS SPEEDWAY

## SPONSORSHIP & ADVERTISING OPPORTUNITIES





# CLUB INFORMATION

Plymouth Gladiators Speedway is one of the South West's most exciting and fast-growing motorsport clubs, bringing thrilling live action and family-friendly entertainment to the city of Plymouth.

Based at The Coliseum, Plymouth, the club competes in the British Speedway leagues, showcasing top-level racing talent from the UK and across the world.

Founded with a mission to make speedway accessible, engaging, and entertaining for all ages, the Gladiators have built a strong reputation for passion, professionalism, and community spirit. Each season, thousands of fans enjoy the Gladiators' home meetings, with races decided in seconds and the roar of the bikes creating an atmosphere like no other.

The club prides itself on being more than just a race team. We are a community hub, working closely with schools, charities, local businesses, and supporters to grow speedway across Devon and Cornwall.

Sponsorship partners play a key role in this journey, sharing in our success on and off the track while enjoying powerful brand exposure, hospitality opportunities, and direct engagement with a loyal and passionate fanbase.

With a commitment to growth, innovation, and delivering top-class sporting entertainment, the Plymouth Gladiators continue to put the South West firmly on the speedway map.

We have recently put in place a mission titled **FUEL THE FUTURE**. This is part of a strategic plan with ambitious targets for our teams, facility development and expansion on and off the track to solidify our position as a well established speedway club in the southwest.

# SPECIFIC SPONSORSHIP OPPORTUNITIES

Sponsors can expect a number of benefits all of which are detailed in this brochure... **PLUS** a warm welcome in the 500 Club!

Our sponsorship opportunities are tailored to suit everyone's visions and budgets, with such a diverse and growing following, if you do not see anything that immediately catches your attention, contact us for a coffee and a chat and we are sure a bespoke package can be assembled.







GLADIATORS ONLINE

# SOCIAL REACH

WE HAVE COMPILED SOME KEY STATISTICS TO HELP YOU GAUGE THE AMOUNT OF EXPOSURE YOU WILL RECEIVE FROM YOUR SPONSORSHIP



**PLYMOUTH-SPEEDWAY.COM**

**300 DAILY VISITS -  
OVER 2000 ON A  
MONDAY ALONE**

Updated regularly throughout the year, the site receives over 300 visits every day, reaching over 2000 on a Monday alone as people log in to look up results and match reports during race season.

Depending on your level of Sponsorship your logo / profile and link will be displayed to everyone who visits and engages in the site.

Banner adverts can be included to promote upcoming events, product launches or special offers. Our analytics will be able to show you how succesful your campaign has been.



**GLADIATORS SOCIAL MEDIA**

**FACEBOOK REACH  
1.2MILLION  
19K FOLLOWERS**

**INSTAGRAM REACH  
228K  
6K FOLLOWERS**

Being part of the Sponsorship package gives you access to these platforms to help spread your message and declare your association with Plymouth Gladiators Speedway.

**FOOTFALL AND DRIVE-BY**

**OVER  
40,000**

Over the course of a year we have a footfall of more than 40,000 including 34,000 for sport and 6,000 social. This number is ever increasing as our profile increases throughout Plymouth and the wider area.

**A BUSY LOCATION**

Situated under the A38 flyover on Marsh Mills roundabout, opportunities for your branding and support of Plymouth Gladiators Speedway are endless.

**FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES  
PLEASE CALL OR EMAIL MEDIA@PLYMOUTH-SPEEDWAY.COM**



# TITLE SPONSORSHIP

Becoming the Title Sponsor of the Plymouth Gladiators offers your company unrivalled brand exposure and a powerful platform to connect with thousands of loyal speedway fans across the region and beyond. This exclusive opportunity will see your brand take centre stage, with the team proudly racing as "The Plymouth [Your Company Name] Gladiators" throughout the 2026 season. Every time the team is announced, every fixture promoted, and every race report shared, your company will be at the heart of the action, gaining repeated visibility across local, regional, and national media.

As Title Sponsor, your business will enjoy premium visibility across the stadium, race suits, programmes, and online platforms, ensuring your name is seen by both live audiences and a much wider digital following. From prominent trackside banners, grandstand frontage, and centre green displays, to logo placement on admissions, press boards, and all official club material, your brand will be ever-present at every event. This high-impact coverage guarantees that your company is not just a sponsor, but an integral part of the team's identity.

Alongside the exposure, you'll benefit from exclusive hospitality and fan engagement opportunities. With 500 hospitality club passes, unlimited entry tickets, and a fully sponsored meeting of your choice, your business can build strong client relationships, reward staff, and enjoy unforgettable experiences. Regular live interviews and features across the club's social media channels will put your company voice directly in front of thousands of engaged supporters, strengthening your connection to the community and reinforcing your reputation as a committed backer of local sport.

This is more than sponsorship, it's a partnership that aligns your business with the passion, excitement, and community spirit of speedway. By becoming the Plymouth Gladiators' Title Sponsor, your brand will not only gain exceptional marketing value but also the prestige of helping drive the team forward into an exciting 2026 season.





# GOLD PACKAGE

PRICES STARTING FROM £15,000

## Full Throttle Sponsorship

The Gold Package is designed for businesses who want to go all-in with the Plymouth Gladiators and enjoy a sponsorship experience that delivers maximum exposure, prestige, and engagement. While the Title Sponsor stands at the very top, the Gold Package offers the next best seat at the table, giving your company a commanding presence across the stadium, race day promotions, and all media activity throughout the season.

This premium partnership ensures your business is at the heart of the Gladiators' 2026 campaign, with your branding showcased trackside, across the centre green, and within our race day programmes. Alongside these prime advertising opportunities, your logo will feature prominently on promotional materials, press backdrops, and our digital platforms, placing your company front and centre with both live audiences and our ever-growing online following.

The Gold Package also comes with a strong hospitality and engagement element, giving you the chance to entertain clients, reward staff, and connect directly with fans. From complimentary tickets and hospitality access, to dedicated social media promotion and live mentions during meetings, your company will be woven into the matchday experience. It's a chance not only to promote your brand but to be actively recognised as a key partner driving the Gladiators forward.

Choosing the Gold Package means committing to a high-impact partnership that runs at full throttle a powerful blend of visibility, community involvement, and business networking that places your company at the very core of Plymouth Speedway.

If you are after something more bespoke, or would like more information on sponsorship opportunities please contact: [MEDIA@PLYMOUTH-SPEEDWAY.COM](mailto:MEDIA@PLYMOUTH-SPEEDWAY.COM)

- **PROMINENT LOGO ON FRONT AND REAR OF 2026 TEAM RACESUITS**
- **500 CLUB HOSPITALITY CLUB ACCESS**
- **2X TRACKSIDE AIR FENCE BANNERS**
- **1X A-FRAME CENTRE GREEN BANNER**
- **1X BACK STRAIGHT GRANDSTAND FRONTAGE ADVERTISING BOARD**
- **1X HOME SPEEDWAY STRAIGHT ADVERTISING BOARD (FACING SUPPORTERS)**
- **1X BACK SPEEDWAY STRAIGHT ADVERTISING BOARD (FACING SUPPORTERS WOODEN FENCE PART)**
- **1X PERIMETER ADVERTISING BOARD**
- **1X FULLY SPONSORED MEETING OF YOUR CHOICE**
- **COMPANY LOGO ON PRESS CONFERENCE INTERVIEW BACKBOARD (INCLUDING ALL PROMOTIONAL & WEBSITE MATERIAL)**
- **EXTENSIVE PROMOTION ACROSS ALL SOCIAL MEDIA CHANNELS (THROUGH THE SEASON AND DURING MEETINGS)**
- **REGULAR LIVE INTERVIEW WITH COMPANY REPRESENTATIVE IN FRONT OF CROWD**
- **LARGE INTERACTIVE ADVERT WITH LINK ON CLUB WEBSITE (ARRANGED ON AT LEAST 5 OCCASIONS)**
- **LOGO ON ADMISSION SUITE "WELCOME TO PLYMOUTH SPEEDWAY"**
- **x4 500 CLUB SEASON TICKETS & 30 COMPLIMENTARY GUEST PASSES**

**ALL ABOVE CAN BE ADJUSTED FOR YOUR COMPANY NEEDS**





# SILVER PACKAGE

PRICES STARTING FROM £5,000

**Perfect for Media Exposure**

The Silver Package is the ideal choice for businesses looking to gain strong visibility at great value, while actively supporting Plymouth Speedway and the local sporting community. This package is designed to deliver a balanced mix of media exposure, promotional opportunities, and direct involvement with the club's activities, sports, and social events.

Building on proven and time-honoured ways of sponsorship, the Silver Package offers a practical yet impactful route to showcase your brand to our loyal fanbase and wider audience. With branding opportunities, programme coverage, and social media promotion included, your company will benefit from a steady stream of recognition throughout the season.

Affordable, engaging, and effective, the Silver Package is a fantastic way to align your business with a thriving speedway club that has a proud commitment to its supporters, its community, and the development of the sport. It's a partnership that provides maximum benefit for exceptional value.

# BRONZE PACKAGE

PRICES STARTING FROM £2,000

**Perfect for Media & Business Recognition**

The Bronze Package is the perfect entry-level sponsorship opportunity, offering businesses valuable media exposure and the chance to build recognition within the Plymouth Speedway community. Designed for companies who want to make their mark without the commitment of larger packages, Bronze delivers a cost-effective way to align your brand with the excitement and passion of live speedway.

With coverage across selected promotional materials, opportunities for recognition at race events, and exposure through our media channels, this package ensures your business gains visibility in front of engaged supporters and fellow sponsors. It's a straightforward and effective way to showcase your company, strengthen your profile, and connect with a passionate local audience.

Affordable, accessible, and impactful, the Bronze Package is an excellent stepping stone for businesses looking to establish their presence in sport sponsorship and enjoy the benefits of being part of the Gladiators' journey.

- **HALF PAGE SEASON LONG PROGRAMME ADVERT**
- **2X TRACKSIDE AIR FENCE BANNERS**
- **1X HOME SPEEDWAY STRAIGHT ADVERTISING BOARD** (FACING SUPPORTERS)
- **FULL LOGO & OPENING ADVERT ON MEDIA UPDATES AND POSTS**
- **2X SPONSORED RIDER OF THE NIGHT WITH FULL PRESENTATION**
- **EXTENSIVE PROMOTION ACROSS ALL SOCIAL MEDIA CHANNELS** (THROUGH THE SEASON AND DURING MEETINGS)
- **REGULAR LIVE INTERVIEW WITH COMPANY REPRESENTATIVE IN FRONT OF CROWD**
- **INTERACTIVE LINK BUTTON ON CLUB WEBSITE**
- **200 COMPLIMENTARY ENTRY TICKETS FOR USE THROUGHOUT THE SEASON** (FURTHER TICKETS AT CONCESSION PRICE)
- **X2 VIP SEASON TICKETS**

- **HALF PAGE SEASON LONG PROGRAMME ADVERT**
- **1X HOME SPEEDWAY STRAIGHT ADVERTISING BOARD** (FACING SUPPORTERS)
- **EXTENSIVE PROMOTION ACROSS ALL SOCIAL MEDIA CHANNELS** (THROUGH THE SEASON AND DURING MEETINGS)
- **COMPANY LOGO ON INTERVIEW BACKBOARD**
- **INTERACTIVE LINK BUTTON ON CLUB WEBSITE**
- **50 COMPLIMENTARY ENTRY TICKETS FOR USE THROUGHOUT THE SEASON** (FURTHER TICKETS AT CONCESSION PRICE)



# ALTERNATIVE OPPORTUNITIES

In addition to our core sponsorship packages, we also offer a selection of exclusive, stand-alone opportunities for businesses looking to secure targeted and long-lasting exposure. These opportunities are limited in quantity and subject to availability, making them a valuable investment for companies seeking consistent brand presence over several seasons.

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## AIR FENCE ADVERTISING -

A prime position for high-impact branding right at trackside, visible throughout every race.

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## CORNER BANKING SIGNAGE

Prominent signage in key viewing areas, ensuring your business stands out to both fans and media coverage.

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## SPEEDWAY STRAIGHT ADVERTISING

Eye-catching exposure on the home or back straights, guaranteeing repeat visibility to the crowd every meeting.

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## MEETING SPONSOR

Take ownership of an entire race night, with your business name featured heavily in announcements, promotions, and presentations.

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## PROGRAMME ADVERTISING & SPONSORSHIP

Reach every supporter with tailored adverts in our official race-day programme, distributed at all fixtures across the season.

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## HEAT SPONSORSHIP

Build recognition with repeated mentions throughout meetings, as your company name is attached to specific heats.

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## RIDER SPONSORSHIP

Directly support one of our Gladiators while gaining branding on race suits, promotional features, and close fan engagement.

These bespoke opportunities are designed to give your business flexibility and focus, whether you're aiming for long-term trackside presence or highly interactive, event-based exposure. Bespoke packages are also available on request.

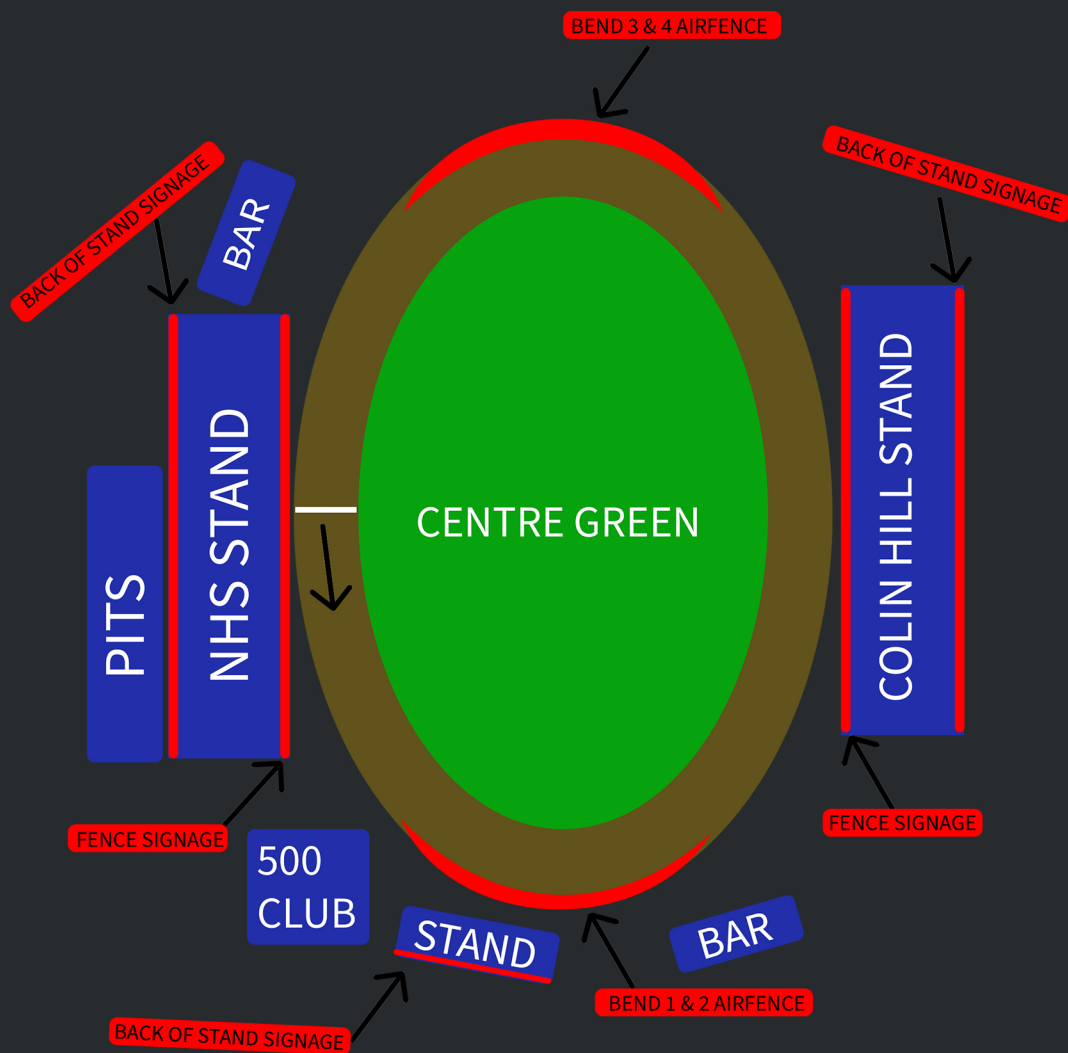




# ALTERNATIVE OPPORTUNITIES

The Coliseum offers a unique opportunity for sponsors to advertise directly on the perimeter boards surrounding the brand-new playing surface. Located alongside the A38 flyover at Marsh Mills Roundabout, the grounds benefit from exceptional visibility, with more than 35,000 vehicle movements each week passing by.

Sponsorship and advertising opportunities are varied and highly visible. Air fence advertising puts your brand directly on the protective barriers trackside, while corner banking signage offers premium positioning for maximum impact. Speedway straight advertising ensures your company is seen throughout every race along the home and back straights. Companies can become a meeting sponsor, enjoying exclusive branding during a match night across announcements, programmes, and media channels. Programme advertising and sponsorship allows your business to feature prominently in the official match programme, distributed to every fan at the event. Heat sponsorship provides repeated exposure during each race heat announcement, and rider sponsorship aligns your brand with an individual Gladiators rider, including media mentions, appearances, and branded race gear.





# AIR FENCE ADVERTISING

Our air fence banners are positioned in prime locations on the bends of the Coliseum, ensuring maximum visibility for your brand throughout every race. Each banner is strategically placed to maximize exposure across our media partners, appearing not only in-stadium but also in weekly press coverage in local newspapers and specialist publications such as The Speedway Star.

Your branding also features prominently across our website, including meeting previews, reports, galleries, and new features, as well as through our mailing list and social media channels.

This provides high-frequency, multi-platform exposure, giving your company repeated visibility to fans, followers, and the wider community. Air fence advertising positions your brand as a key supporter of speedway, creating strong associations with excitement, energy, and community engagement.



**£600 PER SEASON INC SET UP COSTS**  
**WE PROVIDE COMPLETE DESIGN & PRODUCTION OF YOUR AIR FENCE**  
**EXTRA PANELS AT £300 PER SEASON**





# STRAIGHT ADVERTISING

Straight advertising at the Coliseum offers one of the most powerful branding opportunities in speedway. Positioned along the home and back straights, these boards guarantee your company name is in full view of spectators throughout every race meeting. The location ensures repeated visibility with every lap, keeping your brand front of mind with supporters from the first heat to the last.

Advertising on the back straight carries even greater value. Situated behind the grandstands, this prime location not only reaches fans inside the stadium but also delivers high-impact exposure to thousands of passersby on the A38 flyover each week. This makes it a unique, dual-purpose placement connecting with speedway audiences on race nights while reinforcing your brand daily to the wider community.

These advertising boards are also frequently picked up by live streaming cameras and media coverage, giving your brand extended exposure across online broadcasts, press reports, and highlights packages. Beyond race day, your investment continues to work for you through the club's digital platforms, including social media, website features, and newsletters, ensuring multi-platform recognition.

Straight advertising combines premium visibility with long-term value. As a high-frequency, high-impact sponsorship opportunity, it positions your business at the heart of the action while showcasing your support for the passion, energy, and excitement of Plymouth Speedway.



**NHS STAND**  
**£375 PER SEASON**  
WE PROVIDE COMPLETE DESIGN & PRODUCTION OF YOUR BANNER  
EXTRA PANELS AT £225 PER SEASON

**COLIN HILL STAND**  
**£260 PER SEASON**  
WE PROVIDE COMPLETE DESIGN & PRODUCTION OF YOUR BANNER  
EXTRA PANELS AT £150 PER SEASON





# CORNER ADVERTISING

Our corner advertising boards are positioned on the bends of the Coliseum, directly in front of the A38 flyover, giving your brand exceptional exposure to thousands of passing vehicles each week. This strategic placement ensures that your advertising is seen not only by spectators in the stadium but also by commuters and passersby, dramatically increasing brand reach beyond the immediate fanbase.

In addition to trackside visibility, your branding is featured across all our media channels, including our website, social media platforms, newsletters, and weekly press coverage in both local and specialist publications such as The Speedway Star. The boards capture attention during every race, providing repeated high-frequency exposure, while associating your brand with the excitement, energy, and community engagement of speedway.

Corner advertising is a premium sponsorship opportunity, combining in-stadium visibility, media coverage, and roadside exposure to maximize the impact and value of your brand.



# £560 PER SEASON

WE PROVIDE COMPLETE DESIGN & PRODUCTION OF YOUR BANNER  
EXTRA PANELS AT £375 PER SEASON





# RACE MEETING SPONSOR

Our Race Meeting Sponsorship is the perfect choice for brands and businesses looking to enjoy an unforgettable evening of speedway action at The Coliseum. Whether entertaining colleagues, clients, or business partners, this premium package combines first-class hospitality with the thrill of live racing.

From your own exclusive area with panoramic views of the track, your guests can soak up the atmosphere and experience the drama of every race in comfort and style.

## PACKAGES FROM £600

Race Meeting Sponsorship packages start from £600 with bespoke options available to tailor the experience to your brand.

This is a unique opportunity to put your business in the spotlight while enjoying all the action, atmosphere, and excitement that The Coliseum has to offer.



The Race Meeting Sponsor package includes:

- **Front Cover Feature**  
Your company name and branding on the match programme cover
- **Advertising**  
Programme advertising for the evening
- **Centre Green Experience**  
Trackside viewing for selected heats (subject to health and safety regulations)
- **Live Interview**  
An opportunity for a company representative to speak directly to the crowd
- **Social Media Promotion**  
Extensive coverage before and during the event across our platforms
- **Hospitality**  
10 complimentary entry tickets for your guests



# PROGRAMME ADVERTISING SPONSOR

The Gladiators Match Day Programme is the heartbeat of every fixture at The Coliseum. Produced weekly by our dedicated Media Team and printed in full colour, it reaches fans directly in their hands, giving your brand visibility and impact on race night and beyond.

Whether you're a business looking to raise your profile, or an individual wanting to show your support, our advertising and sponsorship packages offer excellent value, guaranteed exposure, and a strong connection with our passionate fanbase.

### Programme Advertising

**Full Page** - £ 600.00 (limited availability)

**Half Page** - £ 350.00 (limited availability)

**1/4 page** - £ 200.00 (limited availability)

**1/8 page** - £ 125.00 (limited availability)

### Heat Sponsorship

The Heat sponsorship option includes one of the 15 Heats of every scheduled Team Fixture in all Competitions, with each sponsor or individual announced prior and after each heat. We can either use artwork supplied or we can create your heat sponsorship advert for you.

Heat Sponsorship Price: **£500**

Covering the entire 2026 season





# RIDER SPONSOR

Get involved with the 2026 Gladiators through our individual Rider Sponsorship packages, offering a unique opportunity to align your brand with a specific rider while supporting the team. This sponsorship is perfect for businesses, fans, or individuals, including memorial tributes, and provides a range of exposure and engagement benefits throughout the season.

## Sponsorship Packages (Full Season)

Oil / Methanol / Tyre: £1050 \*

Oil / Methanol: £600 \*\*

Oil: £350 \*\*\*

Methanol: £200 \*\*\*

Tyre (home & away): £700 \*

Tyre (home OR away): £350 \*\*

(A maximum of 2 separate sponsors per specific item is allowed.)

## Benefits Include:

Complimentary season or match tickets depending on package:

Full season ticket for packages marked \*

6-match pass for packages marked \*\*

3-match pass for packages marked \*\*\*

Your name prominently displayed on the rider's 2026 pit boards at every meeting.

Sponsorship recognition on a dedicated sponsor board near the Coliseum turnstile entrance.

Visibility on the club's official website, social media channels, and programme coverage, giving repeated exposure to fans and wider audiences.

Rider sponsorship is a highly personal and visible way to engage with the sport, combining fan appeal with strong branding opportunities.

Whether you are a business looking to connect with supporters, a fan wanting to support your favourite rider, or an individual commemorating a special person, this package puts your name at the heart of the action and builds a strong association with the excitement and energy of speedway.






# PLYMOUTH GLADIATORS SPEEDWAY BE PART OF THE JOURNEY

Plymouth Gladiators Speedway has continued to go from strength to strength, both on and off the track. With exciting plans ahead for the 2026 season, we're inviting local businesses, supporters, and community partners to join us on this journey.

We are incredibly proud of the way our club has grown with the backing of loyal fans and the support of businesses across the region. That support has helped us become more than just a speedway team – it's made us a community club with ambition and passion at its heart.

Now, you have the chance to play your part. By becoming a sponsor, you'll not only showcase your brand to thousands of passionate supporters, but also help us drive the Gladiators forward into an exciting new era.

 Email: [info@plymouth-speedway.com](mailto:info@plymouth-speedway.com)