



COASTAL
SPEED AND STYLE 2024



SPONSORSHIP PROSPECTUS

Introduction

Located conveniently in the heart of Bournemouth, the venue for the Coastal Speed and Style Supercar Sunday is the perfect location for car enthusiasts and sponsors. Our inaugural event invites people to indulge in luxury while sharing precious moments, building family stories, and connecting with like-minded people. Designed as a fun day out for the whole family, it is a perfect way to socialise for those on the South Coast of England who enjoy style and sophistication.

Coastal Speed and Style offers a display of supercars and antique cars, along with a multitude of other activities to enjoy. This includes fun car-related activities for adults and children, a platform to embrace elegance for ladies, music, stunning cocktails, and a variety of food to appeal to every taste.

Date: 7th April 2024

Time: 10.00 AM – 4.00 PM

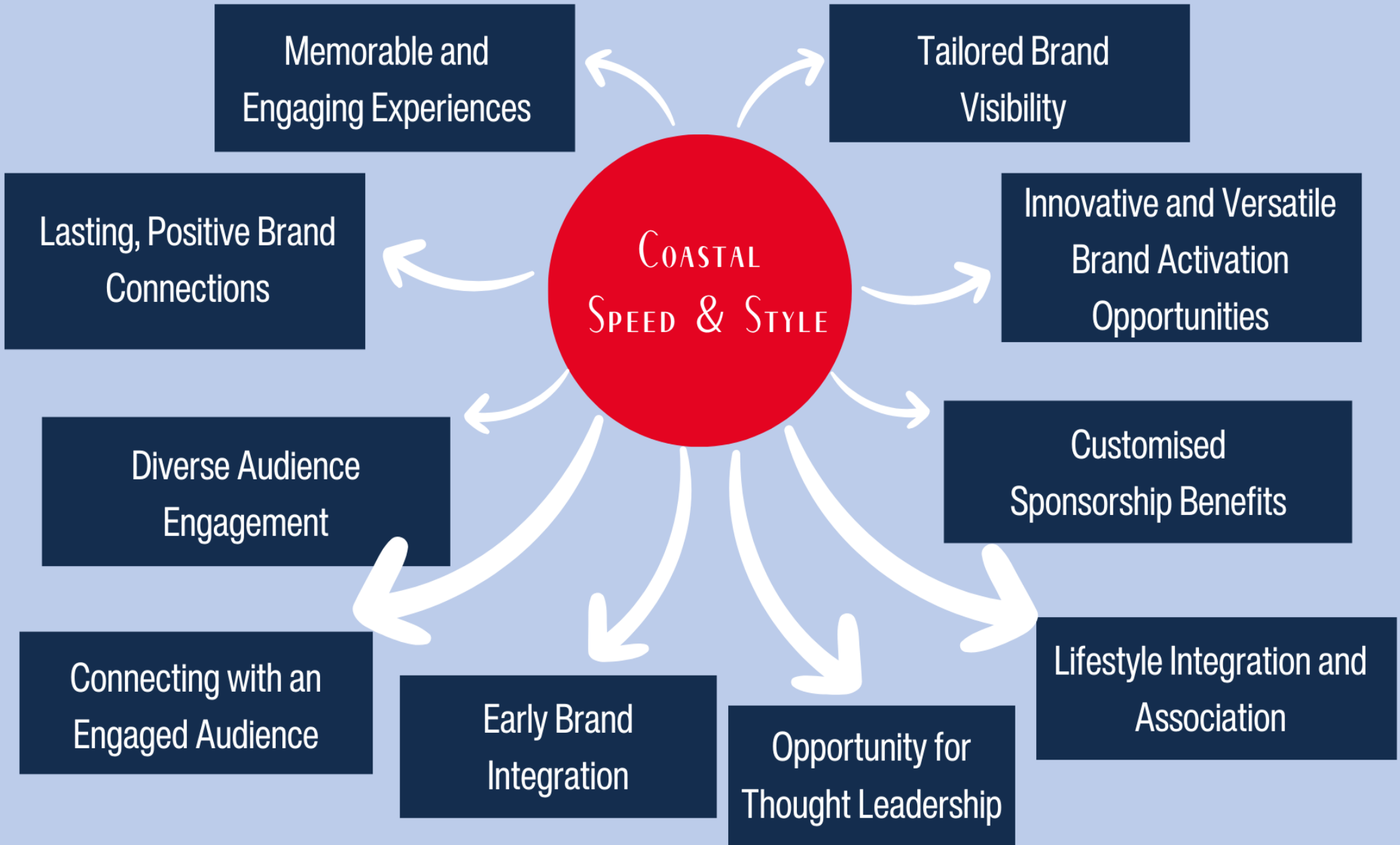
Venue: The Triangle and Commercial Road, Bournemouth, Dorset BH2 5RG

It is our great pleasure to introduce our Sponsorship Proposal 2024 and invite your Company to celebrate speed and style on the South Coast of England.

Yours sincerely,

Coastal Speed and Style Events Team

WHY PARTNER WITH US?





Car Show: Supercar Clubs & Individual Supercar and Classic Car Owners



Food Court & Music



Prestigious Lifestyle Atmosphere



Kids' Zone with plenty of car-related activities



Exhibitor Stands



Charity Rides Display with Sporting Bears



Car-Related Activities for Adults

AUDIENCE OVERVIEW

Please note that Coastal Speed and Style will be promoted through different communication channels, among others BCP Council newsletter, Town Centre BID social media, BBC Radio Solent, BBC South, local newspapers, e.g. Bournemouth Echo, Dorset Echo, and others.

- Supercar clubs, individual car collectors, supercar owners, and enthusiasts from the South Coast of England
- Local car enthusiasts, families, and residents interested in automotive culture, supercars, and lifestyle events
- Families interested in family-oriented activities
- Tourists and visitors to Bournemouth, attracted by the event's uniqueness
- Men and women interested in lifestyle events
- Local businesses, sponsors, and community members interested in supporting and being a part of an inaugural local event
- Social media influencers, bloggers, and online automotive communities



The background features a light blue gradient with several overlapping geometric shapes. On the left, a dark purple triangle points towards the top right. On the right, a light blue triangle points towards the top left. The text is centered horizontally across the middle of the image.

SPONSORSHIP OPPORTUNITIES

PLATINUM PRESTIGE PACKAGE: TITLE SPONSOR £10,000

1. Exclusive Event Title Sponsorship: "Coastal Speed and Style Presented by [Your Brand Name]" with exclusive rights within your industry
2. An art piece that prominently features the sponsor's branding will be created by a renowned local artist (painter). The artwork can be done prior the event or live, on the day.
3. Professionally shot and edited promotional video featuring the sponsor's products or services.
4. Personalised photo booth with the sponsor's branding, prepared by a local artist
5. Live Stream Broadcast: Live stream key moments of the event on social media platforms, incorporating sponsor mentions, shoutouts, and branding to engage a wider online audience.
6. Dynamic Website Integration: Featured the sponsor's brand on the Coastal Speed and Style official website, with interactive elements like clickable banners, embedded videos, and product highlights.
7. Produced a captivating post-event video highlights reel that captures the best moments of the event, with a strong focus on the sponsor's contributions and branding.

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PLATINUM PRESTIGE PACKAGE – CONTINUATION: TITLE SPONSOR £10,000

8. Premium logo placement on all online event marketing materials and banners
9. Sponsor video up to 2 minutes on a LED screen, displayed at least 3 times on the day
10. Company name and logo on front page of our printed programme
11. On stage announcements throughout event
12. Premium placement of Company Logo on 200 promotional posters distributed in high visibility places in Dorset and Hampshire
13. Company premium Logo placement on 10,000 A5 flyers
14. Opportunity to make a keynote address during the event
15. Product integration: showcasing the sponsor product within the designated exhibition area
16. 6m x 6m on-site exhibition space



DIAMOND ACCELERATOR CATEGORY SPONSOR £7,000

1. Official Partner Sponsorship: "Official Partner of Coastal Speed and Style"
2. An Artist-led children's activity to create artwork inspired by the Sponsor's brand. Artwork will be displayed in our social media and on the website post event. This can be carried as competition.
3. Collaborative workshop opportunity to provide an engaging and interactive experience
4. Live Stream Broadcast: Live stream key moments of the event on social media platforms, incorporating sponsor mentions, shoutouts, and branding
5. Feature the sponsor's brand on our website, with interactive elements like clickable banners and embedded videos
6. Logo placement on all online event marketing materials and banners
7. Company name and logo on front of page and back page of programme
8. Sponsor video up to 2 minutes on a LED screen, displayed at least 3 times on the day
9. On stage announcements throughout event
10. Placement of Company Logo on 200 promotional posters
11. Company name and Logo on 10,000 A5 flyers
12. Company Logo posted on Coastal Speed and Style website
13. Half-page advertisement in printed event programme
14. Dedicated social media posts and mentions
15. 6mx6m on-site exhibition space



GOLD RUSH EXPERIENCE: £5,000

1. Accessory Creation Special Zone where both adults and children can customise accessories with the Sponsor logo
2. Logo placement on all online event marketing materials and banners
3. Sponsor video up to 2 minutes on a LED screen, displayed at least 3 times on the day
4. Company Logo posted on Official Coastal Speed and Style website
5. On stage announcement throughout event
6. Placement of Company Logo on 200 promotional posters
7. Company name and Logo on 10,000 A5 flyers
8. Quarter-page advertisement in the event programme
9. Dedicated social media posts and mentions
10. Product integration or performance showcases
11. 6m x 6m on-site exhibition space



TITANUM TURBO BOOST: £2,500

1. Collaborative design competition where attendees can create concepts incorporating the sponsor's products
2. Branded on-site area named after the sponsor to increase sponsor's visibility
3. Sponsor video up to 2 minutes on a LED screen, displayed at least 3 times on the day
4. 4.5m x 3m on-site exclusive area for the sponsor to demonstrate sponsor's product or service
5. Logo placement on all online event marketing materials and banners
6. Company Logo posted on Coastal Speed and Style website
7. Dedicated social media posts and mentions



LUXURY LANE LEADER £1,000

1. Branded Interactive Challenge with instant rewards, e.g. scavenger hunt where participants search for hidden sponsor-related clues or objects throughout the event venue.
2. Logo placement on all online event marketing materials and banners
3. Sponsor video up to 2 minutes on a LED screen, displayed at least 3 times on the day
4. Social media posts and mentions
5. 3mx3m on-site exclusive area
to demonstrate Sponsor's product or service



PREMIER EXHIBITION PACKAGE £500

1. Banner placement on a LED screen
2. Social media posts and mentions
3. 3mx3m Exhibitor space at the event



PLEASE CONTACT US TO ARRANGE A MEETING:

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