

**YORKSHIRE  
MOTORSPORT  
FESTIVAL™ 2022**



Advertising  
& Sponsorship

# Introduction




The Yorkshire Motorsport Festival has already proven to be the biggest and best event of its kind, anywhere in the North of England.

2021 was run under Covid restrictions but the Festival drew maximum crowds from across the region and beyond - in excess of 20,000 - and there's already plenty of indication that 2022 is going to be record breaking.

Add to this our nationwide, 6 month online advertising campaign which reaches over a million potential customers and our social media initiatives with in excess of 20,000 followers and the potential for qualified sales engagement is huge.

For businesses and brands, the Festival is a perfect media, advertising and PR opportunity to speak directly to a ready-made, receptive audience who, for three fabulous days are all in one place at the same time!



# Sponsorship Packages

To maximise exposure and ensure a great ROI, all sponsorship opportunities include the following:

- YOUR LOGO ON OUR WEBSITE WITH LINK*
- SOCIAL MEDIA BRANDING ON RELATED POST WITH LINK*
- GUEST BLOGS ON THE YMSF BLOG WITH LINK*
- YMSF BROCHURE COVERAGE*
- LIVE SOCIAL MEDIA STREAMING THOUGHOUT THE EVENT*

Flexibility is the key to our sponsor and advertising packages and we are open to creating a bespoke experience for your business.

Start your conversation today by contacting [sponsor@ymfs.net](mailto:sponsor@ymfs.net)

# Advertising products

Opportunities currently are available for:

*TITLE HEADLINE SPONSOR*

*START AND FINNISH LINE OPPORTUNITIES*

*MEMBERS ENCLOSURE*

*EXCLUSIVE HOSPITALITY MARQUEE*

*WOLFSTONE HILLCLIMB CLASSES*

*HEADLINE SOUVENIR PROGRAM*


*VARIOUS DISPLAY AREAS - CONCOURS, CAR CLUB PADDOCK & EXHIBITORS AREA*

*THERE ARE A LIMITED NUMBER OF PACKAGES AVAILABLE IN THE PALMER ENGINEERING VILLAGE*

# At a glance

40,000+  
visitors  
over 3 days

hosted across  
**125**  
acres

26 MILES **LEEDS**  
22 MILES **MCR**  
25 MILES **SHEFF**  
  
**fabulous**  
transport links

97%  
SPONSORS AND EXHIBITORS  
ALREADY **REBOOKED**  
FOR **2022**

 Live  
**TV**

 **LIVE**  
social  
streaming



ymsf.net