

**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

Advertising products

Opportunities currently are available for:

TITLE HEADLINE SPONSOR

START AND FINISH 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 **LEEDS**
MILES
22 **MCR**
MILES
25 **SHEFF**
MILES


fabulous
transport links

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

 **Live**
TV

 **LIVE**
social
streaming



ymsf.net