

MOTORCYCLE LIVE 2024

16 – 24 November

NEC, Birmingham



SPONSORSHIP & ADVERTISING OPPORTUNITIES

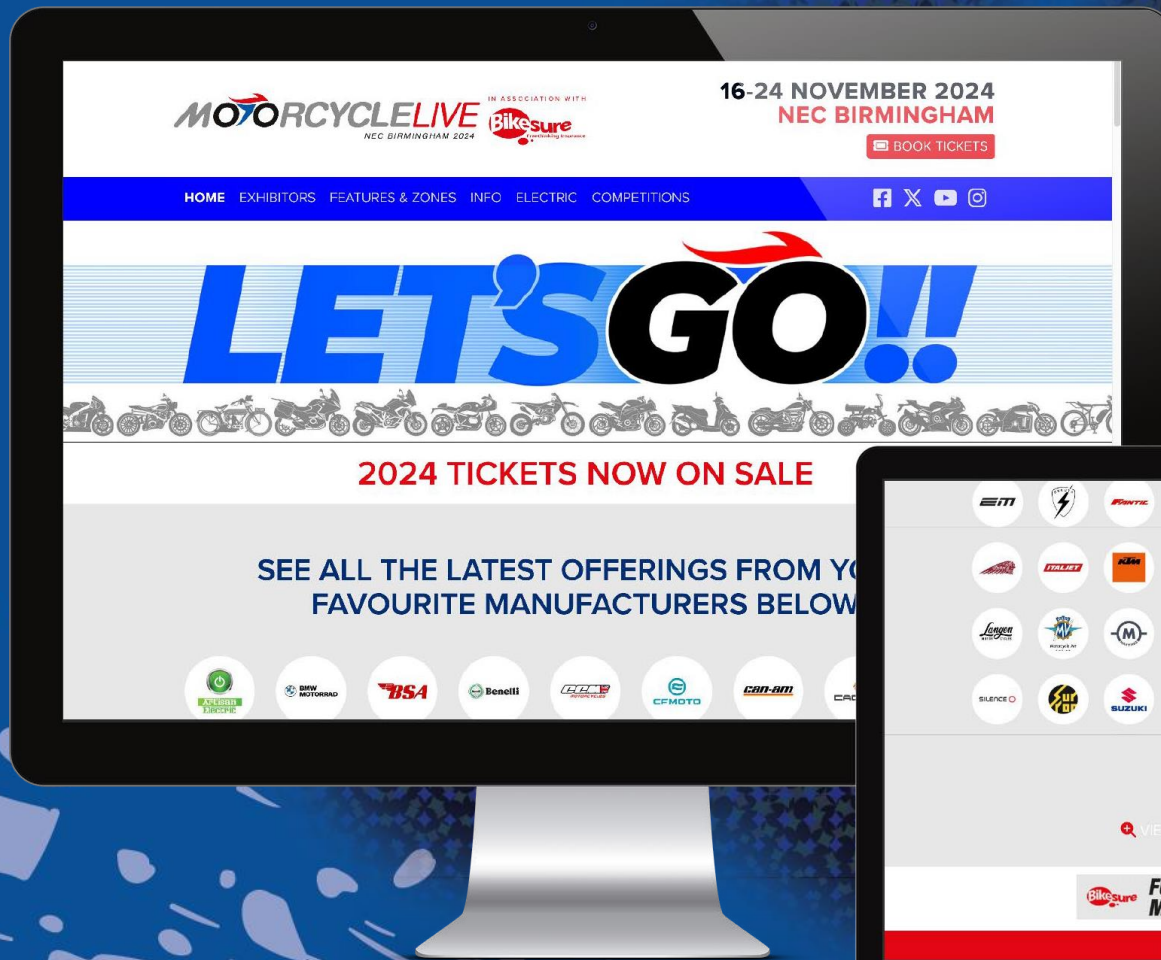


WEBSITE ADVERTISING

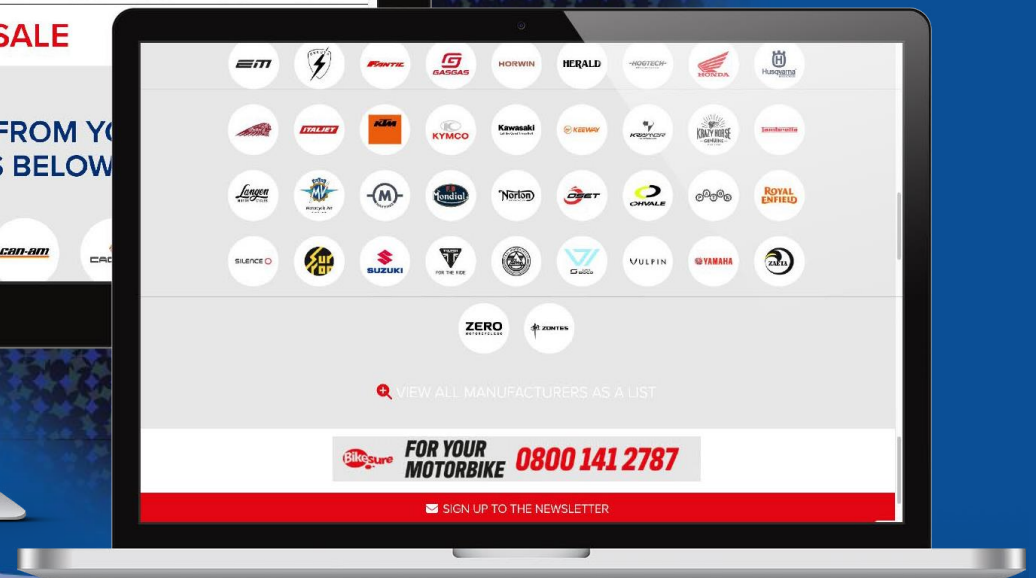


WWW.MOTORCYCLELIVE.CO.UK

YOUR DIGITAL AD ON EVERY PAGE* IN A LEADERBOARD POSITION



667k+
PAGE VIEWS
(2023)

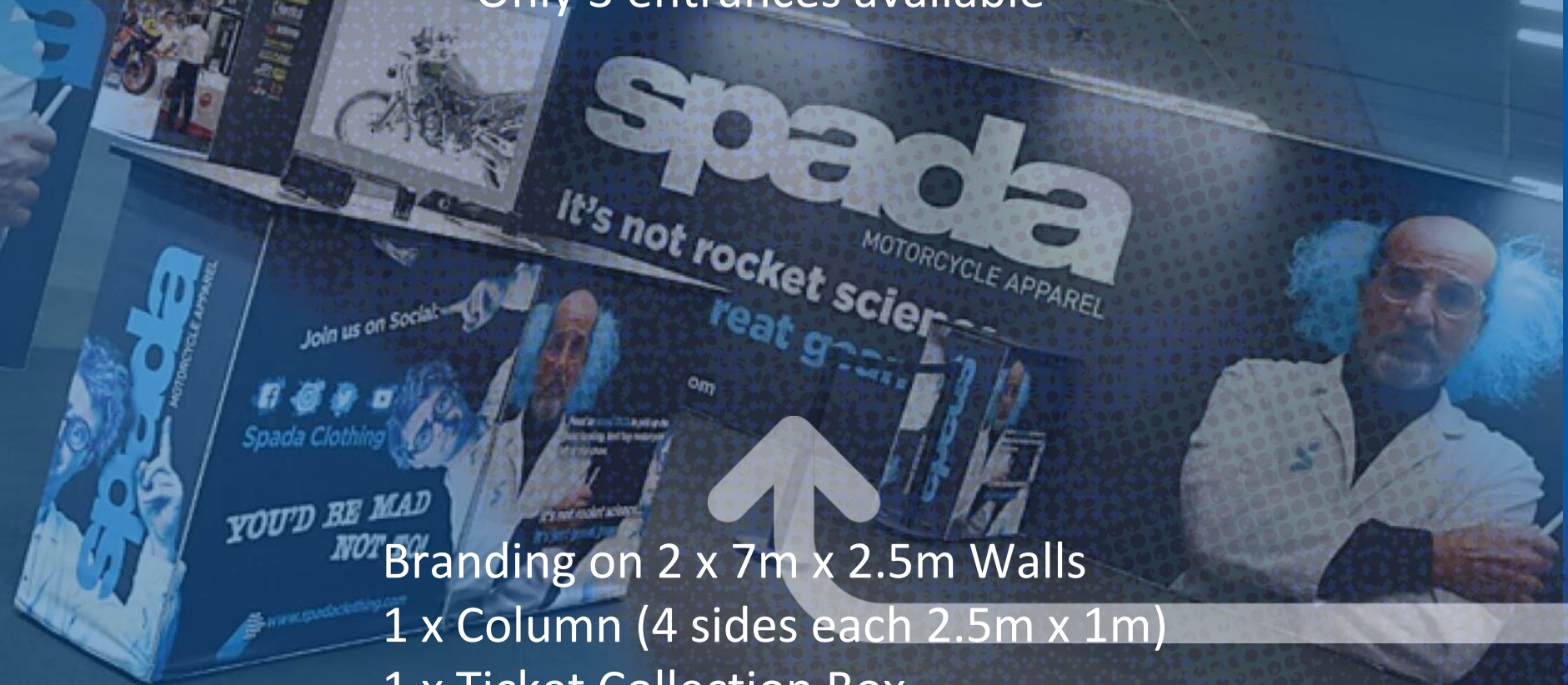


*Not on exhibitor pages

TAKE OWNERSHIP OF AN ENTRANCE

Be the first brand visitors see when they enter the show, and the last one they remember as they leave.

Only 3 entrances available



Branding on 2 x 7m x 2.5m Walls

1 x Column (4 sides each 2.5m x 1m)

1 x Ticket Collection Box

20 Second Advert on entrance pillar screen

MULTI-STAGE ADVERTISING



EXPERT LAB + BLACKHORSE STAGE

Your advert played on two of our brand-new stages throughout the day. Impactful. Eye-catching. Exciting.

Get noticed on the main stages between racing interviews, celebrity talks, interactive content, Q&A sessions, demonstrations and commentary.



15 second advert placements available.

Limited slots available

BARS & CATERING

Picture street food catering to every palette, quality products, a variety of outlets for all food and drink tastes.

Located in halls 2, 3a and hall 4, the food court and bars are getting an injection of excitement for 2024, and this is your opportunity to take ownership of one of these areas.

Located in high dwell areas, surrounded by entertainment, seating, and of course bikes and kit, this is your chance to amplify your brand at the UK's biggest bike show.

HIGH-LEVEL BRANDING



DATATAG[™]
SECURITY

Add your brand in prominent and impactful positions and have your message seen by thousands of people.

Draw attention to your stand so visitors can find you easily.



LEARN TO RIDE ZONE

The best, and only opportunity to partner with the industry's initiative dedicated to new riders.

Giving visitors a FREE taster session, it's the perfect platform to reach a high number of individuals looking to start their riding journey.

700+

INDIVIDUALS

SOLD

- Includes branding on the feature
- All mentions of the feature include naming of brand
- Opportunity to give literature to participants
- Opportunity to interact with visitors in this feature
- Dedicated page on show website



FMX TRIALS

High octane freestyle action is a hugely popular spectacle. New for 2024 there will be shows taking place three times a day during the week, and four times a day at the weekend within the brand new Festival Zone.

This opportunity includes:

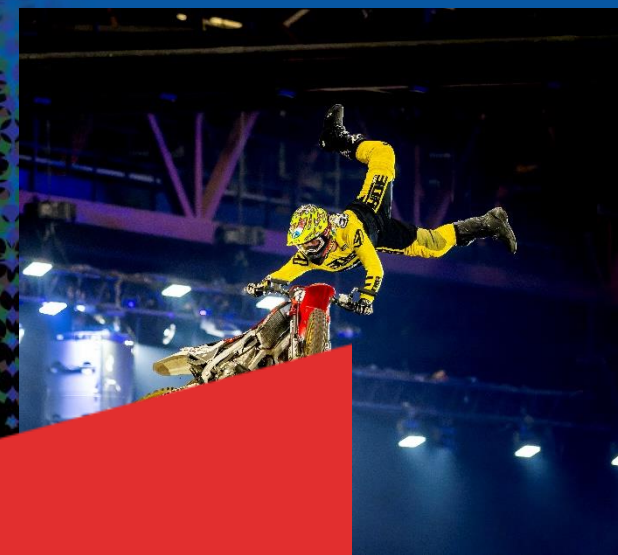
Permanent branding in the Festival Zone

Naming in association with FMX

Branding on perimeter

Name men

SOLD

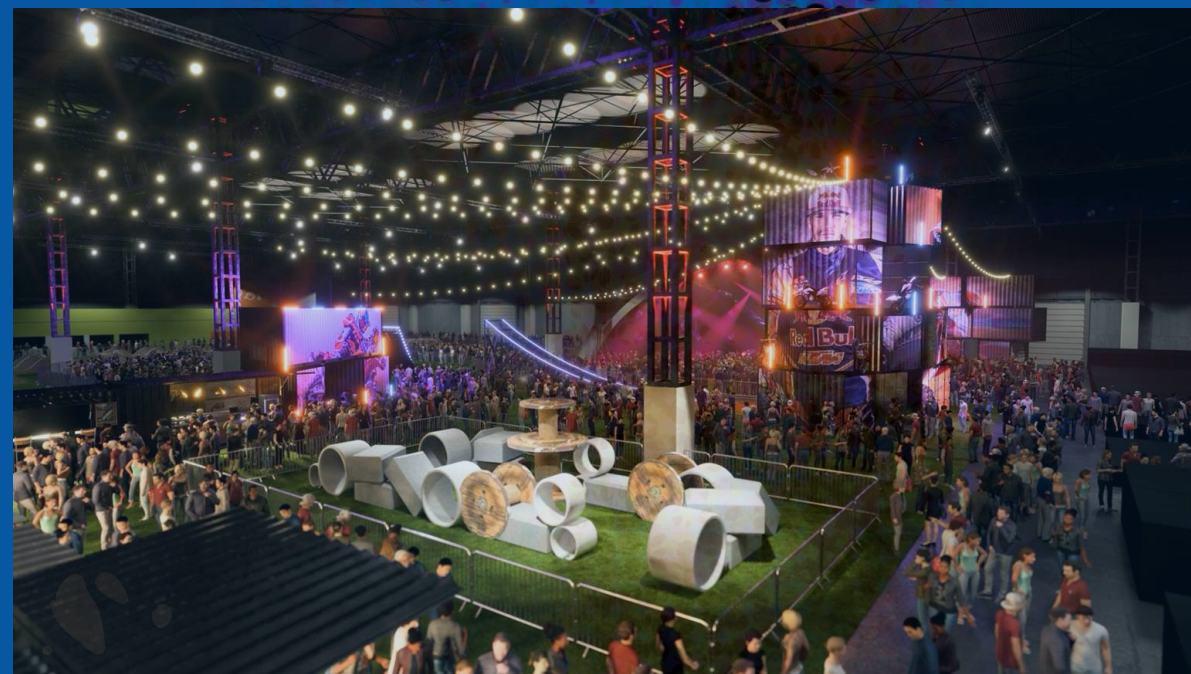


MOTO TRIALS

Have your brand associated with this brand-new entertainment feature, Moto Trials – powered / supported / brought to you by ‘your brand’

In the prominent Festival Zone, your branding will be integral to the feature and its perimeter fencing. With shows taking place three times a day Mon – Thurs and four times a day Fri, Sat and Sun, the compere will commentate on the professional action, incorporating brand mentions into this.

- Engaging
- Entertaining
- Interactive
- Skilful
- Prominent



HALL PERIMETER BRANDING



A great opportunity to be seen.

Large format branding placed around the show gives you stand out, at height.

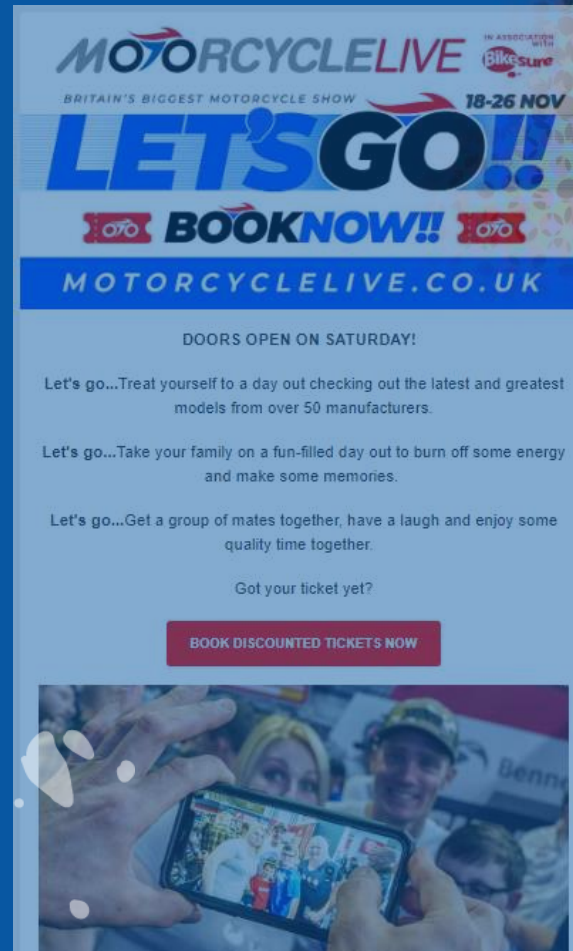
Available in a variety of sizes, positions are available throughout the show.

(At the discretion of show organisers).

NEWSLETTER

With over 67,000 contacts signed up to the MCL Newsletter, this opportunity will allow your organisation (per mailer) the chance to promote your attendance at the show, whether raising awareness, prompting an action or detailing an offer - the opportunity will include a single image and 35 words of copy.

This opportunity will be limited to one organisation for all newsletters or up to 8 mailers offering this opportunity.



MOTORCYCLELIVE IN ASSOCIATION WITH **BikeSecure**
BRITAIN'S BIGGEST MOTORCYCLE SHOW **18-26 NOV**
LET'S GO!!
BOOKNOW!!
MOTORCYCLELIVE.CO.UK

DOORS OPEN ON SATURDAY!


Let's go...Treat yourself to a day out checking out the latest and greatest models from over 50 manufacturers.

Let's go...Take your family on a fun-filled day out to burn off some energy and make some memories.

Let's go...Get a group of mates together, have a laugh and enjoy some quality time together.

Got your ticket yet?

BOOK DISCOUNTED TICKETS NOW



WIN 'FANG-TASTIC' PRIZES

There's chance to win great prizes from a Zerofit Ultimate Head-to-Toe biking bundle of thermals to a brand-new Kawasaki ZX-4RR on the [Motorcycle Live website](#).

Psst...head over to our [socials](#) for a chance to win show tickets!

'SPOOK-TACULAR' CLASSICS

Make sure you see the 'treats' the National Motorcycle Museum has in store in the dedicated Classic Feature - showcasing the most expensive, and exquisite, bikes across the decades - including the Hesketh Vampire...



'FA-BOO-LOU'S' RIDING STARS

Meet your favourite racers and riding stars throughout the course of the show. [Click here](#) for updated information on who you can see and when!



GET A BLACK HAT

Pick up your [Zerofit Thermal Bobble Hat](#) at the show when you buy a £28 ticket. Advanced ticket prices are just £23* for an adult and children 6-18 just £2.50** - under 5's are free**. Group discounts are available for 10+ tickets - and all members don't have to come on the same day.

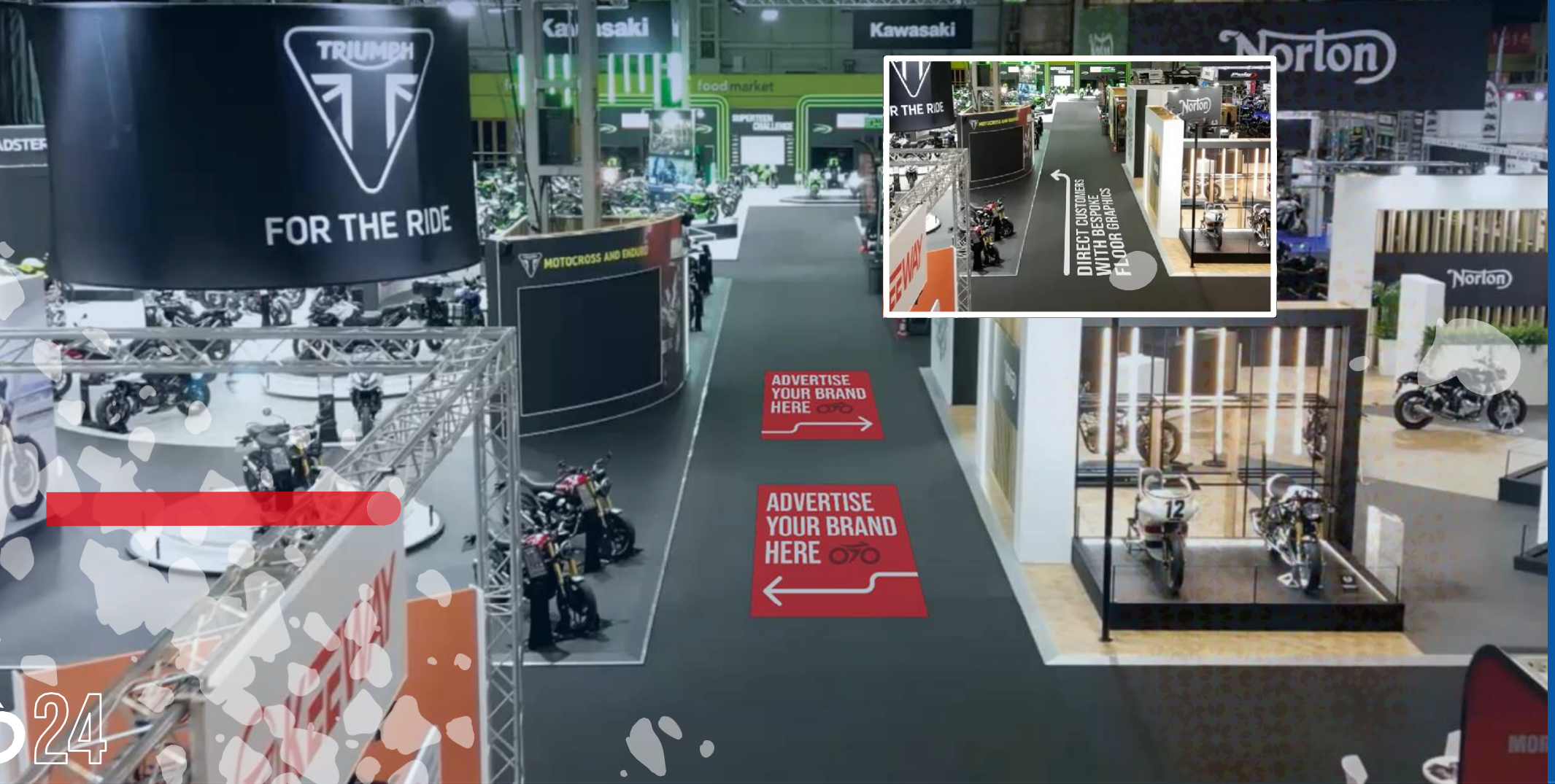
Did you know... you can bag a 5% discount on your tickets when booking through Barclaycard? Simply [use this link](#) and use your Barclaycard to pay.

CLICK HERE TO BOOK YOUR DISCOUNTED TICKETS

BESPOKE FLOOR COVERINGS

Have your artwork printed on to carpet or cord; advertise your brand or direct your customers to your stand.

Make them quirky, with a variety of shapes, creative incite action,



MCL24



EUROPE'S 2ND LARGEST ANNUAL MOTORCYCLE SHOW

9 DAYS PACKED WITH

50+ MANUFACTURERS / 150+ RETAIL AND DISPLAY STANDS

BRAND NEW FESTIVAL FEEL

STREET FOOD / LIVE MUSIC

LIVE ACTION FROM FMX, MOTO TRIAL & STUNT RIDING

MULTIPLE OPPORTUNITIES TO RIDE INDOORS AND OUT

c.100,000 VISITORS

SOCIAL AUDIENCES:

45k 97k 18k



VISITORS

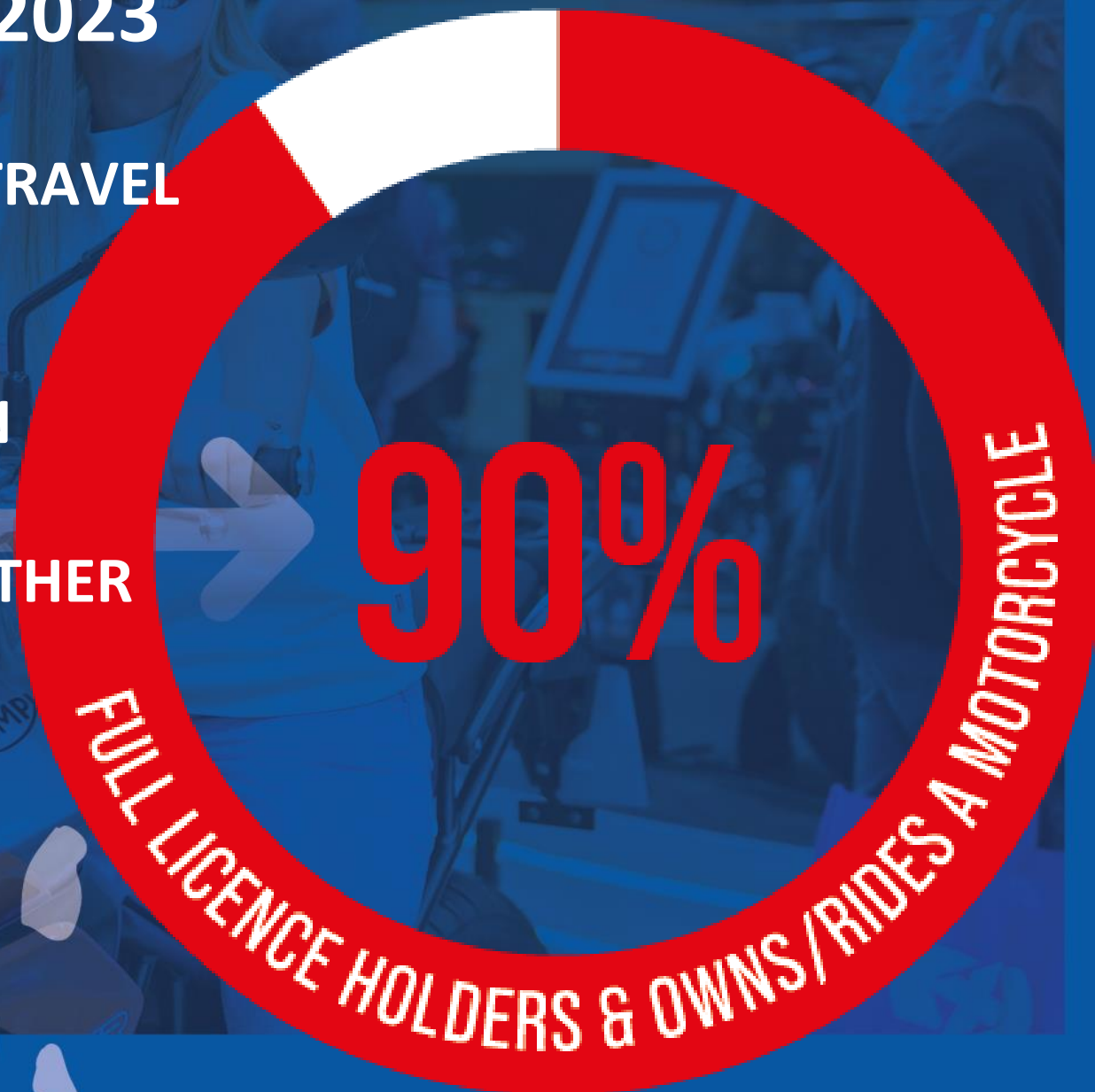


90,000 VISITORS IN 2023

75% OF SHOW VISITORS TRAVEL
1+ HOUR TO VISIT

89% PLAN TO VISIT AGAIN

49% DO NOT VISIT ANY OTHER
MOTORCYCLE EVENT



KEY DEMOGRAPHICS



A CAPTIVE, ENTHUSIASTIC
AUDIENCE MADE UP OF:

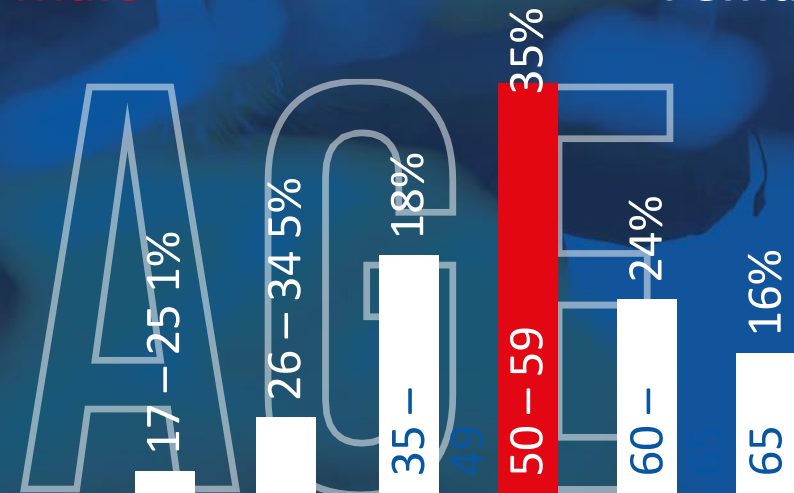
89% MALES

11% FEMALE

53% OF ATTENDEES AGED 35 - 59

OVER 10,000 NEW VISITORS,
EVERY YEAR.

GENDER



OPPORTUNITY COSTS*

WEBSITE ADVERTISING	FROM £2,100
ENTRANCE BRANDING	FROM £7,000
MULTI-STAGE ADVERT	FROM £1,200
BARS & CATERING SPONSORSHIP	FROM £7,500
HIGH-LEVEL BRANDING	FROM £155 p.sqm
MOTO TRIALS	FROM £7,000
HALL PERIMETER BANNER BRANDING	FROM £155 p.sqm
NEWSLETTER INCLUSION (exhibitor only)	FROM £800
BESPOKE FLOOR COVERINGS	FROM £350p.sqm

*Prices are net of VAT.

CONTACT



If you have specific ideas as to how you would like to enhance your brand at the show, or you're interested in any of the opportunities detailed, please contact:

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THANK YOU

