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1928

BIRMINGHAM BRUMMIES



Sponsorship & Advertising Opportunities

NO BRAKES, NO GEARS, NO FEAR!



MOTORCYCLE SPEEDWAY IS AN ACTION PACKED, FAMILY SPORT, WITH FOUR RIDERS RACING SHOULDER TO SHOULDER ON 500CC MACHINES WITH NO BRAKES! THAT'S RIGHT NO BRAKES! FOUR ADRENALIN FILLED LAPS OF A 300 METRE OVAL CIRCUIT IN JUST UNDER 60 SECONDS, IT'S FAST AND IT IS FURIOUS!

No brakes - No fear – No gears - Thrills and Spills a-plenty on machines with acceleration close to that of an F1 car. No wonder, the sport is seen by many as one of the most exciting forms of Motor Sport racing.

We are delighted to offer a number of opportunities to be involved in supporting one of the leading teams in the UK's Premiership league, The Birmingham Brummies.

Racing against teams from across the UK, the Brummies will be holding around 20 race night events at the famous Perry Barr Stadium this season. To take a look at our promotional video, please scan the QR code above.

Our events take place on a Monday night starting at 7.30pm with gates, bars and food outlets open to the public from 6pm. Fans can mix and meet the riders before the meeting in the pits and we have both outdoor and indoor options to watch the racing from.

Our full fixture list (**found on the website: www.birmingham-speedway.com**) will show the dates for all meetings planned at the stadium.

Speedway has always traditionally been a family sport, so at Birmingham we are proud to not only offer family tickets to all events (children under 16 are admitted free with a paying adult) we also give the younger fans the chance to meet their heroes and be involved in junior clubs and competitions each week.

We also offer some of the best corporate facilities in the sport at Perry Barr, with spacious executive boxes overlooking the first bend, giving a superb aerial view of the racing action to our sponsors and VIP Guests.

EVENT SPONSORSHIP



WE CAN TAILOR A SPONSORSHIP PACKAGE FOR YOU TO SUIT YOUR BUDGET AND GIVE YOU THE CHANCE TO ENJOY A VIP EXPERIENCE THAT IS SECOND TO NONE.

Our commercial team will ensure you have a first class experience from start to finish with a guided tour of the pits to meet the riders and management of the club before racing, reserved table in the restaurant, full page advert in our race day magazine, mentions across our website and social media channels, frequent announcements over the public address system throughout the evening to publicise your company, the opportunity to watch some racing from the infield and choosing and presenting a trophy to a 'Rider of the Night' being among the

options available.

Dependent upon the sponsorship package, we can also cater for parties of 15-50 when you would be assigned your own executive box for the evening, pay bar facilities, dedicated host from the club, complimentary match day magazines and a full picture book of your evening as a memento.

We will work with you to ensure that you and your guests have the night of your life at Perry Barr, all at a reasonable price.

Our commercial team would be delighted to work with you to ensure you have the best possible experience, please email commercial@birmingham-speedway.com and we will arrange a suitable time to discuss your requirements in detail.

WHAT ELSE COULD YOU SPONSOR?

MATCH DAY MAGAZINE ADVERTISING

Our Match Day Magazine contains the race-card for the evening and is a must for speedway supporters. A great way to publicise your company to our fans is by taking out an advert which will feature in each of our Match Day Magazines and will be seen by over 70% of the spectators attending the event. Full colour advertising can be 1/2 page, 1/4 page, full page or a double spread.

HEAT SPONSORSHIP

Each match day event consists of 15 heats of racing – you can sponsor a Heat for the whole season, with your name printed against that heat in the Match Day Magazine, with an accompanying Public Address announcement from our match day announcing team lead by Eurosport and Talk Sport's David Rowe.



AIRFENCE BANNERS

Speedway is a dangerous sport and to maximise the safety of riders, the race circuit has an inflatable air fence around the bends, consisting of individual air bags. We offer banner sponsorship for each of the air bags, which will be displayed at all meetings and feature heavily live on Eurosport, discovery+, British Speedway Network and Brummies TV.



JUNIOR CLUB SPONSORSHIP

Brummie Bear is an integral part of the racenight experience at Perry Barr. Our loveable Mascot brings some off-track treats and entertainment to the supporters, especially our younger fans. This is fantastic opportunity to publicise your organisation by becoming the official sponsor of Brummie Bear and Cubs Club.



GROUP VIP PACKAGES

Celebrating a special event? What a way for you and your family and or friends to enjoy a VIP night at Perry Barr watching the Brummies.

- ⑤ **SMALL ADVERT IN MATCH DAY MAGAZINE.**
- ⑤ **PITS VISIT WITH EXCLUSIVE PHOTO OPPORTUNITIES.**
- ⑤ **RESERVED TABLE IN THE BAR AREA OVERLOOKING THE START/FINISH STRAIGHT.**
- ⑤ **A MATCH DAY MAGAZINE FOR EACH MEMBER OF THE GROUP.**
- ⑤ **THE OPPORTUNITY TO WATCH SOME RACES FROM THE INFIELD.**

POTTED HISTORY OF BIRMINGHAM SPEEDWAY

THE FIRST EVER SPEEDWAY MEETING IN BIRMINGHAM WAS STAGED IN THE CITY AT THE ALEXANDER SPORTS STADIUM IN ALDRIDGE ROAD, PERRY BARR ON 12TH JULY 1928. THIS IS THE SAME VENUE (ALTHOUGH NOW RENAMED AS PERRY BARR GREYHOUND STADIUM) WHERE THE MODERN BRUMMIES STILL OPERATE, ALTHOUGH THERE HAVE BEEN OTHER VENUES OVER THE YEARS. THE BIRMINGHAM TEAM WAS ORIGINALLY NAMED THE BULLDOGS AND THEIR COLOURS WERE BLUE AND WHITE, BEING RE-NAMED AS THE BRUMMIES AND ADOPTING THE NOW FAMOUS RED AND YELLOW COLOURS WHEN LEAGUE RACING RESUMED IN 1946.

Unfortunately the speedway closed in 1957 but was revived in the City in 1971 at the old greyhound stadium in Walsall Road where it thrived for several years with the team achieving two League Championships and a Knockout Cup success. Sadly, in 1983 the stadium was demolished, and the land sold to property developers and, while the club moved to the Wheels Project at Bordesley Green for 3 years, it was not successful and finally folded at the end of the 1986 season.

After an unrelenting 21 year battle to bring the sport back to the City, Tony Mole finally succeeded in re-opening the doors at the current venue in 2007. The club has raced in top, middle and lower tiers of British Speedway since that time and been top of the Elite League table as well as winning two, back to back, National League championships.

The current consortium, headed by successful Worcestershire businessman Nigel Tolley, took over in 2022 with a declared intention of working hard to rebuild the club and regain its former prominence as one of the major operations in the City's sporting portfolio with an unrivalled reputation as a true family sport which can be

enjoyed by young and old. The consortium has pledged to run as a not for profit, ploughing everything back into securing the long-term future of the club and bringing on-track success.



HOW TO CONTACT BIRMINGHAM SPEEDWAY

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INSTAGRAM

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FACEBOOK

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**BACK THE
BRUMMIES!**