



SOUTHERN 100 COURSE SPONSORSHIP OPPORTUNITIES



DEVELOPMENT@SOUTHERN100.COM
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OUR MEETINGS

PRE-TT CLASSIC ROAD RACES

The Pre-TT Classic Road Races are held on the last weekend in May ahead of the start of the Isle of Man TT Races.

The first Pre-TT Classic Races were held on the 31st May 1988, the meeting consisting of four races.

Thirty plus years on, the Blackford's Pre-TT Classic Road Races are rated as one of the most popular and 'must do' events in the annual Classic calendar attracting well over 250 entries for its nine-race event.



SOUTHERN 100 ROAD RACES



The Southern 100 is a unique event to the Isle of Man, Motorbikes and sidecars line up and start in their masses to race around the Billown Course which is located in the south of the Island in Castletown.

The event is held over four days in July and is known widely as 'The Friendly Races'.

A real highlight for fans is the Open Air Prize Presentation held at the end of the meeting in Castletown Square.



MEDIA COVERAGE

We are excited to share that the media exposure generated by the Southern 100 Road Races has been steadily increasing year on year, showcasing the event's growing popularity and significance in the motorsport community. The Southern 100 Road Races consistently garners extensive coverage across various platforms, including online articles, social media engagement, and television broadcasts, reaching audiences at international, national, and local levels.

This robust media presence not only highlights the thrilling action of the races but also underscores the substantial brand value and resonance associated with our Club. Our events serve as a prime opportunity for sponsors to align themselves with a dynamic and passionate community, elevating their visibility and connection with a dedicated fan base.

To illustrate the breadth of our media exposure, here are just a few highlights from the past few years:





SOUTHERN 100 'LIVE'

We are proud to that the Isle of Man Steam Packet Company Southern 100 Road Races will be broadcast live to a global audience for the very first time, thanks to an exciting new partnership with King of the Roads. This landmark development means that fans from across the world will now be able to experience the thrill of the MOTOR ISLE Billown Course from wherever they are, with full race coverage available at kingoftheroads.tv/live.

On Wednesday 9th and Thursday 10th July 2025, all racing from the Southern 100 will be streamed live in high definition, complete with multi-camera coverage, expert commentary, exclusive interviews, behind-the-scenes features, and on-demand replays

This breakthrough in digital accessibility ensures that the Southern 100 can now connect with an even broader and more diverse fanbase—whether viewers are watching from Peel or Pennsylvania, Ramsey or Rome. The enhanced exposure not only benefits our spectators, but also presents our partners and sponsors with an expanded platform to promote their brands on a global scale.

With international streaming now part of the Southern 100's offering, our event is entering a new era—one that enhances our tradition, deepens our fan engagement, and opens up exciting new opportunities for media, brand alignment, and global recognition.





SOCIAL MEDIA

In recent years, our Club has made a strategic commitment to enhancing our online presence, recognising the critical role that digital engagement plays in connecting with our audience and potential sponsors. We have significantly ramped up our social media efforts, ensuring that we are actively present across all major platforms. This increased output not only keeps our community informed and excited about everything Southern 100 but also fosters a vibrant online community where fans can interact, share their experiences, and promote the thrill of the races around the Billown Course.

By partnering with us, sponsors will benefit from this enhanced visibility and engagement, tapping into a dynamic audience that is passionate about motorsport. Together, we can create a powerful platform that amplifies your brand and connects you with a diverse and enthusiastic fan base.

FOLLOWERS


45,000


21,440


1,969

IMPRESSIONS

Facebook - 6.24 Million
Twitter - 816 Thousand
Instagram - 186 Thousand

INTERACTIONS

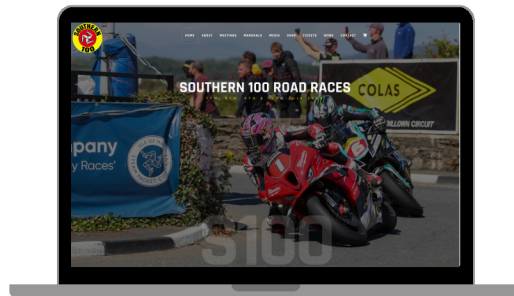
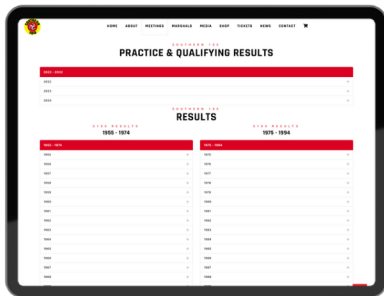
Facebook - 353 Thousand
Twitter - 23 Thousand
Instagram - 10 Thousand

Statistics from 1st November 2023 - 28th October 2024



WEBSITE

We have invested in a cutting-edge website that serves as a central hub for all information related to Southern 100 events, offering an engaging and user-friendly experience for fans and participants alike. The audience figures over the past year speak for themselves.



260K
PAGE VIEWS

137K
VISITS

87K
USERS

TOP 10 COUNTRIES

United Kingdom	- 62.45%
Isle of Man	- 34.80%
Ireland	- 5.93%
United States	- 2.56%
Germany	- 1.33%
France	- 0.93%
Australia	- 0.92%
Netherlands	- 0.84%
Spain	- 0.82%
Italy	- 0.43%

TOP 10 REGIONS

England	- 52.72%
Isle of Man	- 35.79%
Northern Ireland	- 5.69%
County Dublin	- 3.91%
Scotland	- 3.71%
Wales	- 2.14%
County Cork	- 0.90%
North Carolina	- 0.33%
North Rhine-Westphalia	- 0.29%
Ile-de-France	- 0.27%

Statistics from 1st November 2023 - 28th October 2024



JOIN THE SOUTHERN 100 FAMILY



As we approach the landmark 70th Anniversary of the Southern 100, our Club is buzzing with exciting developments and innovative ideas aimed at enhancing the event's stature and international appeal. We are committed to ensuring that this milestone celebration not only honours our rich history but also propels the Southern 100 into a new era of engagement and visibility.

We understand the importance of aligning with brands that share our Vision, which is why we offer a variety of sponsorship packages tailored to businesses of all sizes. Whether you're a local business looking to connect with the community or a larger corporation seeking to make a significant impact on a global stage, we have a partnership opportunity that can meet your needs.

DARYL BLAKE
CONSTRUCTION LIMITED



Mylchreests
GROUP



Bushy's
ALE of MAN



Greystone



CORLETT'S TROPHIES



DUKE TRAVEL



IFGL

JCK LTD



U&GLY&CO

S & S Motors



Ellan Vannin
Fuels

Bettridges.com



Mike Kerruish Ltd
Plumbing and Heating Engineers

ACE
HIRE & SALES

By joining the Southern 100 family, you'll not only gain access to our passionate fan base but also become part of an iconic event that celebrates speed, skill, and tradition. We invite you to collaborate with us as we embark on this exciting journey, ensuring that the 70th Anniversary of the Southern 100 is a memorable occasion for everyone involved. Let's work together to create a lasting legacy and amplify your brand's presence in the motorsport world!

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SUMMARY OF PACKAGES

Package	Cost	Availability
Pole Proector Sponsorship	£3,000	Available
Corner Sponsorship	From £1,200	Available
Banner Advertising on Castletown By-pass	£400 per meeting	Available

All Prices are excluding VAT which is to added

Eeach package is a minimum of 3 Years

Banners to be provided by advertising company or can be arranged by the club at an additional cost



POLE PROTECTOR SPONSORSHIP (BOTH MEETINGS)

We are offering a standout opportunity for a brand to sponsor the pole protectors positioned around the iconic MOTOR ISLE Billown Course. With over 34 pole protectors placed along key parts of the circuit, this sponsorship offers consistent, high-visibility exposure throughout the racing season.

Each pole protector will be branded with your logo, placing your business directly in the frame of television coverage, official photography, and on-course media. These protectors are not only critical safety elements during race week but also remain in place from April through August, meaning they are seen daily by drivers and visitors, well beyond just race spectators.

Pole protector sponsorship offers unmatched continuity and reach, ensuring your brand is repeatedly seen by local traffic, international fans, media outlets, and competitors. It's a high-impact, long-duration branding opportunity that places your business at the very core of the Southern 100 experience, literally wrapping your name around the circuit.

WHAT'S INCLUDED?

- Exclusive branding on all pole protectors around the Billown Course
- Full-page advert in the official race programme
- Press release to announce your sponsorship of pole protectors
- Photo shoot
- 2 x Invitations to Media Launch
- Extensive social media and PR exposure through Southern 100 and King of the Roads platforms





CORNER SPONSORSHIP (BOTH MEETINGS)

For the first time, we are offering an exclusive opportunity for brands to sponsor key corners on the legendary MOTOR ISLE Billown Course, giving businesses a unique and high-impact way to align with the heart of the Southern 100 Road Races.

Each sponsored corner will feature naming rights, meaning your business will be integrated into race commentary, media coverage, and official communications. Our brand name will become part of the racing lexicon, mentioned by fans, riders, and broadcasters alike.

With Ballakaighan, Iron Gate, Ballabeg, Billown Dip, Cross Four Ways and Church Bends available, this is a rare opportunity to associate your brand with a specific, action-packed point on one of road racing's most respected circuits.

Whether your goal is local community presence or global brand exposure, corner sponsorship puts your name where the action happens—right at the apex of speed, tradition, and excitement.

WHAT'S INCLUDED?

- Naming rights to a selected corner
- Banner advertising at the corner (seen by thousands of spectators locally and globally)
- Press release to announce your sponsorship of selected corner
- Photo shoot at the selected corner
- 2 x Invitations to Media Launch
- Extensive social media and PR exposure through Southern 100 and King of the Roads platforms





CORNER'S AVAILABLE

BALLAKAIGHAN CORNER - £2,000 per year

Ballakeighan is the first corner on the circuit. Bikes pile into the corner on the first few laps after the mass start. The corner then leads onto Ballakeighan straight. At this Ballakeighan there are 44 recticels that can be branded. The location is also shown on TV.



IRON GATE - £1,400 per year

Iron Gate comes at the end of the Ballakeighan straight. It is a right hand turn shortly followed by a fast left hand turn that leads onto Ballanorris (Joey's Gate). At Iron Gate there are 30 recticels. There is also a public grandstand.



BALLABEG - £1,600 per year

Ballabeg hairpin is the slowest corner on the Billown Course. It can be very deceiving for riders, as the camber of the road drags the rider into the corner earlier than they need to turn. There are 31 recticels at Ballabeg and this corner is also featured on the King of the Roads drone footage.





CORNER'S AVAILABLE

BILLOWN DIP - £1,200 per year

Billown Dip is a daring corner for riders. Not being able to see the exit but sending the bike down a huge dip and between the stone walls regardless. There are 31 recticel barriers at Billown Dip.



CROSS FOUR WAYS - £1,500 per year

Cross Four Ways is notorious for its overtakes and slow speed low side crashes. It is the second slowest corner on the circuit and usually attracts a large crowd of spectators. One of the busiest sections of the course for daily traffic. This corner is also featured on TV. There are 16 recticels in total.



CHURCH BENDS - Unavailable until 2028

Church Bends is one of the most popular locations for fans. With two fast flowing bends around the walls of Malew Church. Heavily photographed, shown on TV and the largest number of recticels (58).





BANNER ADVERTISING (BOTH MEETINGS)

For businesses seeking an accessible yet effective way to get involved with the Southern 100 Road Races, our banner advertising on the Castletown Bypass offers the perfect opportunity.

Positioned at one of the busiest access points to the Billown Course, this location is a prime spot for continuous exposure throughout the race period and beyond. Whether it's race fans arriving on-site or everyday traffic moving through the area, your brand will be front and centre.

This cost-effective option allows businesses to connect with a broad audience while supporting one of the Island's most beloved sporting events. Banner advertising is not only affordable, but also visually prominent, giving your brand a strong presence in the lead-up to and during race week.

It's the ideal solution for those who want to be part of the "Friendly Races" while working within a modest budget, offering real impact, real visibility, and real connection with our passionate fanbase.

WHAT'S INCLUDED?

- Banner advertising on the Castletown By-pass (seen by thousands of spectators locally and globally)
- 2 x Invitations to Media Launch





**THANK
YOU!**

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