

OFFICIAL PARTNERS



2026

BRAND PARTNERSHIP AND  
SPONSORSHIP OPPORTUNITIES

Please note this event is subject to licensing approval



# Bushy's TT Village 2026

*Where brands meet the energy, passion, and heartbeat of the Isle of Man TT.*

Every year, Bushy's TT Village transforms the Villa Marina Gardens into one of the most vibrant destinations on the Island - a buzzing hub where race fans, families, bikers, visitors, and locals all come together to celebrate the world's greatest road race.

With tens of thousands of visitors, wall to wall entertainment, packed bars, incredible live acts, and the unmistakable atmosphere that only Bushy's can deliver, the Village is one of the most powerful brand activation spaces during TT.

In 2026 we're streamlining our sponsorship offering - making it easier, cleaner, and more impactful for partners who want to stand out in front of a massive, engaged audience. Whether you're looking for high visibility branding, a full stage takeover, or a premium presence at our specialty bar, we have a clear, simplified package designed to deliver.

Join us in 2026 and put your brand right in the centre of the action.

Contact our official partners  
for more information:



**+44 1624 620440**



**hello@iomad.com**

# Sponsorship Packages

## MAIN STAGE - STAGE BRAND TAKE-OVER & TRIBUTE BAND PACKAGE

- ✓ Stage Arch, PA Wings, Front Edge Banner, Digital Screen
- ✓ Rocket Max (Elton John Tribute Band) performance
- ✓ 6 External Colonnade Vinyl Banners
- ✓ 6 Internal Colonnade Vinyl Banners
- ✓ 5 Colonnade Feather Flags
- ✓ 4 Colonnade Window Panels
- ✓ 1 Big Screen Advert (30 seconds)

**£ 38,600**  
PLUS VAT



## MAIN BARS - MAIN BAR & X 2 POP-UP BARS - INTERNAL TAKE-OVER

- ✓ 10 Bar Front Vinyl Banners
- ✓ 8 Internal Wall Vinyl Banners
- ✓ 6 Internal Apex Vinyl Inserts
- ✓ 12 Vinyl Ceiling Banners
- ✓ 40 Bar Runners
- ✓ 1 Logo on Staff Uniforms
- ✓ 6 Colonnade Window Panels
- ✓ 1 Big Screen Advert (30 seconds)

**£ 19,500**  
PLUS VAT

**SOLD!**



*All costs will be plus VAT and do not include production fees. These can be quoted separately.*

# Sponsorship Packages

## BANNER BUNDLES

- ✓ 14 External Colonnade Vinyl Banners
- ✓ 10 Internal Colonnade Vinyl Banners
- ✓ 4 External Bar Banners
- ✓ 5 Colonnade Feather Flags
- ✓ 4 External Bar Feather Banners
- ✓ 10 Heras Panels
- ✓ 1 Big Screen Advert (30 seconds)



**£ 10,000  
PLUS VAT**



**ONLY 3 BUNDLE  
PACKAGES AVAILABLE**

## PREMIUM BAR

- ✓ 4 External Vinyl Banners
- ✓ 5 External Feather Flags
- ✓ 2 Heras Panels
- ✓ 2 Colonnade Window Panels
- ✓ 1 Big Screen Advert (30 seconds)
- ✓ Exclusive Naming Rights

**£ 5,000  
PLUS VAT**

**SOLD!**



*All costs will be plus VAT and do not include production fees. These can be quoted separately.*

“What makes Bushy’s TT Village special isn’t just the beer, the music, or the atmosphere – it’s the people who return year after year. In 2026, we’re taking that spirit and transforming it into our most welcoming, energetic Village yet.

We’re inviting partners to be part of that journey: to help shape the spaces, the moments, and the memories that thousands of fans will take home with them. Together, we can create something genuinely unique for the TT community.”

*Harry Barbour & Dave Woolsey*

Key Bar Events

**TTT**  
**Bushy's**  
**VILLAGE**



**90,000+**  
**PEOPLE**  
OVER 10 DAYS



**6**  
BARS FROM  
**COCKTAILS TO**  
**BEER**

**OVER 30**  
**LOCAL BANDS &**  
DAILY DJ SETS - NEW FOR 2026



**FLEXIBLE**  
**CORPORATE**  
**HOSPITALITY**  
PACKAGES



# Extra Sponsorship & Advertising Options



**Logo Positions  
from £1,800  
PLUS VAT**

**Staff T-shirts & Hoodies**



**Inside Areas  
from £1,000  
PLUS VAT**



**Retail Areas**



**Big Screen Advertising**

**30" Digital Ad  
£650  
PLUS VAT**

# TMT Bushy's® VILLAGE

2026



For further information contact our official sponsorship  
and advertising partner, Isle of Man Advertising & PR



[hello@iomad.com](mailto:hello@iomad.com)



+44 1624 620440