

IMAD Bushy's VILLAGE

2024

BRAND PARTNERSHIP AND
SPONSORSHIP OPPORTUNITIES



Please note this event is subject to licensing approval



BUSHY'S TT VILLAGE 2024

The Isle of Man TT Festival is an extraordinary annual motorcycling event which attracts thousands of visitors from all over the world.

Bushy's TT Village, situated in the Villa Marina Gardens on Douglas Promenade, provides the perfect place to relax and soak up the exciting TT atmosphere, while enjoying live entertainment presented by some of the best local bands.

Organised by the fabulous Key Bar Events team, the event attracted 90,000+ people over a manic 10-day period in 2023. Numbers are expected to rise for the event in 2024, which will run from 30th May to 8th June, with gates usually opening from 12 noon to midnight each day.

The twelve-hour shifts are staffed by over 80 friendly bar staff, dressed in the distinctive Bushy's TT Village Crew uniform. They will be attending no less than three bars under the cover of a marquee, which also feature several prime retail positions inside, that are available for hire.

Making sure the Village is safe for patrons and staff is taken very seriously. Everyone is issued with a colour-coded wristband on entry, and the security team is welcoming, attentive, and professional.

To complement the legendary beer and speciality pop-up bars, the site hosts a number of outdoor food vendors to cater for a variety of different tastes and preferences, which undoubtedly adds to the feel-good vibe.

Bushy's TT Village offers some fantastic corporate entertainment packages, that can be tailored to your exact requirements and supported by brand awareness on site via the various advertising opportunities available.

Full details on the advertising and promotional opportunities are featured on the following pages.

If you would like to register your interest or talk through options available, please contact our sponsorship partner, Isle of Man Advertising & PR - hello@iomad.com or +44 1624 620440.



We firmly believe in keeping things fresh and regularly evolving the Bushy's TT Village experience. Joining us as a sponsor or partner offers a unique platform to promote your business, charity, or organisation to a large crowd of locals and visitors in a positive and vibrant environment.

Our 26th event, set to open its doors on 30th May 2024, promises to be the best yet, and together, we can create an unforgettable experience for all."

Dave Wookey and Harry Barbour, Key Bar Events



3 BARS
WITH LEGENDARY
BEER



CELEBRATING
26 YEARS

90,000+
PEOPLE OVER 10 DAYS



OVER 30
LOCAL BANDS

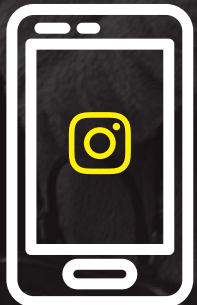
OVER
280,000
PEOPLE REACHED
FEB-JUN 23



FLEXIBLE
CORPORATE
HOSPITALITY
PACKAGES



OVER
14,000
WEBSITE VIEWS



55,000
PEOPLE REACHED
NOV 22-JUN 23



SPONSORSHIP AND BRANDING OPPORTUNITIES

No	Opportunity	Qty	Cost (each)
1	Upper Colonnade Banners Facing inside and outside TT Village SOLD OUT	80	£180
2	Heras Fencing Mesh Banners - Facing inside and outside TT village SOLD OUT	40	£180
3	Colonnade Windows facing promenade - £840 each, including production and storage ONLY 4 REMAINING	14 available	£840
4	Tear Drop Flags - Positioned around entire site	30	£120
5	Big Screen Adverts Digital Screen positioned on site, to watch LIVE racing during the day and view video/advertising footage content at other times	40+	£1,200
6	Staff T-shirts & Hoodies - There are a limited number of positions on the bar staffs clothing, prices per position are shown here:	500 items	Front 'belly' £3,600 Back 'shoulders' £3,600 Left / Right 'breast' £2,400 each Left/Right 'sleeve' £1,800 each
7	Main Bar Sponsorship Branding and naming rights for main bar area Internal front of bar (19.5m x 0.92m) / Qty 2 wall banners either side of bar (Qty 4 x 3m x 0.67m) / External Ridge Banners (Qty 5 x 3m x 0.67m) External Feather Banners (Qty 6x 1.90m x 0.98m)	1	£5,000

Contact Isle of Man Advertising & PR for bookings and further information
Email hello@iomad.com or call +44 1624 620440

All prices quoted do not include VAT.

SPONSORSHIP AND BRANDING OPPORTUNITIES

No	Opportunity	Qty	Cost (each)
8	Pop-Up Bar 'A' Sponsorship - Sponsors branding - internal front of bar (9m x 0.92m) / Qty 1 wall banner either side of bar (Qty 2 x 3m x 0.67m) / External Ridge Banners (Qty 3 x 3m x 0.67m) External Feather Banners - no bases (Qty 4 x 1.90m x 0.98m)	1	£2,500
9	Pop-Up Bar 'B' Sponsorship - Sponsors branding - internal front of bar (9m x 0.92m) / Qty 1 wall banner either side of bar (Qty 2 x 3m x 0.67m) / External Ridge Banners (Qty 3 x 3m x 0.67m) External Feather Banners - no bases (Qty 4 x 1.90m x 0.98m)	1	£2,500
10	Beer Brew Naming Rights - UNDER OFFER FOR 2024	1	TBC
11	Bushy's TT Village Website banners - Sizes and pricing to be confirmed ONLY 4 REMAINING	6	£300
12	Corporate Hospitality - Advertising Bolt On (to be purchased in conjunction with Corporate Hospitality Packages). 1 x 10 sec digital ad, 2 x feather flags	Please contact for further information	£1,500

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Staff T-shirts and hoodies



Live Entertainment stage



Pop-Up Bar Sponsorship



Main Bar Sponsorship



Big screen advertising



Snapshot of advertising opportunities



2024

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