

# TT ISLE OF MAN TOURIST TROPHY 2010

SPONSORSHIP OPPORTUNITIES: GUIDE TO THE BENEFITS OF SPONSORING A TT COMPETITOR



AUDIENCE | TELEVISION & MEDIA EXPOSURE | COMMERCIAL



Named the number one summer sporting event by The Times!

Few sports can make the hairs stand up on the back of your neck in such a way as watching these skilful and extraordinarily brave riders fly past.

The Times

## RESURGENT ISLE OF MAN TT RACES

In a tough economic climate, when sponsors are demanding ever increasing returns on their investments, the TT is undergoing a massive resurgence and is enjoying a global profile as high as its ever been in its 102 year history.

Riders and team bosses can demonstrate measurable, quantifiable results to their personal and team sponsors as the TT offers a cost effective way of being involved in one of the world's fastest growing sports.

The unique and thrilling nature of the TT challenge automatically attracts media interest. Journalists clamour to tell the unfolding story of one of the last truly great sporting challenges while the world's leading photographers jostle to capture spectacular pictures as machines race past street furniture with walls and hedges in close proximity.

In a world of sanitised sporting experiences the TT remains a stand-out event in the annual calendar and one that appeals to companies looking to build a strong brand identity.

*In terms of stature, history, spectacle and human endeavour, the TT is still right up there among the greats of motor sporting events - a fantastic and charismatic phenomenon that I believe is without equal in the entire history of two and four-wheeled racing.*

**Murray Walker O.B.E., Motorsports Commentator**



This picture: TT fans get closer to their heroes!



80,000

The on-Island audience over the two week period.

25%

The increase in media coverage in just three years.

### THE WORLD'S GREATEST FREE SPECTATOR SPORT

Over 40,000 visitors are attracted to the event annually, enjoying one of the world's greatest and most spectacular spectator sports. Hedges, fields, gardens, pubs and walls are all utilised as fans clamour to get close to the action. The fans are some of the most knowledgeable bike supporters and every one of the riders is feted as a hero as they chase the clock and their fellow competitors.

Sponsors brands get exposure to this passionate crowd in many ways including the paddock walkabouts as fans are exposed to brands in the highly visible and accessible team garages.

### MEDIA AGAIN FOCUSED ON THE EVENT

Television, radio, national press, specialist bike press and on-line media are all focusing their attention on the TT once again giving teams and riders, and their sponsors, more air-time and press coverage. The media have picked up on the improved standard of racing with record lap and race times, a more competitive field, major manufacturer involvement and established international champions.

*This picture: The TT provides spectacular images!*





£2m

The estimated worth of worldwide TT press coverage last year.

2,000

The number of journalists registered worldwide who cover the event.

### COVER STORIES AND FEATURES GALORE

As you'd expect, the majority of interest is in the UK, with MCN dedicating around 80 pages just to the TT in 2009 including a 24-page preview edition. The Isle of Man was also the cover story on four consecutive issues during May and June 2009.

### GLOBAL PARTICIPATION AND INTEREST

However the TT is also popular globally and last year the TT featured in stories in over 50 different countries worldwide generating coverage estimated to be worth over £2million. With riders representing 20 different countries including the USA, Australia, New Zealand, Japan, Spain, Italy and Germany many countries are now tracking the races by following the experiences of their fellow countrymen.

### FOLLOWED LIVE AROUND THE WORLD

Journalists and fans can follow a live stream of the Radio TT output via the official iomt.com website with interviews, features and live race commentary ensuring they hear all the action as it happens.

### YEAR ROUND GLOBAL PRESS COVERAGE

Many press file their stories from their own countries, taking the TT press office race reports and copyright free pictures. Over 2000 journalists worldwide have now registered via the dedicated TT press website to receive year round stories and pictures from the organisers and over 300 are accredited and file copy and pictures from the dedicated press office during the race fortnight.

*This picture: Steve Plater is mobbed by the press!*





# 35

The number of countries showing TT programmes in 2009.

# 500,000

The peak audience in the UK alone watching ITV's TT coverage.

## LATEST TELEVISION PRODUCTION TECHNIQUES

North One Television, one of the world's leading television production companies, have an exclusive five year deal to sell and distribute the television rights to the TT races. They have brought the latest production techniques such as slo-mo cameras as well as using more on-board and fixed cameras.

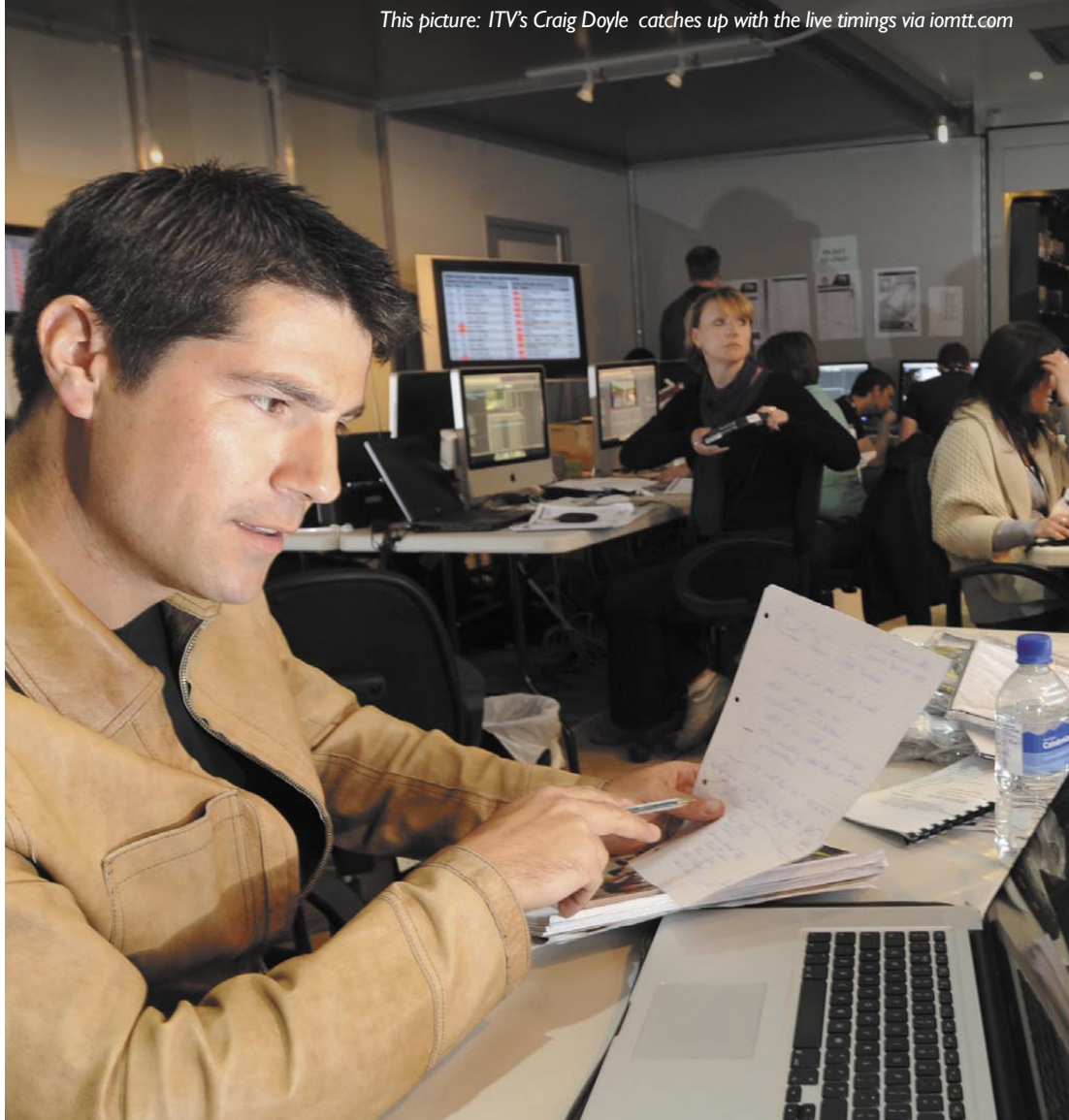
They have also found some unique sites to place cameras including walls, kerbs and trees. Leading edge computer generated imagery and high-end graphics give detailed explanations of the course, action and technology and new fans are introduced to the sport in a way that enables them to understand the event. Team and riders sponsors benefit from brand close ups in race footage and post race exposure and credit in features and interviews.

The post event DVD, shot in high definition and also featuring Blu Ray technology is an instant best-seller worldwide, topping the motorsport charts on its release.

## GLOBAL TV DISTRIBUTION

Dedicated TT programmes are now aired by the world's leading terrestrial and satellite broadcasters including Rai TV (Italy), Discovery Channel (USA), TVE (Spain), ITV (UK), Channel Ten (Australia) and Abu Dhabi TV (Middle East). The 2009 TT was shown in 35 countries worldwide, reaching an estimated 209,627,000 households with additional countries and broadcasters expected to come on board for 2010.

*This picture: ITV's Craig Doyle catches up with the live timings via [iomtt.com](http://iomtt.com)*





The participants in the TT are different. When they get to the Isle of Man they are rightly mobbed wherever they go.

Writers need characters and these guys give the media good copy. They exhibit an open-ness that you don't get in other sports and this open-ness, edge and slightly rebellious nature is fresh and attractive.

- Simon Crellin, TT Press Officer

Unbelievable... these guys are amazing!

- Bradley Smith, Grand Prix Rider

### RECORD COMMERCIAL REVENUE

The Commercial side of the TT is also delivering record returns. Mainstream brands such as Coca Cola's Relentless and premium protective clothing company Dainese have signed up as official partners, taking advantage of the recent trade mark protection work by the Isle of Man Government to ensure that sponsors and licensees are able to use the TT brand for their own commercial programmes.

These brand's generate further exposure with retail displays, advertising campaigns and limited edition products that showcase the TT in a variety of markets.

This picture: Dainese rider Valentino Rossi visited TT 2009.

