

MARKETING OPPORTUNITIES

An Introduction To
NORTHAMPTON FOXES
SPEEDWAY

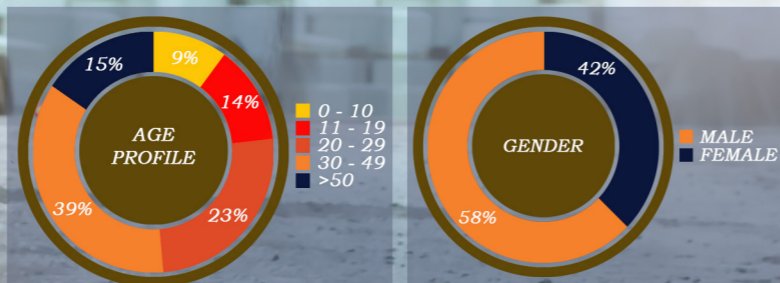


SPEEDWAY RACING

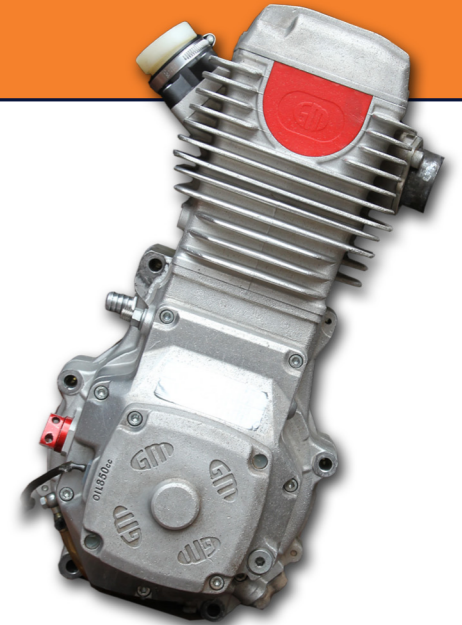


THE ULTIMATE FAMILY SPORT.

- Speedway is a unique, dynamic, arena based motorsport enabling spectators to see all of the racing, all of the time.
- Meetings consist of 2 teams of seven riders competing over 15 explosive races. Each race is 4 riders (2 from each team) over 4 laps from a standing start.
- Points are awarded (3-2-1-0), dependant on finishing position and the team with most points after 15 declared winners.
- Whilst fans are fiercely loyal and passionate, the sport offers a friendly, welcoming environment for all.
- It is a truly family sport where three generations of family are often seen together at meetings throughout the country.
- Riders are accessible, signing autographs and posing for photographs with fans both young and old.



THE RACING MACHINES



- Are 500cc Single Cylinder high performance engines
- Fuelled by the cleanest of all fuels, methanol
- Weigh just 185 lbs
- Have a power to weight ratio similar to a Formula 1 racing car
- Accelerate from 0 - 60 mph in <3 seconds
- Have a top speed in excess of 100 mph
- Have no gears and no brakes!
- Ignition timing and sprocket size adjustments are made between races to enhance speed
- Rear tyres are turned after each race and last just one meeting.



NORTHAMPTON FOXES

- Are the newest speedway team in the UK, coming to the tapes for the first time in 2026
- The Foxes compete in the top tier of racing, the British Premiership
- The team has a cosmopolitan make-up with riders from Australia, Denmark, Slovenia and the UK
- Two of the team members are former World Championship Grand Prix stars
- The Foxes complement the town's other sports teams, Northampton Saints Rugby Union team who compete in the Gallagher Premiership, and Northampton Town football club who sadly, following relegation, will compete in in League Two next season.
- Attendance figures at the Shaleway have been very encouraging and are amongst the highest in British speedway.



THE SHALEWAY

- The stadium opened in 1949 and is owned and operated by Spedeworth Motorsports
- It staged speedway briefly in the 1950's but was predominantly a Stock Car racing venue, having staged Stox since 1955
- In 2018, the tarmac racing circuit was replaced with a shale surface opening up the possibility of once again staging speedway racing
- In early 2026, considerable investment was made modifying the circuit to make the track safe and equipping it for staging speedway.
- Northampton Foxes promoting partners Paul Hunsdon and Tony Gaul entered the team into the British Speedway Premiership in 2026
- The stadium is situated 4 miles east of Northampton near Brafield and is easily accessible from junction 15a of the M1 motorway
- The stadium has ample parking, a 750 seat grandstand, 3 excellent catering outlets, a large bar area with a disabled viewing platform and two VIP hospitality facilities with panoramic views of the track.



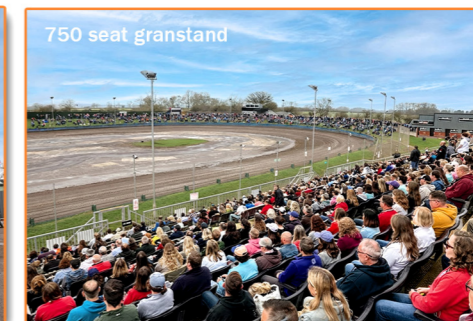
The Shaleway on racenight



One of three excellent catering outlets



VIP hospitality lounge and viewing balcony



750 seat granstand



Large bar area with disabled viewing platform

MARKETING OPPORTUNITIES

FLEXIBLE FOR EVERY BUDGET



- A unique opportunity to be associated with speedway's newest top flight speedway club
- Marketing / branding opportunities are many and varied
- Packages can be tailored to meet specific needs and budget



Company name / logo on rider's race suits

Company name / logo on track safety fence panel(s)

Advert in race day programme (one off or season long)

Race sponsorship package (eg Race 1 season long)

'A' Frame advert on track infield (season long)

Company name / logo on fork cover of rider's bikes

Hire of hospitality box to entertain existing or prospective clients

Company name / logo on specific team rider's bike / race suit

MARKETING OPPORTUNITIES



A VISUALISATION



- Imagine bringing existing / prospective clients or employees for a teambuilding evening / long service recognition to the Shaleway and:
 - Greeting them as they arrive in their VIP parking spots
 - Taking them into the pits pre-meeting to meet the riders
 - Taking them onto the infield to watch a race close up
 - Seeing your Company name on their race suits or bike
 - Then retreating to the VIP lounge to watch the racing in comfort and having a bite to eat and a drink

BENEFITS OF PARTNERSHIP

The benefits you would derive from a partnership with Northampton Foxes depend on the type of package you choose and include:

- Social media is the modern vehicle of communication through smart phones, tablets and websites. Your company name / logo would be projected via pictures on platforms like 'X', Instagram, Facebook, websites and 'Whats App' channels
- Your company name and logo being seen by a 'live' audience of thousands of people and thousands more via 'live streams' through advertising on the safety fence, 'A' frames on the infield or an advert in the matchday programme.

Other benefits could include:

- Season tickets for Foxes home meetings
- Company name or logo on team merchandise
- Privileged access to the pits and to watch a race from the infield
- A large, framed team picture, signed by the riders, to hang in your boardroom or reception
- Access to a hospitality box to entertain guests
- VIP parking



TANGIBLE & MEASURABLE



CONTACT

Co-promoters, Paul Hunsdon & Tony Gaul
would be delighted to speak to you.

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