

Nuneaton BMX Club

Corporate Sponsorship Proposal

Nuneaton BMX Club is a friendly, community-focused racing club based in Nuneaton, Warwickshire, with an active membership of 50–100 riders ranging from young children through to adults. We run regular race meetings throughout the year, drawing riders and spectators from across the region.

We're inviting local and regional businesses to partner with the club through trackside sponsorship — a simple, visible way to support grassroots sport in the community while putting your brand in front of riders, families and spectators at every race meeting.

Nuneaton BMX Club is proud to be home to George Hunt — current British National Series Superclass winner and Under-23 National Champion.



Why Sponsor Nuneaton BMX?

- Direct visibility to riders, families and spectators at every race meeting, all season
- Boards are positioned trackside, in clear view for photos, videos and race-day footage
- The track is an open facility used by the wider community, not just club members — increasing exposure beyond race days
- Support a grassroots youth and community sports club
- Logo placement on the club website and app
- Flexible positions and terms, including multi-year discounts

Our Reach

- Several race meetings held each year, with attendance of 700–1,000+ people per event
- Our major event is livestreamed, with expected reach into the thousands of views
- Club social media channels exceed 10,000 views
- Individual riders reach audiences of 100,000 to 1 million+ on their own social channels, opening unique opportunities for direct sponsor/rider content partnerships



Trackside Board Sponsorship

Advertising boards are positioned around the track, similar to pitch-side boards at a football ground. All boards are a uniform size (533mm x 1,651mm), with pricing based on position, reflecting visibility and race-day footfall. All packages below run for 12 months.

START GATE	1ST / 2ND BERM	2ND STRAIGHT
£750 per 12 months	£400 per 12 months	£300 per 12 months
• Premium position — every race starts here		
• Maximum exposure in photos, video and livestream footage • Logo on club website & app • Featured social media mentions	• High-visibility corner position • Seen throughout every race • Logo on club website & app	• Standard trackside board position • Included on club sponsors page

Multi-year deals: Save £100 for each additional year — enquire for details.

Multiple boards: Discounts are available for businesses sponsoring more than one board — get in touch to discuss.

Terms

Sponsorship boards will be on display at all Nuneaton BMX Club sessions and events for the duration of the agreement. Please note that on occasions where the track is used by another body — such as a British Cycling national event — that body may hold its own direct sponsorship agreements, and club sponsorship boards may be removed or covered for the duration of that event.

What Happens Next

If you'd like to discuss sponsorship, choose a position, or arrange a visit to see the track in person, please get in touch using the details below. We can also discuss bespoke packages for businesses wanting a combination of board positions or additional promotion.

Contact: Nuneaton BMX Club | nuneatonbmclub@gmail.com | nuneatonbmx.com