



ABERDARE PARK
ROAD RACES

RACING AND COMMERCIAL OPPORTUNITIES

▶▶▶ HISTORY × SPEED × EXCITEMENT × COMMUNITY ▶▶▶

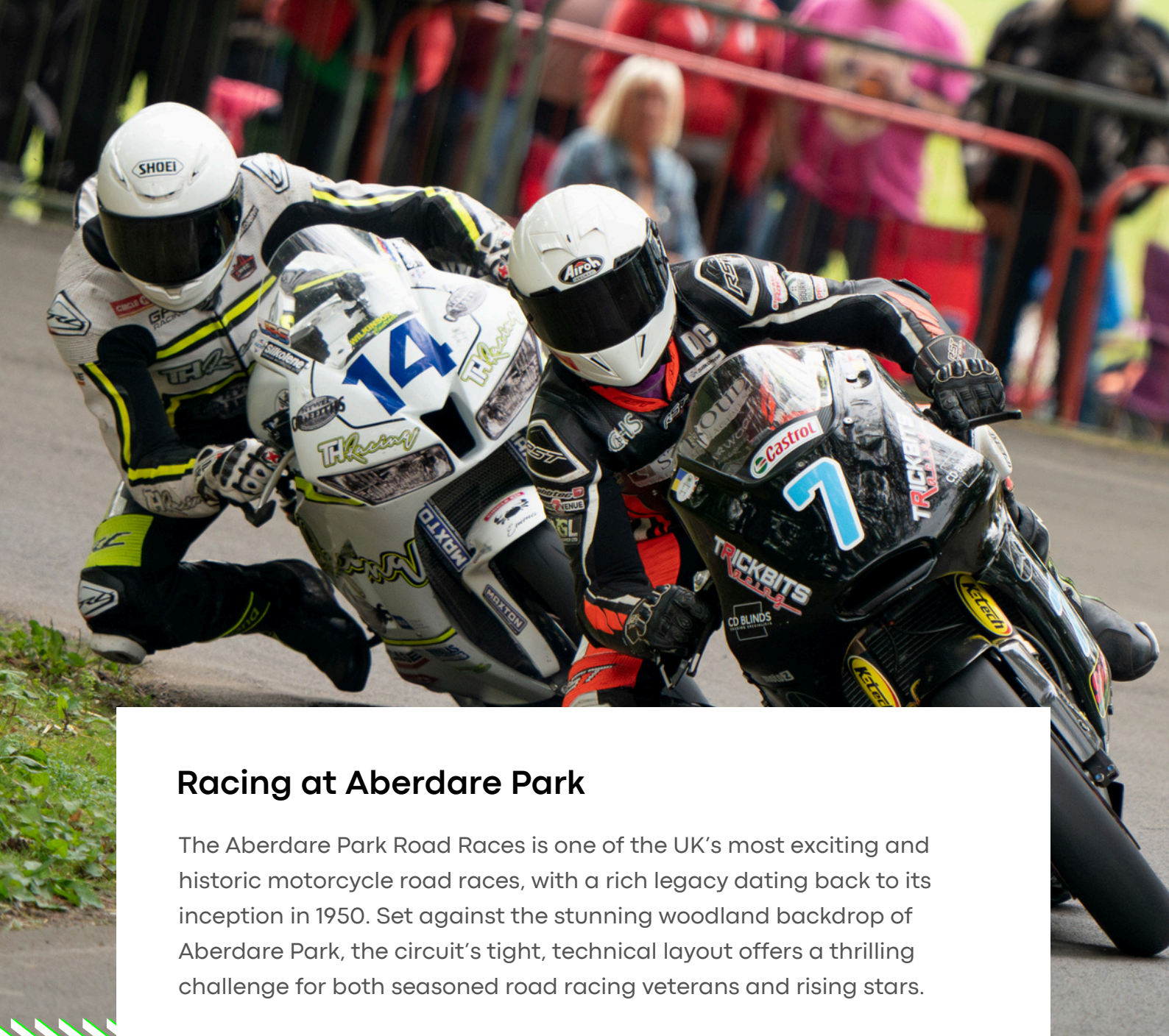


Welcome to the Aberdare Park Road Races

Welcome to the official Aberdare Park Road Races Racing & Commercial Opportunities brochure. As one of the UK's most historic and thrilling motorcycle racing events, Aberdare Park has been a proving ground for top riders and a beloved destination for fans since 1950. This document provides you with a comprehensive guide to the unique opportunities available at our event, from elite racing experiences to strategic partnerships that bring your brand to the forefront.

Whether you're looking to immerse your brand in the electrifying atmosphere of our races, engage with a dedicated fanbase, or support the growth of road racing in the UK, we offer a variety of sponsorship packages tailored to meet your goals. Inside, you'll find details on race classes, sponsorship benefits, and the unparalleled exposure opportunities that Aberdare Park Road Races can provide. For teams and riders, Aberdare Park presents an incredible opportunity to compete at one of Britain's iconic circuits. This event is a chance to showcase your talents, engage with a passionate fanbase and take on the thrilling challenge at Aberdare Park. Join us in celebrating the legacy and future of British motorcycle racing - together, let's create unforgettable experiences on and off the track.





Racing at Aberdare Park

The Aberdare Park Road Races is one of the UK's most exciting and historic motorcycle road races, with a rich legacy dating back to its inception in 1950. Set against the stunning woodland backdrop of Aberdare Park, the circuit's tight, technical layout offers a thrilling challenge for both seasoned road racing veterans and rising stars.

The unique combination of history, high-speed action, and natural beauty makes Aberdare Park a must-ride for racers and a must-see for fans. Known for its challenging bends and nearby oak trees, this circuit has been the proving ground for generations of racing talent. Each year, top riders from across the UK come together to compete for the Welsh Open title and other prestigious awards, creating unforgettable memories for everyone involved.

Beyond the adrenaline on the track, Aberdare Park Road Races offer an unparalleled community spirit. The event is more than just a race; it's a celebration of passion, skill, and camaraderie among fans, riders, and teams alike. With various opportunities for riders and sponsors to engage and be part of this iconic event, Aberdare Park continues to elevate UK road racing and inspire a new generation of motorsport enthusiasts.



RACE CLASSES

The Aberdare Park Road Races offer a diverse range of racing classes designed to showcase talent across different categories. From the prestigious **Welsh Open**, featuring top riders from across the UK, to the thrilling **Park Challenge** and **Sound of Thunder**, the nostalgic **Golden Era** and the challenging **Lightweight** classes promise intense competition.

The Welsh Open Title

Our blue-ribbon event, won by some of the biggest names in the history of Road Racing. An event not to be missed!

Park Challenge

A fan-favourite known for its intense, close-fought competition, consisting of Supersport machinery.

The Sound Of Thunder

Noise and speed at it's finest. Featuring Supertwins and single cylinder machines, this class guarantees close and epic racing.

Lightweight & Ultra Lightweight

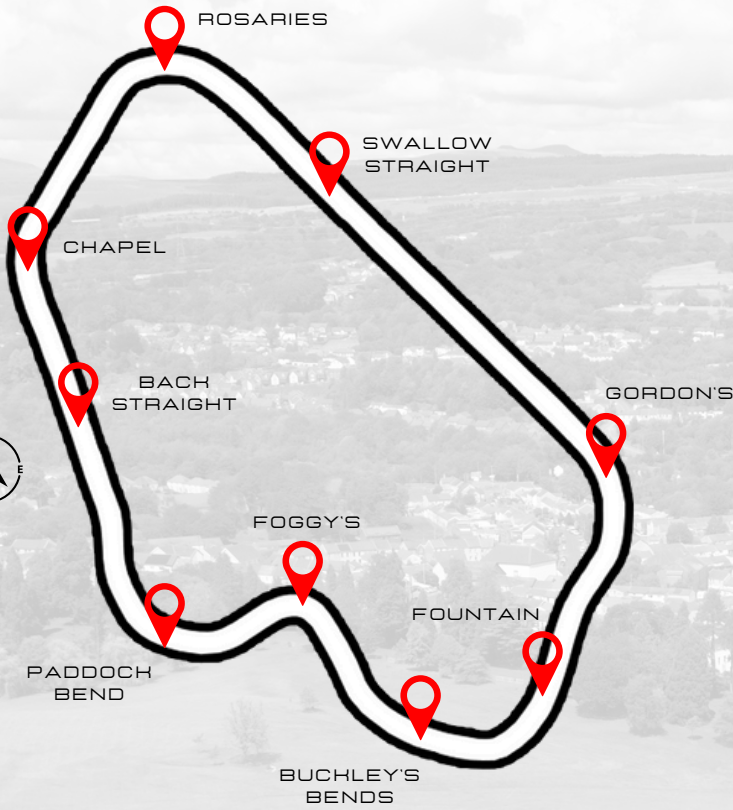
Lightweight machinery has always delivered excitement at Aberdare Park, attracting some of the biggest names in the sport.

Golden Era

A nostalgic nod to legendary machines, celebrating classic racing spirit.



THE CIRCUIT



LOCATION	Aberdare, South Wales
STARTED	1950
LENGTH	0.957 miles
LAP RECORD	38.7 seconds
MOST WINS	Ian Lougher

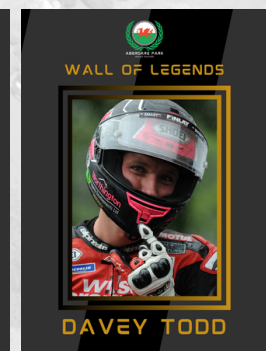
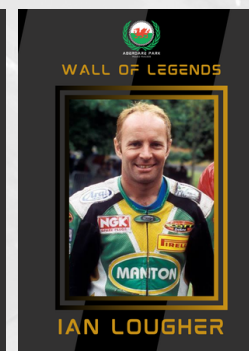
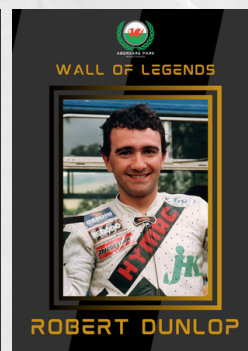
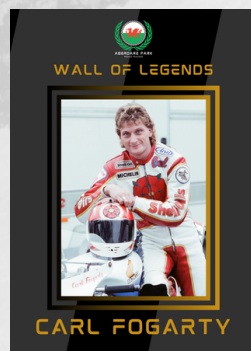
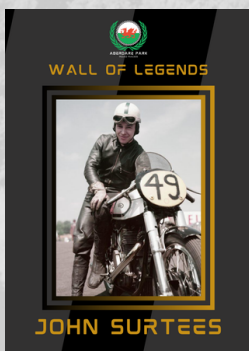
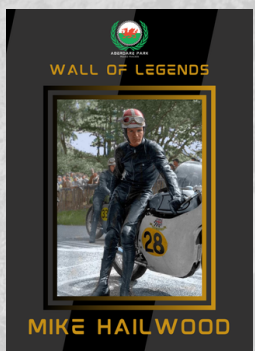


Scan the QR Code to watch the Aberdare Park Road Races Track Walk




WALL OF LEGENDS

Aberdare Park Road Races has played host to some of the biggest names in motorcycling history and to commemorate our heritage, we launched and celebrated our very first 'Wall Of Legends' in 2024. Be a part of road racing history!





PUTTING YOUR BUSINESS ON TRACK



The Aberdare Park Road Races offer a unique platform for businesses to align themselves with one of the most historic and exciting motorsport events in the UK. Since its inception in 1950, Aberdare Park has attracted top riders and racing fans from all corners of the UK and beyond. The iconic setting, fast-paced action, and passionate fanbase make the races an ideal opportunity for brands looking to engage with a dedicated and enthusiastic audience.

By partnering with Aberdare Park Road Races, your business can leverage the thrilling atmosphere and extensive media exposure of the event to strengthen brand visibility and connect with new customers. With growing attendances each year and broadcast coverage on prominent platforms like ITV4 and international TV networks, Aberdare Park Road Races offer the perfect stage to showcase your business to a diverse and engaged audience.

Whether you're looking to increase your brand's awareness, launch a new product, or create a memorable customer experience, the event's competitive edge and rich heritage provide the perfect context. Your business can join the action, becoming an integral part of an event that continues to capture the hearts of motorsport enthusiasts across generations.



EVENT INFORMATION

- The largest motorcycle racing event in Wales
- 74 years of racing heritage
- Approximately 27 races held over 2 days of racing
- Dedicated trade, display and food areas

ECONOMIC IMPACT

- Approximately 4,000 spectators
- 26% of visitors are outside of Wales
- Accommodation bookings up by 48% during race weekend
- 98% of visitors had a positive experience
- Local economic impact of £250,000

MEDIA & PR PROFILE



151,000 website views in 2024

(Rising by 39%)



62,136 unique website visitors in 2024

(Rising by 48%)

120 International TV territories

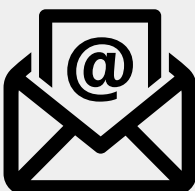
(Greenlight TV)



Social media channels increased engagement by 62%



Podcast episodes reaching over 4,000 listeners



3,125 email subscribers (Rising by 249%)



PARTNERSHIP OPPORTUNITIES

Title Event Sponsorship

Position your brand as the official title sponsor of the Aberdare Park Road Races, associating your brand with the full event in all promotional materials, broadcast coverage, and on-site branding.

Value: Premium sponsorship level with maximum exposure across all media, promotional, and trackside materials.

Race Class Sponsorship

Sponsor one of the event's prestigious race classes, such as the Welsh Open, Sound of Thunder, or Park Challenge, with prominent branding in each race and targeted mentions in the official program and broadcast.

Value: High exposure to targeted audiences, emphasizing brand association with specific, exciting racing classes.

Paddock Sponsorship

Position your brand in one of the highest-traffic areas with paddock and pit sponsorship. This includes branded paddock signage, access to riders and teams for unique engagement opportunities.

Value: Strong brand presence with exclusive rider and team visibility and engagement options.

In-House Media & Website Sponsorship

Exclusive branding on social media broadcasts, and all digital media outlets, including podcasts, produced video footage, race programme and bespoke productions.

Value: High visibility for brand exposure across all digital platforms, and streaming media, reaching an extensive audience.



PARTNERSHIP OPPORTUNITIES



Hospitality Sponsorship

Branding within exclusive hospitality area, allowing for business networking and visibility among top sponsors, riders, and guests. Situated near the starting grid, it's the perfect place to watch the action and get your brand noticed.

Value: Great for brands looking to network and engage with clients, sponsors and stakeholders.

Trackside Banner Sponsorship

Premium trackside banner placement on high-visibility sections around the circuit, ensuring your brand is seen by spectators and featured in on-track photos and broadcast footage.

Value: Large-scale brand visibility throughout the race weekend, with high-impact visuals for both live and media viewers.

Race Programme Sponsorship

Featured branding in the official race program and on the website, with potential advertising space and sponsor feature pages for brand highlights and messages. Bespoke features and content available.

Value: Extended brand presence before, during, and after the event through both print and online media.

Bespoke Packages

A fully customizable package that allows brands to select specific elements such as trackside branding, behind-the-scenes access, or exclusive hospitality suites. Tailored to align with your brand's objectives for maximum visibility and engagement. We are flexible, adaptable and see every partnership as an opportunity to support each other.



KEY PARTNER BENEFITS

- Integrated branding & brand management
- Social media marketing and competitions
- Digital marketing
- Inclusion in National and International TV broadcasts
- Data Capture
- Partnership with a unique and growing brand in Wales
- Partner links on the Aberdare Park Road Races website, now targeting 250,000 views for 2025.

ADDITIONAL BENEFITS*

- Press release announcing partnership
- Full page cover advert in race programme
- PA system around Aberdare Park to regularly mention partner name
- Partner logo on rostrum backdrop
- Hospitality tickets
- Presentation of awards on the rostrum to race winners, covered by the media
- Opportunities to create a display area to showcase your brand
- Opportunities for product placement, sampling and promotion throughout the site
- Cross marketing and access to a GDPR approved mailing list

***Benefits dependent on certain packages**

OTHER PARTNERSHIP OPPORTUNITIES

- Mobility and vehicle partner
- Mobile Communications partner
- Travel partnerships
- Display areas and trade stalls
- Sampling opportunities
- Cross marketing
- Bespoke packages





TESTIMONIALS



"When I first came to Aberdare Park it was as a spectator, and I was blown away! I knew there and then that I needed to race around this circuit and try it out myself. It's such a unique challenge and I always try my hardest every year to come back and do it all again."

Chris Northover (Bike World TV presenter and road racer)



"Motorcycles have always been a big part of my life and for M&P Direct to be supporting Aberdare Park Road Races is a huge pleasure and I'm looking forward to working with the team for many more years to come."

Doug Astles (M&P Direct)



"The King Of The Roads TV series made it's Aberdare Park debut in 2024, and our working relationship has been fantastic from day one. The team were incredibly accommodating and supportive, and Wow! What a circuit it is!"

Rob Hurdman (Director at Greenlight TV)



"Of all the races I did in my life, Aberdare Park was probably the one that had the most effect on me. For the first time I was no longer just a mechanic who rode a bike. The bike and I became one. We spoke to each other, we were exchanging messages through the seat of my pants. I realized that's what you need to get the best from a piece of machinery. It shaped the mould for the rest of my racing career."

John Surtees (4 time Motorcycle World Champion and Formula 1 World Champion 1964)





CONTACT INFORMATION



ABERDARE PARK
ROAD RACES

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