



Magnificent Motors *Sponsorship Opportunities 2008*

Now in its 5th year Magnificent Motors continues to attract considerable attention from classic vehicle owners and visitors alike, providing something for everyone from motor enthusiasts to family groups. The event runs from Saturday 3rd May – Sunday 4th May 2008.

The format is a largely static display of vintage and classic vehicles dating from 1899 which join the showground from a daily cavalcade along the seafront. Vehicles are then arranged on the Western Lawns in categories where they remain to be admired by approximately 22,000 visitors.

The event attracts over 500 exhibitors with 200 taking part in the Cavalcades.

Exhibits include cycles, motorbikes, vintage and classic cars, buses, commercial vehicles, tractors and military vehicles. Steam traction engines run regularly through the show site and there are opportunities to ride on heritage buses.

In addition there is a French Market, stalls selling quality memorabilia, autojumble, a craft marquee, licensed bar, food outlets and live entertainment across the two days.

A classic galloper carousel provides a popular focal point at the show and there are other funfair attractions on the seafront.

Which of your customers visit Magnificent Motors?

Research for Magnificent Motors has been carried out by the Centre for Tourism Policy Studies at the University of Brighton.

The objectives were to obtain a profile of the non-resident visitors attending the event, to gain feedback on visitor satisfaction and to assess the economic impact of the event in terms of visitor spend.

A total of 22,000 attended the event over two days and of these 11,880 were non-resident.

Below is a brief resume of the findings of the survey:

- The majority of attendees were aged between 25-64 with 25% being aged between 25-34.
- The average party size was calculated to be 5.44 with 54% of respondents coming from the South East, 34% from the rest of the UK and 12% from abroad.
- 28% of visitors stayed the whole day at the event and 44% of visitors went to Magnificent Motors for two days.
- 32% of visitors were in Eastbourne of a day break and 29% had come specifically for the Magnificent Motors event. 37% attended for the vintage cars and 23% for the live entertainment.
- 95% of respondents had a more positive perception of Eastbourne through Magnificent Motors.
- 73% of respondents would be returning to Eastbourne prior to Magnificent Motors 2008.
- 33% saw Magnificent Motors advertised on lamp post columns – these banners would include any sponsor logo.
- 70% of visitors will return to Magnificent Motors in 2008.
- £1,597,853 spend was generated by Magnificent Motors.



What media interest is there in Magnificent Motors?

Magnificent Motors attracts the following media coverage:

Eastbourne Herald

Part of the Beckett Newspapers Group Eastbourne Herald is published weekly attracting a readership of 66,000

Argus

The Argus is a regional daily newspaper reaching Brighton attracting 182,000 readers

Meridian TV

The regional news magazine programme for the South East serving 5.5 million viewers

Sovereign Radio

Regional commercial radio with a 50,000 listenership



Classic & Sports Car Magazine

The world's biggest-selling classic car magazine has a well-earned reputation for being the most authoritative title on the subject. From the Haymarket stable.

Eastbourne Homes

Occasional Magazine supplement, Part of the Beckett Group

Magnificent Motors: Delivering your Product

Main Sponsor

£5500 plus VAT

Benefits

The event is titled 'Magnificent Motors (Eastbourne) in association with.....'

Corporate logo on 10,000 event leaflets (distributed April)

Showground Hospitality during the event to include overnight hotel accommodation

Spoken, scripted mentions from stage by MC

Considerable exhibition/trading space offering access to in excess of 22,000 visitors

Data capture opportunities

Inclusion in Council generated press material

Entertainment Sponsor

£2500 plus VAT

The entertainment stage is one of the main focal points of the event. Eastbourne Borough Council works with exciting, quality entertainers including bands, solo artists, drama groups and dancers. Many are local and are hugely popular with residents and tourists alike.

Benefits

Corporate logo on 10,000 event leaflets (distributed April)

Showground Hospitality during the event

Spoken, scripted mentions from stage by MC

Exhibition/trading space offering access to in excess of 22,000 visitors

Data capture opportunities

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Cavalcade Sponsor

£1000 plus VAT

The Cavalcade is one of the major motivators for the high number of registered participants in Magnificent Motors. The opportunity to parade a vintage or classic vehicle is one that is taken by 200 motors and its progress along the seafront on both days a wonderful sight. The Cavalcade is stewarded and supported by Sussex Police.

Benefits

Corporate logo on 10,000 event leaflets (distributed April)
Showground Hospitality during the event
Spoken, scripted mentions from stage by MC
Exhibition/trading space offering access to in excess of 22,000 visitors
Inclusion in Council generated press material

Vehicle Class Sponsor

£750 plus VAT

The following class of vehicles take part in Magnificent Motors:

Buses, Veteran and Vintage Cars Prior to December 1930, Post Vintage Cars 1931–1945, Post War Cars 1946-1969, Modern Classic Cars 1970 onwards, Cycles, Motorbikes, Commercial Vehicles, Military Vehicles and Steam Rollers

And sponsorship of each classification is offered.



Benefits

Corporate logo on 10,000 event leaflets (distributed April)
Spoken, scripted mentions from stage by MC
Inclusion in Council generated press material

**For more information or any enquiries, please contact
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