# EXHIBITING AT MEMBERS' MEETING

28 – 29 MARCH 2020

78

# A UNIQUE EVENT

The Goodwood Members' Meeting is a new style of motor racing event, based at the historic Goodwood Motor Circuit, conceived by Duke of Richmond to recreate the atmosphere and camaraderie of the 71 original BARC Members' Meetings held 'in period' at Goodwood through the 1950s and 1960s.

As well as being a weekend of close-fought action on the track, the Members' Meeting celebrates Britishness in Goodwood's unique and inimitable style. Uniquely, as well as a full programme of racing, the Members' Meeting offers visitors the chance to see demonstrations of racing cars never seen here in period. An intimate occasion, the Members' Meeting attracts a spectacular line-up of cars but with no crowding.

# TAKE CENTRE STAGE

Goodwood will select a number of retailers to join us at the 78th Members' Meeting, each of them chosen for the superior and appropriate range of merchandise they stock, as we feel that their brand and offering will complement the ambience and style of the event.

Our industry specialists can design and build a retail outlet of your own specification in the heart of the event. Please contact our events team on 01243 755116 for more information.

# 77TH MEMBERS' MEETING

6 – 7 APRIL 2019

77

## GLOBAL SOCIAL REACH SINCE ON SALE DATE

101 MILLION

## GLOBAL SOCIAL REACH DURING 77MM

34M

## LIVE BROADCAST – ITV4 VIEWING FIGURES

An increase of

31K

viewers

2018 2019

## ABC1 ITV4 DEMOGRAPHIC

64%

## 77MM ITV HIGHLIGHTS VIEWING FIGURES

312K

"There's no question, this is an absolute jewel in the UK. There's something for everyone here."

**DAVID COULTHARD**

## 30,000 ATTENDEES



6% female

94% male

**TICKET BUYERS BY COUNTRY**

UK 95% ROW 5%

**2.5** Average number of tickets bought

**ATTENDEES OVER 35** 93%

**NEW VS. RETURNING CUSTOMERS**

24% / 76%

## FUN FACTS

OVER 1,000

complimentary blankets given out at the grandstands

FASTEST BIKES

EVER TO HAVE RACED AT GOODWOOD

**6.5%**

Digital content Engagement Rate

# STAND PRICES

| | 3 x 4.5 m unit | 5 x 5 m pagoda unit |
|---|---|---|
| **Price** | £1,599 + VAT | £1,999 + VAT |
| **Company details in event programme** | ✓ | ✓ |
| **Structure** | ✓ | ✓ |
| **4 way power socket** | ✓ | ✓ |
| **Flooring with carpet** | ✓ | ✓ |
| **Staffing wristbands** | 4 | 4 |
| **Pitch fee** | ✓ | ✓ |

# MARKETING OPPORTUNITIES

To ensure your stand and activation receives as much footfall as possible, our dedicated Members' Meeting marketing team are here to help.

In addition to your brand featuring on our website and event programme, other marketing opportunities can include a Goodwood Motorsport App push notification and mentions in our 'plan your day' customer emails. These are subject for approval from the marketing team to ensure the additional exposures enhances the customer experience at the event and is on brand.

It is highly recommended that your brand activation includes some of the following ideas:

- Competitions
- Talks and live demonstrations at specific times
- Complimentary samples
- Celebrations – what anniversaries are you celebrating this year?

The exhibitions team will be able to put you in touch with a dedicated marketing contact to assist with ensuring your brand receives as much exposure as possible.

Please let us know how you are promoting your brand's presence at Members' Meeting so we can look to link up relevant marketing activity and PR opportunities.

GRC
MEMBERS' MEETING