



Exhibiting at  
Goodwood Revival 2018





## FOREWORD

Surrounded by beautiful West Sussex downland, Goodwood has been my family's home for more than 300 years.

As well as our world-famous racecourse, founded by the 3rd Duke of Richmond in 1802, the Goodwood Estate has an organic farm, the historic Motor Circuit, two golf courses, The Goodwood Hotel, a historic cricket pitch and an aerodrome.

In recent years Goodwood has established a worldwide reputation for the excellence of our two international motor racing events. The Festival of Speed, established in 1993, saw the return of motor sport to Goodwood, the motor circuit having closed in 1966. Then, in the autumn of 1998 we launched The Revival following the restoration of the classic circuit founded by my Grandfather, the 9th Duke of Richmond, back in 1948.

The Goodwood Revival is the world's only historic motor racing event staged entirely to a period theme, with cars and bikes from the halcyon days of this great circuit (1948 and 1966). The Revival is a magical step back in time, a rare chance to revel in the romance and glamour of racing as it used to be with wheel-to-wheel action around the fast and sweeping curves of a track still preserved in its original form. As well as the racing, our historic flying displays, featuring Spitfires, Hurricanes and Mustangs, are a reminder of the aerodrome's crucial role in the Second World War when it was an important base for fighter squadrons defending the South Coast.

Goodwood has been at the heart of the English summer sporting season for over 200 years and we now attract over 750,000 visitors and race fans each year. I very much look forward to welcoming you to Goodwood.

DUKE OF RICHMOND



The Goodwood Revival came to life in the autumn of 1998, a dream come true for the Earl of March, whose grandfather – the Ninth Duke of Richmond – had opened the Motor Circuit at Goodwood in 1948.

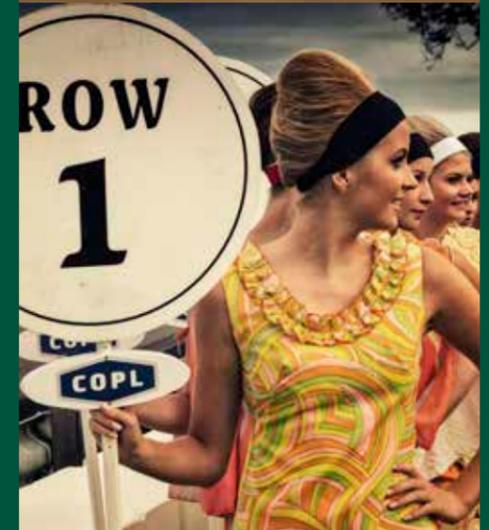
The event relives the glory days of Goodwood Motor Circuit, which was Britain's leading racing venue during its active years between 1948 and 1966. During this time it hosted contemporary racing of all kinds, including Formula 1, the famous Goodwood Nine Hours race and the celebrated Tourist Trophy sports car race.

Now, annually for three late summer days each September, the circuit echoes to the spine-tingling bark of golden-age grand prix cars from the 1950s and 60's, thundering sports and GT cars, as well as historic saloon cars and little-seen Formula Juniors. The lovingly-restored circuit is unchanged from its heyday and great lengths are taken to ensure that everything on the site is exactly as it was.

In 2017, a sell-out 150,000 people flocked through the gates of the historic Goodwood Motor Circuit to enjoy the three days of spine-tingling racetrack action and nostalgic atmosphere.

Aside from the intoxicating entertainment on the track, there is breathtaking action in the skies above this former Battle of Britain airfield as Spitfires, Hurricanes and Mustangs perform elaborate swoops and dives over the circuit. There are also flying demonstrations from a host of other period aircraft, making the Revival almost as revered for its glorious air shows as it is for the thrilling motor racing. A key attraction of Revival is the Freddie March Spirit of Aviation concours d'elegance with an ever-increasing number of pre-1966 aeronautical beauties on show each year.

The Goodwood Revival is the only event that places motor racing into a carefully-choreographed historical backdrop. The result is a truly unforgettable experience and an atmosphere unlike any other sporting event, which the Daily Telegraph described as 'A weekend in heaven'.



PRESS AND BROADCAST

**498** accredited members of the press from all over the world

**AVE £1,700,000** coverage (to date)

**Newspapers including:** The Telegraph, Financial Times, The Times, Daily Mail, Daily Mirror, City A.M., The Sun

**Motorsport titles including:** Octane, Auto express, Classic & Sports Car, EVO, Top Gear Magazine, Autosport

**Lifestyle titles including:** Harpers Bazaar, Conde Nast UK and US, GQ, Etc Magazine

Current circulation, to date, over

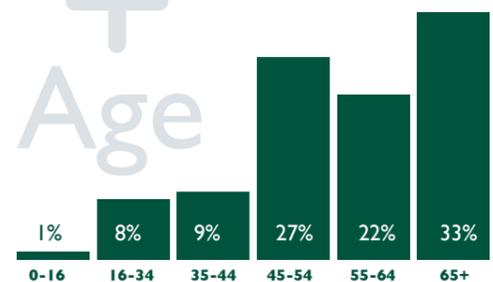
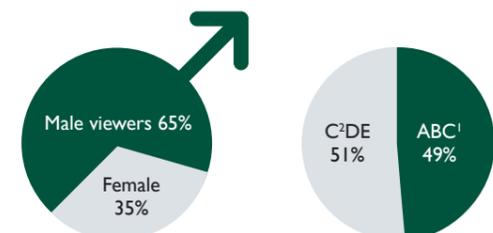
**194,260,293**

**35** TV crews 

Including ABC News, ITV Meridian, BBC South

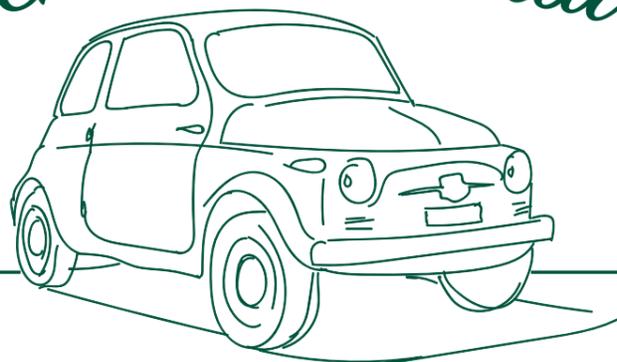
**09:24:00** Hours of coverage

**1,054,000** Reach (to date, based on individuals watching at least 10 mins)



**2017**

*Benvenuti a Goodwood!*



FUN FACTS

320,000 litres of water were poured into the 'river' outside the Drivers' Club to conjour an image of the Henley Rowing Club

**320,000**

**5,700** visitors attended the vintage fashion shows over the weekend

**3,000** litres of paint are used around the set dressing

SETTING THE SCENE

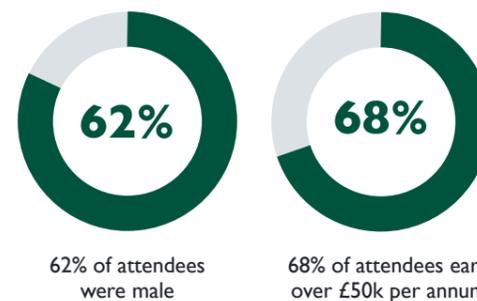
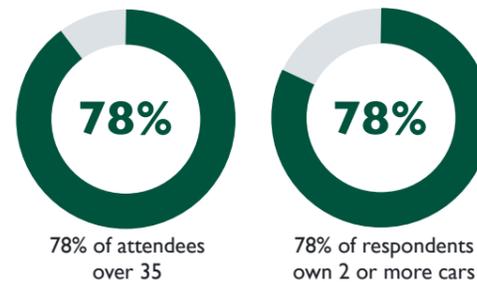
Hundreds of thousands of fans came from all over the world to soak up the unique and vibrant atmosphere of Revival 2017, with everyone dressing up in period costume from the 1940s, '50s and '60s. An unabashed celebration of flat-out wheel-to-wheel racing, rare classic cars and bikes, historic aircraft and vintage style at this year's Revival Emporium presented by Mastercard meant for the first time, iconic Revival styles were celebrated on the catwalk.

“The racing is always great, and the cars are amongst the best in the world. This year was no exception.” - 2017 Visitor

“I almost have to pinch myself every year - a bit like a child at Christmas when they can't quite believe that the big day has arrived.” - 2017 Visitor

ATTENDANCE

**150,000**



DIGITAL AND SOCIAL

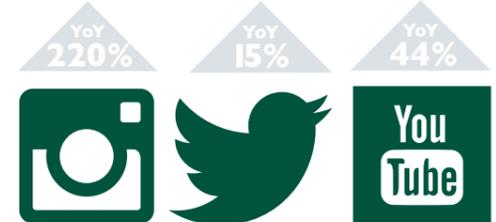
Facebook reach of **10.2 million**

Twitter impressions **20.3 million**

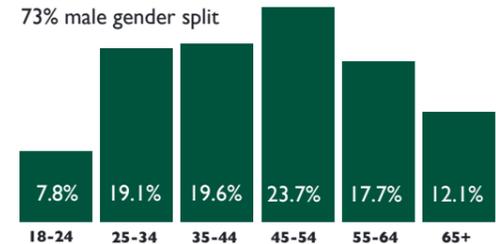
Live streams **2 million** 2x higher than 2016

9m video views, an increase of **264%** YoY 100%

**14,500** New Revival Facebook fans over the weekend



Web traffic views with a 73% male gender split



**300,000** Unique visitors to Goodwood.com **1.6m** Page views

Web traffic from over **185** countries

# WHAT WILL IT COST ME?

## PACKAGES - THE GOODWOOD REVIVAL

### OPTION A

5m x 5m Peaked Pagoda

Provided with:

- | Gridmatt Floor with Carpet
- | 2 x 2 Gang Power Sockets
- | Signage - company name only
- | Company name on Goodwood website
- | Name in the Official Revival Meeting programme
- | 1 x Goodwood Revival programme



**COST: £2,900** + VAT



### OPTION B

3m x 4.5 Retail Unit

Provided with:

- | Gridmatt Floor with Carpet
- | 1 x 2 Gang Power Sockets
- | Signage - company name only
- | Company name on Goodwood website
- | Name in the Official Revival Meeting programme
- | 1 x Goodwood Revival programme



**COST: £1,710** + VAT



### REVIVAL 'OVER THE ROAD' OPTION C

6m x 6m Peaked Pagoda

Provided with:

- | Coco mat flooring
- | 2 x 2 Gang Power Sockets
- | Signage - company name only
- | Company name on Goodwood website
- | Name in the Official Revival Meeting programme
- | 1 x Goodwood Revival programme



**COST: £2,575** + VAT



### OPTION D

5m x 5m Peaked Pagoda Marquee

Provided with:

- | Coco mat flooring
- | 2 x 2 gang power sockets
- | Signage - company name only
- | Name in the Official Revival Meeting programme
- | Company name on Goodwood website
- | 1 x Goodwood Revival programme



**COST: £2,060** + VAT



### OPTION E

5m x 5m Terraced Unit

Provided with:

- | Coco mat flooring
- | 2 x 2 gang power sockets
- | Signage - company name only
- | Name in the Official Revival Meeting programme
- | Company name on Goodwood website
- | 1 x Goodwood Revival programme

**COST: £1,725** + VAT



### OPTION F

3m x 4.5m Terraced Unit

Provided with:

- | Coco mat flooring
- | 1 x 2 gang power sockets
- | Signage - company name only
- | Name in the Official Revival Meeting programme
- | Company name on Goodwood website
- | 1 x Goodwood Revival programme

**COST: £1,450** + VAT



### OPTION G

"Space only" minimum of 5m x 5m. Exhibition unit subject to approval by the Exhibitions Team (See Terms and Conditions)

Provided with:

- | Signage - company name only
- | Name in the Official Revival Meeting programme
- | Company name on Goodwood website
- | 1 x Goodwood Revival programme

**COST: £55.00** per m<sup>2</sup> + VAT



#### ADD TO YOUR STAND

- | Wi - Fi
- | LED Screens
- | Live Feed
- | Lighting
- | Raised
- | Furniture
- | Additional
- | Camping



1 GRE

179 WK

898 CVN

# THE REVIVAL HIGH STREET

The British High Street has been a part of daily life for centuries, from the early necessities of the late 1900s through the fashion and music boom of 50's and 60's. Throughout this time, many iconic names have stood out amongst the rest and still retain their presence on today's High Street.

In 2010, we introduced the Revival High Street into the event. A bustling set dressed retail highlight, leading the success was the 1960s Tesco store. With the high street vision firmly cemented, 2011 welcomed Kenwood, Delonghi and a 1660's newsagents.

The Revival High Street takes centre stage and provides an excellent platform to promote both new and long established companies. 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.

