



Exhibiting at  
Goodwood Revival 2019



## GOODWOOD REVIVAL

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

A magical step back in time, set entirely in period, Goodwood Revival transports guests back to the halcyon days of 1948-1966, when the joys of motorsport allowed the post-war world to kick off its heels and have a jolly good time.

Over the course of the action-packed three day event each September, the world's rarest and most valuable racing cars and bikes battle it out on the track. Legendary drivers and riders from the golden era of motorsport are cheered on by visitors, all immaculately dressed in period clothing and accessories.



## TAKE CENTRE STAGE

Each year 150,000 visitors flock through the gates of the historic Goodwood Motor Circuit to enjoy these three days of spine-tingling racetrack action and nostalgic atmosphere. However, this unique gathering offers a great deal more than beautiful cars and vintage dressing: from aerial displays featuring rare historic aircraft, vintage style, an authentic period high street, music and dancing, and an old-fashioned funfair.

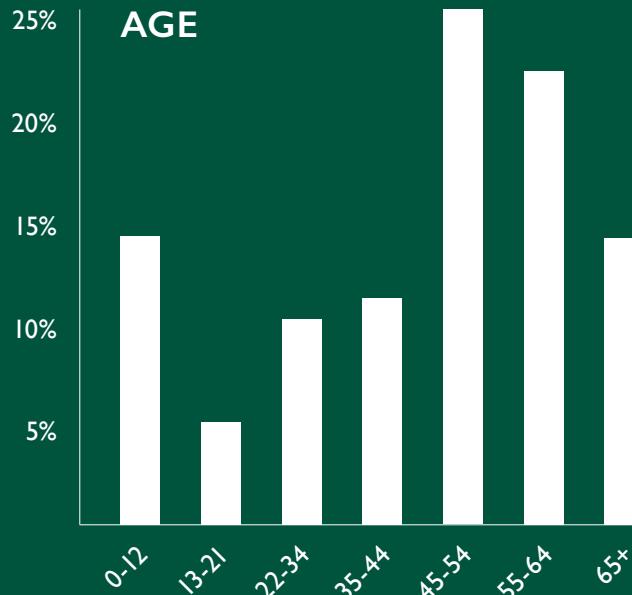


For Revival guests, their experience is not complete without at least a few hours spent 'Over the Road'. An event within an event, Over the Road is a world of boutique shopping, music and merriment, unusual entertainment and fabulous eating and drinking. Not to mention a Butlin's Roller Disco and old-fashioned funfair, and the world's biggest classic car show, the Revival Car Show presented by Smith & Williamson. The fun goes on Over the Road from Thursday late afternoon, throughout each day of the event and well into the evening. This spectacle must not be missed.

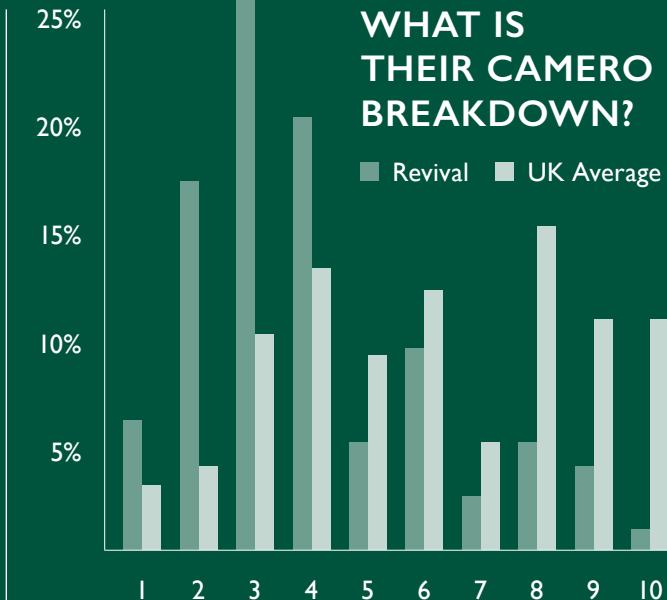


Our industry specialists can design and build a retail outlet of your own specification in the heart of the event. Please contact our events team on 01243 755116 for more information.

## REVIVAL ATTENDEE PROFILE

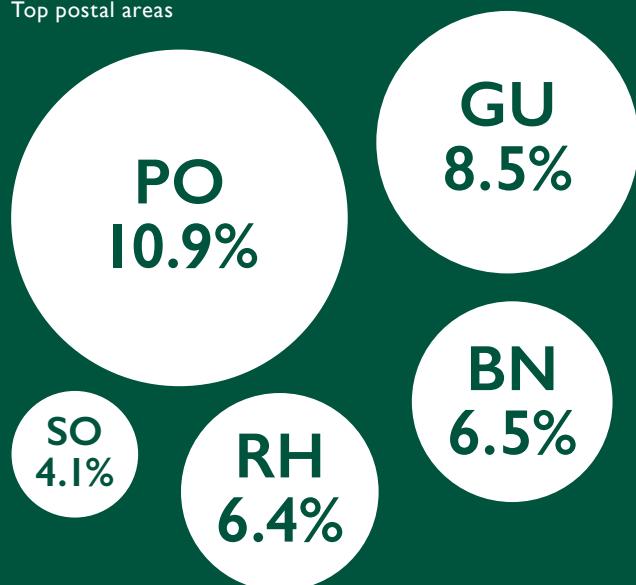


### WHAT GENDER ARE THEY?



### WHERE DO THEY LIVE?

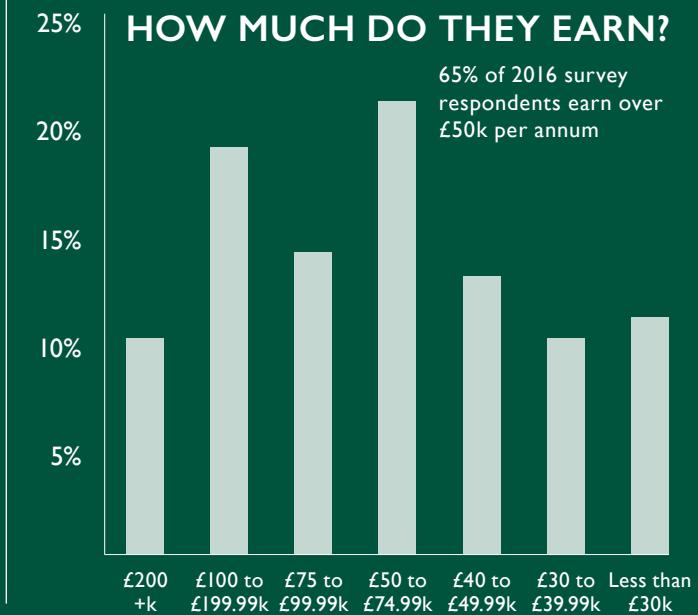
Top postal areas



12%  
OF ATTENDEES WERE  
FROM OVERSEAS

### HOW MUCH DO THEY EARN?

65% of 2016 survey respondents earn over £50k per annum





## WHY EXHIBIT AT REVIVAL?

# 83% 84%

of 2018 visitors to Revival visited the High Street with an average dwell time of  
**45 MINUTES**

of 2018 visitors to Revival visited Over the Road with an average dwell time of  
**60 MINUTES**

## WHAT IS THE REACH OF THE REVIVAL BRAND OVER THE WEEKEND?



Facebook reach of  
**24.7 million**



Goodwood Instagram impressions  
**5.5 million**

VIDEO VIEWS VIA 3RD PARTIES  
**4.6 million**

**422**



ACCREDITED MEMBERS OF THE PRESS FROM ALL OVER THE WORLD

Publications include The Daily Mail, Daily Telegraph, Top Gear, Classic & Sports Car, Harpers Bazaar and Tatler.

**31**

TV CREWS

ABC News, ITV Meridian, BBC – James Martin / Songs of Praise

## WHAT IS THE DIGITAL ENGAGEMENT WITH THE REVIVAL BRAND?

MOTORSPORT



APP DOWNLOADS

**47%**  
APP USAGE OVER THE EVENT

WEBSITE USERS over the Revival weekend  
**183,786** UNIQUE VISITORS

UK / 73%  
US / 5%  
GERMANY / 4%  
FRANCE / 3%  
NETHERLANDS / 2%

EMAIL OPEN RATE



**32%**



## WHAT OUR CUSTOMERS SAY ABOUT THE EXHIBITION AREAS?

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'Lots to see and do, and if you like shopping plenty of quality stalls on hand.'

**2018 visitor**

'Over the Road is great. A good selection of food stalls and wonderful atmosphere.'

**2018 visitor**

## STAND PRICES

	3 x 4.5m Unit Over the Road	3 x 4.5m Unit Market	5 x 5m Space only plot Over the Road	5 x 5m Terraced unit Over the Road	5 x5m Pagoda Market	5 x 5m Pagoda Over the Road	6 x 6m Pagoda Over the Road	10 x 10m only plot Over the Road	Premium 10 x 10m space Over the Road	6 x 6m Archway Market
Pitch Fee	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company details in Event Programme	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company name on Goodwood website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Structure	✓	✓		✓	✓	✓	✓			✓
Signage (company name only)	✓	✓		✓	✓	✓	✓			✓
4 way power socket	✓	✓		✓	✓	✓	✓			✓
Signage (company name and logo)										✓
Coco matt flooring	✓			✓		✓	✓			
Flooring with carpet		✓			✓					✓
Archway facade										✓
Event tickets	4	4	5	5	5	5	5	7	10	10
Price	£1,450 +VAT	£1,795 +VAT	£1,375 +VAT	£1,725 +VAT	£3,100 +VAT	£2,060 +VAT	£2,575 +VAT	£5,500 +VAT	£9,500 +VAT	£10,000 +VAT
Colour on map	Light blue	Dark blue	Green	Red	Red	White	Purple	Green	Yellow	Orange



## MARKETING OPPORTUNITIES

To ensure your stand and activation receives as much footfall as possible, our dedicated Goodwood Revival 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 Goodwood Revival 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 Goodwood Revival so we can look to link up relevant marketing activity and PR opportunities.



'Over the Road is amazing. So much to do and see and just as good as the tracks and racing.'

2018 visitor