



BRAND PARTNERSHIPS & SPONSORSHIP AT BUSHY'S TT VILLAGE

The Isle of Man TT Races
Saturday 30 May – Friday 12 June 2020





BUSHY'S TT VILLAGE AT THE ISLE OF MAN TT RACES

For two weeks each summer world-class motorcycle racing takes over the entire Isle of Man. Jaw-dropping speeds. Heart-stopping turns. There's nothing else quite like it on the planet.

The Isle of Man TT Races greet thousands of tourists and motorcycle enthusiasts and, each year, Bushy's – the legendary local beer brand and brewery - is ready and waiting to show them (and the locals) the time of their lives.

Bushy's has become much more than a favourite brew amongst the crowds. It has become an institution. The Bushy's brand and its lovingly-brewed beers are known by everyone – visitors, locals, teams, riders - as the iconic host of the biggest and best festival in town.

Join Isle of Man-based events and sponsorship consultants Revel in partnering with Bushy's to deliver another incredible live event experience to the masses for TT 2020.

Sponsor and partner with Bushy's TT Village - and become part of the legend!

DISCLAIMER: We revel in getting creative with our clients, sponsors and partners. But please be mindful that all strategy, concepts and content contained within this document and accompanying e-mails are the property of Revel Limited. By Copyright, this content should not be recreated without our involvement or shared and discussed with any third parties.

Please note, Bushy's TT Village 2020 is subject to approval from the Isle of Man Licensing Courts and approval of venue and other public matters from Isle of Man Government.



THE ISLE OF MAN TT RACES

TWO HIGH-OCTANE WEEKS OF MOTORSPORT & ENTERTAINMENT

People from all over the globe have been flocking to the Isle of Man for the TT Races for over 100 years. They come for the love of the bikes, to catch a glimpse of their favourite rider, to cruise the course and experience something like nowhere else on earth!

For a fortnight, the TT Races turn the Isle of Man into a melting pot of international motorsport enthusiasts and passionate locals. Bikers, teams, spectators and bucket-listers from all corners show up to enjoy some of the fastest racing on the planet and a truly electrifying atmosphere.

Recent years have been recognised as hosting some of the best and most high profile TT events to date. Sky high visitor numbers see an average of 40,000 travelling from as far as New Zealand and Japan. The exceptional media coverage continues to fuel the success of the event to meteoric standards.

This winning combination provides the perfect platform for any brand, manufacturer, company or organisation that wants to reach a diverse market of engaged, action-focused consumers and aficionados with a true lust for life.



BUSHY'S TT VILLAGE

Bushy's – the legendary local beer company - is amongst the main purveyors of good times and live entertainment when it comes to celebrating the TT.

In 2018, Bushy's introduced a whole new level of TT experience to record-breaking crowds with the launch of Bushy's TT Village. Since then, the festival village has roared with action for 14 days and nights each summer, as thousands of locals and enthused visitors enjoy live music, local food and drink, a vibrant atmosphere and so much more.

Located at the stunningly-situated Villa Marina Gardens on Douglas' bustling promenade, Bushy's TT Village has quickly become the place to go before, after and (for some) during the races.

Bushy's TT Village is a festival within a festival; a focal point for the thousands, hosting live gigs both day and night, and offering fresh artisan food and drink, branded merchandise, and an array of local and premium beers, ciders and spirits. 2019 saw the introduction of a new hospitality and corporate offering, as well as an exciting new events space overlooking Douglas Bay. The developments keep coming, to much applaud.

Footfall to the event has surpassed all expectation with an impressive audience of bikers, riders, Island residents, visiting teams and corporates attending in their thousands, willing and ready to weave two-weeks of thrilling races with the unbridled revelry taking place at Bushy's TT Village.

This incredible atmosphere and unmissable TT experience, are testament to the 100,000+ visitors who, year-on-year confirm Bushy's TT Village as 'the' place to be during TT.



Photo Sam Bucknall

SPONSORSHIP AT BUSHY'S – 'THE' PLACE TO BE DURING TT

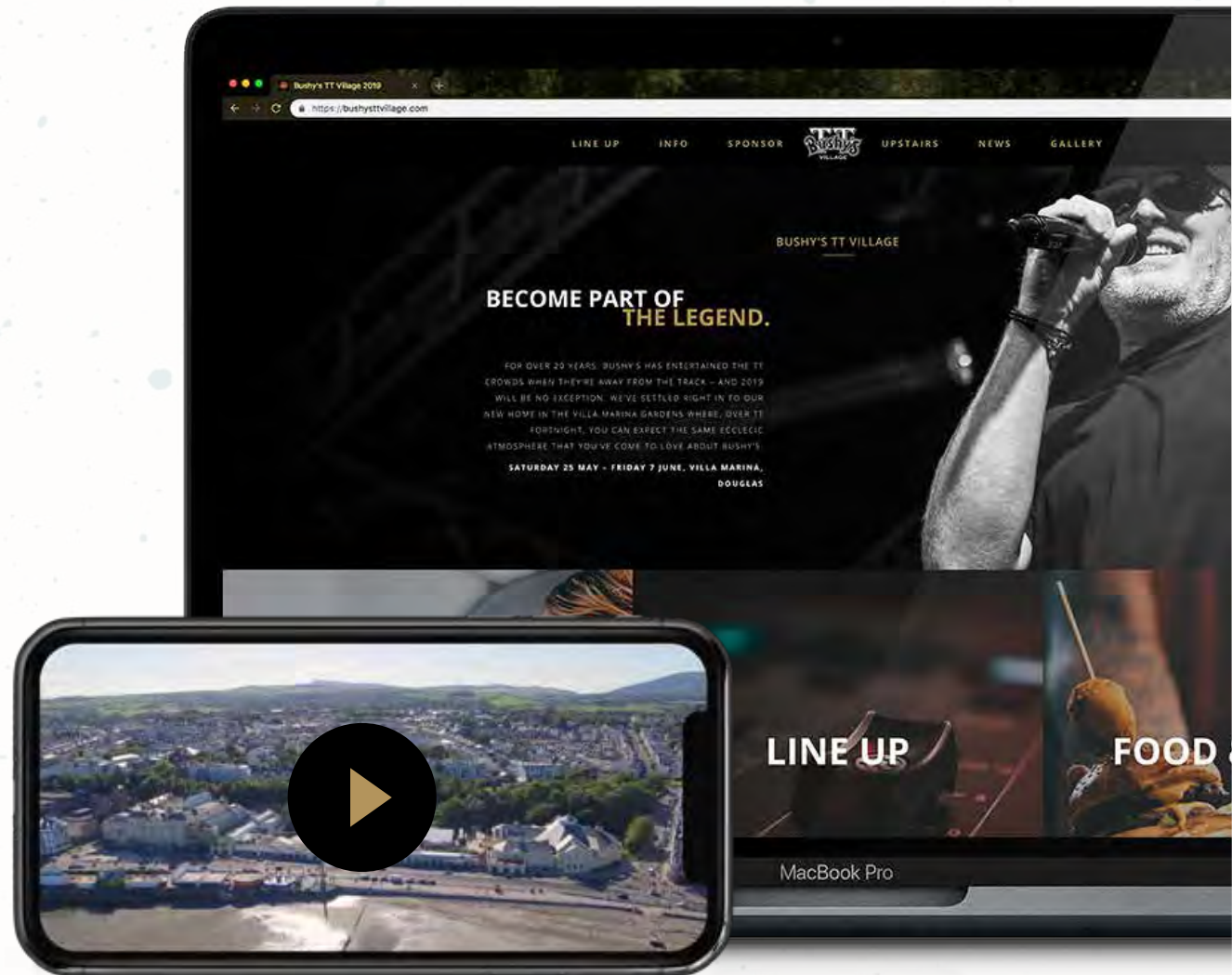
Events and sponsorship specialists Revel work closely with Bushy's to deliver a suite of partnership opportunities that will align your business, product, team or brand to one of TT's most recognised legacies.

All opportunities are located at the Villa Marina – the Island's iconic entertainment complex set in an idyllic location overlooking Douglas Promenade and the Irish Sea. This provides the perfect backdrop to enjoy TT excitement away from the Grandstand, trackside and campsites, while still maintaining easy access to the Course and popular TT facilities.

Sponsorship opportunities are available for the entire TT fortnight and will grant your team members full access and use of superb space and facilities throughout the day and evening. Sponsor benefits and specification of packages are customisable to ensure the best fit for your organisation and brand.

Brand Partnerships and Sponsorship at Bushy's TT Village have been designed with return on investment and an exceptional team, customer and guest experience at the forefront.

WATCH THE VIDEO »



HOW WE CAN HELP YOU

A POWERFUL BRAND PLATFORM

Amplify your business' message and catapult national or Island-based activations to a local and international audience. Maximise on vast attendee numbers and a captivating live event experience.

EXPERIENTIAL MARKETING & SALES

Become part of the TT action and use your sponsorship to showcase new products or immersive content, targetting new and existing customers. The expansive festival site offers ample opportunity to generate new business, brand awareness and sales.

RETURN ON INVESTMENT

Partnerships at Bushy's TT Village promise excellent results, whether your objective is finding a local platform to generate sales or a live event to drive your brand and message to big numbers.

UNIQUE TT EXPERIENCE FOR YOUR TEAM

Entertain your team and guests in large numbers with an exclusive booking Upstairs at Bushy's. Soak up the best of TT at the forefront of the main stage or in a relaxed terrace setting with delicious artisan food and drink and an unforgettable atmosphere.

'THE' PLACE TO BE DURING TT

With numbers reaching 100,000+ year-on-year, growing profile and supporting marketing and PR campaign, Bushy's TT Village has cemented its reputation as the place to be during TT.

BUSHY'S TT VILLAGE

100,000
ATTENDEES
ON AVERAGE EACH YEAR

GROWING FESTIVAL EXPERIENCE
NOW WITH TT HOSPITALITY AND CORPORATE EVENT SPACES

**THE BIGGEST &
BEST-ATTENDED**
LIVE ENTERTAINMENT
EVENT IN TT

**IMPRESSIVE
ATTENDEE
DEMOGRAPHIC**
INCLUDING ISLAND RESIDENTS
AND VISITING BIKERS

A CONFIRMED
TT INSTITUTION
AND MUCH-LOVED BREW
AMONGST THE CROWDS

2

WEEKS IN
NUMBERS

30
LIVE ACTS
**1 AMAZING
FORTNIGHT**

ISLE OF MAN TT RACES

**INTERNATIONAL
NUMBERS**
CONTINUE TO **SOAR EACH YEAR**

A TRULY BUOYANT TIME
FOR ISLAND **BUSINESS & TOURISM**

**A CELEBRATION
OF THE ISLAND
AS A PLACE TO
RACE, LIVE AND WORK**

40,000
VISITORS
FROM AROUND THE WORLD

A SUITE OF OPPORTUNITIES

Bushy's TT Village is inviting you to be a part of its hugely popular event platform. Brand partnerships and sponsorship have been designed by event specialists Revel to position your business, brand and message at the forefront of one of TT's most central locations, to an audience of thousands, during the Island's busiest and most-engaged time.



HEADLINE SPONSOR

This flagship partnership opportunity invites you to exclusively position your brand front-and-centre alongside the Isle of Man TT Races' largest live entertainment, food, drink and hospitality event experience.

Powerful brand placement over 14 days and nights will provide you with a platform to initiate full-blown amplification to a vast audience including bikers, TT riders, visiting teams and businesses, Island residents and international visitors.

This exclusive sponsorship will position your name at the forefront of TT 2020. Visitor numbers at Bushy's TT Village soared to 12,600 across one day alone in 2019, with an impressive 100,000 visitors across TT fortnight.

Bushy's TT Village 2020 offers a full suite of opportunities to its Headline Partner. The festival's growing footprint comprises extensive and customisable branding space to project brand and message in one of Douglas' most prominent locations. This is an opportunity for your business and brand to "own" this iconic, TT festival experience.

The multi-faceted event site provides you, as lead sponsor, with ample space to entertain team and guests with a relaxed hospitality offering throughout the Isle of Man TT 2020.

HEADLINE SPONSOR BUSHY'S TT VILLAGE 2020

You will form a central part of our pre and post event social media and PR campaign. The event's targeted social media presence generated 5,000 followers on Facebook alone across a concentrated three-month inaugural campaign in 2019. Web traffic is strong, with daily visits at peak periods in excess of 1.2k. Bushy's TT Village features prominently in the Island's press year-round, whilst visiting national and international journalists are keen to find out what's in store, year-on-year.

Maximise on the partnership with experiential marketing, onsite sales, lead generation and networking to further guarantee return on your investment. Captivate new customers and escalate engagement with your brand message in an immersive and engaging way. Showcase product, services and your recruitment offering to visitors across the Bushy's TT Village Gardens, Upper Colonnade Terrace and via the event's supporting campaign.

We invite you to be part of this growing success. This is an unmissable opportunity to position your business and brand in front of TT's largest live and online crowds!

OWN THIS ICONIC TT SPACE AND CATAPULT ENGAGEMENT WITH YOUR BRAND



HEADLINE SPONSOR

This is a fully bespoke opportunity, meaning we will take a customisable approach, working with your team to create a partnership that strategically elevates your brand message, maximises on investment and drives your objectives.

HEADLINE SPONSOR BENEFITS:

- Opportunity to maximise on huge attendee numbers throughout TT 2020 (100,000 visitors on average across TT 2018 & 2019).
- As lead partner and title sponsor of the event's iconic Main Stage, host 30 live acts featuring the Island's best up-and-coming talent and all-time favourite acts.
- Premium branding opportunities and space to amplify message at the forefront of TT 2020 fortnight and Bushy's TT Village 2020.
- Impacting brand exposure includes:
 - Your branding and message at the forefront of the Bushy's TT Village Stage, a centrepiece of the Isle of Man TT.
 - Maximum volume of digital advertising across high spec AV screens centre stage and around the festival site, its various bars and hospitality spaces.
 - Maximum number of high visibility windows and banner advertising at the entrance of the Bushy's TT Village, facing onto Douglas Promenade and into the Bushy's TT Village festival site.
 - Reference as Headline Sponsor on onsite partner boards at Bushy's TT Village entrance.
 - Branding and promotional content to appear centrally across the event's digital campaign including www.BushysTTVillage.com and social media channels.

HEADLINE SPONSOR

BUSHY'S TT VILLAGE 2020

- Exclusive quote and press release to local and national press as Headline Sponsor of the Bushy's TT Village 2020.
- Scope to feature experiential marketing, retail or lead generation, across the event's expansive festival site.
- Option to create a brand installation or interactive customer feature across the event site. Provide customers with something fun and immersive – an instagramable feature, a giant product installation and samples.
- Press and interview space with scope to arrange hospitality for media.
- Hosting and guest liaison provided by the Revel team, for your team, guests, VIPs & press.

ADDITIONAL SERVICE FOR HEADLINE SPONSOR:

- Assistance with travel, accommodation and wider TT hospitality arrangements.
- Transfers to Bushy's TT Village from the Grandstand and TT Course.
- Assistance with on-course viewing.

INVESTMENT LEVEL Headline Sponsor is an involved partnership to which we will take a fully bespoke approach to accurately target your objectives. Contact Sam Jones at Revel to discuss benefits, cost and a customisable opportunity for your brand: sam@revevents.uk



BUSHY'S TT FESTIVAL PARTNERS (UP TO 3 AVAILABLE)

Bushy's TT Village is offering partnerships to up to three lead festival partners who will become an integral part of this hugely popular TT experience.

We're inviting you to explore a fully customisable partnership opportunity that will enable you to tailor exposure and benefits, targeting your organisation's specific objectives and making the absolute best return on your investment.

Your business can take advantage of a versatile event platform at the heart of TT 2020 and at one of the Island's most prominent venues. This is an opportunity to maximise on brand exposure and align business message or product to a leading TT institution in front of thousands of guaranteed visitors and residents.

Bushy's TT Village is supported by a comprehensive digital and PR campaign which will endorse your partnership proudly in the lead-up to and during TT 2020.

SAMPLE PARTNERSHIP OPPORTUNITY:

- Lead festival partner benefits are customisable and can be designed around your organisation's specific objectives.
- Opportunity to position your brand alongside a leading TT legacy and high profile sponsors.
- Opportunity to maximise on huge attendance numbers throughout TT 2020 (100,000+ visitors on average across TT 2018 & 2019).



BUSHY'S TT FESTIVAL PARTNERS

BUSHY'S TT VILLAGE 2020

- Impacting brand exposure includes:
 - Prominent digital advertising across high spec AV screens on the stage and around the festival site, its various bars and hospitality spaces.
 - Two high visibility advertising window fills facing onto Douglas Promenade, TT's busiest walk through and main entrance to the festival site.
 - Four high visibility brand banners facing onto Douglas Promenade from the Upper Colonnade Terrace and into the Bushy's TT Village festival site.
 - Logo reference on sponsor board at Bushy's TT Village entrance.
 - Logos and branding to appear across the Bushy's TT Village digital campaign including www.BushysTTVillage and social media channels.
- Maximise on PR by utilising the space for high profile brand endorsements or entertaining.

INVESTMENT Partnership benefits at Bushy's TT Village are customisable and we can therefore take a bespoke approach to your level of investment. Contact Sam Jones at Revel to create a bespoke opportunity for your business or brand: sam@revevents.uk



OFFICIAL BEER PARTNER

Become a lead feature at Bushy's TT Village, an Isle of Man TT institution, by featuring your beer brand and product front-and-centre across 14 action-packed days and nights throughout the Isle of Man TT Races 2020.

Attendee and service numbers at Bushy's TT Village are considerable, with a staggering 100,000+ through the doors, year-on-year and 12,600 during the busiest days of Race Week.

We are looking for an Official Beer Partner, whose product will proudly sit alongside a select range of local brews from Bushy's Brewery in the iconic Bushy's Beer Tent – a must visit for every visitor and resident of the Island during the Isle of Man TT.

PARTNER BENEFITS INCLUDE:

- Your product to feature as the Bushy's TT Village 2020 pouring beer or lager at the iconic Bushy's Beer Tent, proving a strong sales opportunity as part of this high profile sponsorship.
- Your logo and message to appear prominently on recyclable pint plastics, placing your brand directly into the hands of thousands during TT.
- Your branding to feature alongside Bushy's on branded pint glasses served at pop-up bars in the Bushy's TT Village Garden and Main Stage.
- Option to create a brand installation at Bushy's TT Village – providing thousands of customers with an immersive, memorable and fun instagramable feature.



OFFICIAL BEER PARTNER

BUSHY'S TT VILLAGE 2020

- Prominent branding opportunities across Bushy's TT Village and its far-reaching digital campaign including:
 - Prominent digital advertising across high spec AV screens on the stage and around the festival site, various bars and hospitality spaces.
 - High visibility windows and six advertising banners at the entrance of the Bushy's TT Village, facing onto Douglas Promenade and into the Bushy's TT Village festival site.
 - Logo reference on sponsor board at Bushy's TT Village entrance.
 - Branding and promotional content to appear across digital campaign include www.BushysTTVillage.com and social media channels.
- Maximise on PR by utilising the space for high profile brand endorsements or entertaining.
- Press and VIP liaison provided by Revel management team.

INVESTMENT Partnership benefits at Bushy's TT Village are customisable and we can therefore take a bespoke approach to your level of investment. Contact Sam Jones at Revel to create a bespoke opportunity for your business or brand: sam@revevents.uk



OFFICIAL DRINKS PARTNERS

For over 20 years, Bushy's has been 'the' place to go during the Isle of Man TT, for tourists, riders and residents. The event's expansion to a fully-fledged festival in 2018 catapulted this status, confirming Bushy's TT Village as a mecca for TT celebrations and the Island's biggest live entertainment, food, drink and hospitality event.

Unfolding over 14 days and nights, Bushy's TT Village enthralled an audience of 100,000+. With this, comes huge service numbers and a growing appetite for a wide range of drinks.

Over the years, Bushy's is proud to have featured an impressive range of drinks and brands - premium and artisan, local and international. We're now inviting you to be part of this growing success.

Whether you're a distiller, brewer, energy drink or specialist brand, we'd love to explore partnership opportunities with you ahead of TT 2020. We're passionate about featuring our partners' products interestingly, activating them to their absolute best, in front of thousands.

Maximise your product's presence throughout TT, with an immersive experience that targets new customers and catapults social media engagement. We want you to experience the highest level of engagement throughout the two week event and supporting campaign. Why not utilise this versatile event platform to create a fun brand installation for customers, showcase a high profile brand endorsement, or join our team in styling one of our popular festival bars?



OFFICIAL DRINKS PARTNERS

BUSHY'S TT VILLAGE 2020

SAMPLE PARTNERSHIP OPPORTUNITY with customisable benefits to fit your product or brand

- Feature your product at a selection of bars across the Bushy's TT Village, providing an attractive sales and promotional opportunity.
- Target new customers across the festival site and drive brand engagement with a fun and immersive, instagramable feature.
- Promote product and brand through prominent branding opportunities across the Bushy's TT Village site and its far-reaching digital campaign, including:
 - Digital advertising across high spec AV screens on the stage and across the festival site, its various bars and event spaces.
 - High visibility brand banners facing onto Douglas Promenade from the Upper Colonnade Terrace and into the Bushy's TT Village festival site.
 - Logo reference on sponsor board at Bushy's TT Village entrance.
 - Logos and branding to appear across the Bushy's TT Village digital campaign including www.BushysTTVillage and social media channels.
- Maximise on PR by utilising the space for high profile brand endorsements or entertaining.
- Press and VIP liaison provided by Revel management team.

INVESTMENT Partnership benefits at Bushy's TT Village are customisable and we can therefore take a bespoke approach to your level of investment. Contact Sam Jones at Revel to create a bespoke opportunity for your business or brand: sam@revelevents.uk



CONNECTIVITY PARTNER

Be the beacon that keeps the crowds at Bushy's TT Village connected with visitor WIFI. You will receive primo branding opportunities with the chance to customise the WIFI interface on mobile to Bushy's TT Village visitors across TT fortnight.

Utilise the ample festival space to promote your Island-wide services to TT visitors or permanent Island businesses and residents. Advertise your connectivity services on prominent, high spec AV positioned around the festival site. Present a strong and lasting brand message through digital and physical branding space. Play your video content across a selection of high spec AV.

The option to install branded mobile charging units or a similar customer feature at the Village is available to you. Make the most of the partnership by driving brand engagement with a fun, instagramable feature or brand installation for TT.

CONNECTIVITY PARTNER

BUSHY'S TT VILLAGE 2020

PARTNER BENEFITS:

- Option to provide a branded interface for WIFI login and mobile.
- Digital advertising and option to play branded video on high spec AV across the main stage and expansive festival site.
- High visibility brand banners facing onto Douglas Promenade from the Upper Colonnade Terrace and into the Bushy's TT Village festival site.
- Logo to feature on sponsor board at Bushy's TT Village entrance.
- Logos and branding to appear across the Bushy's TT Village digital campaign. Includes partner listing with link to your website on www.BushysTTVillage.com, and references and content sharing on social media channels.
- Option to drive brand engagement with a branded installation or fun, instagramable feature for customers across TT.
- Option to install branded mobile charging units.
- Opportunity to distribute product information including mobile phone credit and other vital visitor information.

INVESTMENT Connectivity Partner is a part in-kind sponsorship meaning we will offer you a reduced rate with premium branding, in return for connectivity services. Contact Sam Jones at Revel to create a bespoke opportunity for your business or brand: sam@revevents.uk



FACEBOOK

OVER 5K
FOLLOWERS

ORGANIC REACH
IN EXCESS OF
25K

A **STRONG**
LOCAL AND
INTERNATIONAL
FOLLOWING

STRATEGIC **SOCIAL** CAMPAIGN
TO **INCREASE** ENGAGEMENT
EVEN FURTHER IN **2020**

WEBSITE

OVER 17.5K
UNIQUE
WEBSITE VISITORS
OVER THE
3 MONTH
LAUNCH PERIOD

OVER 122K
PAGE VIEWS
OVER THE SAME PERIOD

PEAK DAILY
SITE VISITS IN
EXCESS OF 1.2K

70%
OF WEBSITE
VISITORS BETWEEN
25-54
YEARS OLD

ADDED VALUE

TO SPONSORS AND PARTNERS
OF BUSHY'S TT VILLAGE



FAR-REACHING DIGITAL CAMPAIGN

As an official partner, we guarantee to work closely with your objectives to maximise on engagement with your brand message. Our aim is to deliver an exceptional sponsor experience.

In addition to your core partner benefits, we will provide additional promotion and content sharing for your product or services, pre, post and during TT 2020. Bushy's TT Village's inaugural social media campaign launched to great success in spring 2019 - and we want you to be a part of it!

PRIORITY HOSPITALITY RESERVATIONS AND PRIVATE EVENT BOOKINGS - UPSTAIRS AT BUSHY'S

TT 2019 saw the arrival of Upstairs at Bushy's – a new and exciting terrace space with superb views, relaxed and fun TT hospitality, ticketed and exclusive events.

We're offering sponsors, partners and advertisers priority access to TT Hospitality with the added option to book space exclusively for summer parties, launches, presentations, media and customer events on selected date.

You'll experience something different this TT with a group booking for your team, staff, VIPs, visitors or friends in one of two attractive spaces 'Upstairs at Bushy's'.

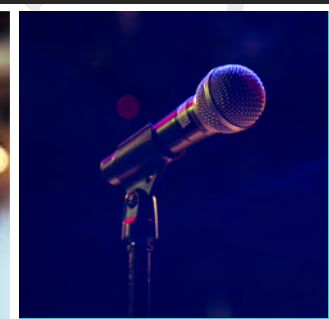
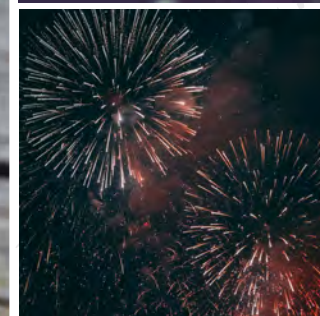
Soak up the action of Bushy's TT Village from our terrace setting with panoramic views overlooking Douglas Bay, an unmissable TT atmosphere and an excellent choice of artisan drinks and tasty food including succulent meats cooked on open firebowls, accompanied by fresh salads and vegetables.

BOOK NOW

TT 2020 BOOKINGS NOW OPEN

Group Hospitality & Exclusive Events

E hello@revevents.uk T + 44 (0) 7624 332903 V www.BushysTTVillage.com



CLIENTS, SPONSORS & PARTNERS

a snapshot of the organisations we've worked with

revelevents.uk



Isle of Man
Government
Manx: Yn Ynnyd



*Agent
Provocateur*



ALEXANDER
MCQUEEN



Ferrari



DEPARTMENT FOR
ENTERPRISE im

V&A



insider
BUSINESS MAGAZINES • EVENTS • ONLINE

ISLE OF MAN BANK

CHAMPAGNE
BILLECART-SALMON
Maître de la Grande Champagne

Foreign &
Commonwealth
Office

GUCCI



ISLE
OF
MAN
newspapers

SWAROVSKI

ISLEXPO

Jacksons

KPMG



MAC

MAKE
MARKET
A CREATIVE INDUSTRIES TAKEOVER

manx radio
the nation's station

Manx National Heritage
Eiraght Ashmogh Fannin

MOORE STEPHENS



revevents.uk





Join Revel as a partner of the Bushy's TT Village and align your business and brand with an iconic TT experience at a legendary global event (and have a bit of fun while you're at it!).

+44 (0) 7624 332903 | sam@revelevents.uk

revelevents.uk