

LEICESTER SPEEDWAY

2026



Partnership Opportunities

A speedway rider in a red and yellow suit is shown from the waist up, leaning forward on a motorcycle. The rider is wearing a red helmet with a yellow 'O' logo. The motorcycle is red and yellow with various sponsor logos like 'JCB', 'KSE', and 'DETARD'. The background is a blurred dirt track.

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7 Riders Per Team



15 Races Per Meeting



4 Riders Per Race (2 Per Team)



4 Laps Per Race

WHAT IS SPEEDWAY?

- Speedway is a team sport with each team consisting of seven riders
- A meeting takes place over 15 races with two riders from each team in every race
- There's 4 laps per race
- Purpose built bikes race on a shale track and accelerate from 0-80 mph in 3 seconds, quicker than an F1 car can on tarmac.
- For safety reasons the bikes don't have brakes!
- Unique motorsport because a spectator has a 100% view of all the track from their position in the stadium











OUR SUCCESS STORY

Leicester Lions

-  2019 Championship Grand Final Winners
-  2019 Championship Shield Winners
-  2022 Promoted to the Premiership
-  2024 Premiership Grand Finalist
-  2025 KO Cup Winners
-  2025 Premiership Grand Finalist

Leicester Lion Cubs

-  2019 NDL League Champions
-  2019 Knock-Out Cup Winners
-  2022 NDL League Champions
-  2022 Knock-Out Cup Winners
-  2023 Finished first in the league
-  2024 NDL League Champions

OUR AUDIENCE

- Supporting a successful Premiership team provides our partners with new opportunities and a larger audience in 2026
- Selected meetings will be streamed on BSN which attracted over a 5-figure audience in 2025
- All other home meeting will be streamed on our own LionsTV which attracted more than 1,600 viewers in 2025.
- We hope to build upon our average attendance of 1,200 per Watling JCB Lions meeting in 2026 following our highly successful trophy winning 2025 season



PREMIER PARTNER

This is the best way to benefit from our increased profile and media coverage as a result of competing in the Premiership.

The 2026 Premier Package

- Logo on the Fork Cover of all 7 Lions Bikes
- 4x Air Fence Advertisements
- Full Page Advert in Meeting Programme
- Logo on team and supporters' leisurewear
- 4x Season Passes
- Use of a Corporate Box to entertain up to 12 guests
- Banner advertisement on rotation, on the homepage of our website

£8,300 + VAT

BRAND FOR A GRAND PACKAGE

This is the ideal way to build a profile and educate our growing local audience on what your company can offer.



Two 5m x 1m Air Fence Advertisements

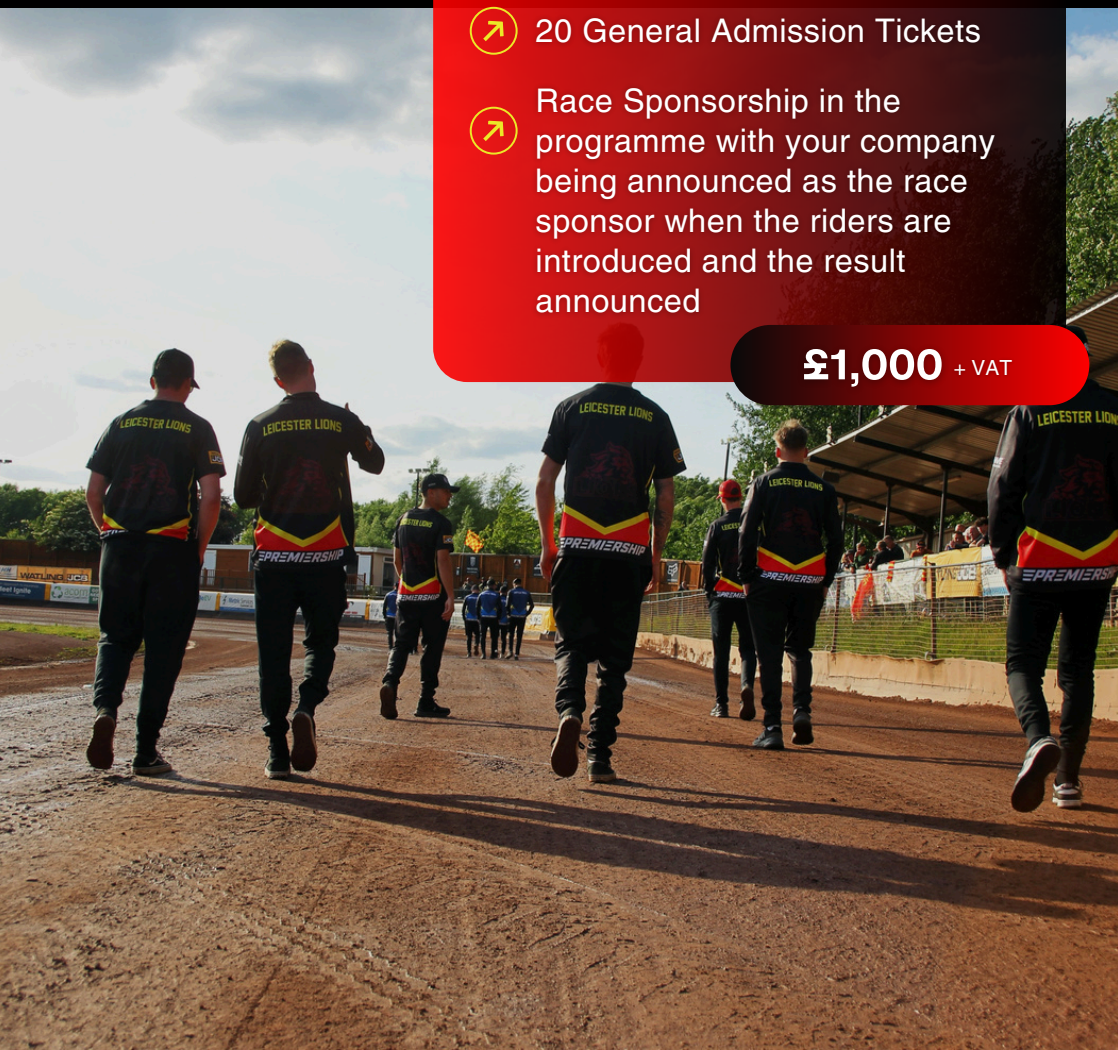


20 General Admission Tickets



Race Sponsorship in the programme with your company being announced as the race sponsor when the riders are introduced and the result announced

£1,000 + VAT



AIRFENCE ADVERTISING

These panels feature in the local and national press throughout the season.

In addition they are also visible across the race action posted across the Watling JCB Lions social media channels



- Premium position on the track
- Visible on Eurosport Broadcast meetings
- Visible to all supporters
- Logo & link on our website

£1,250 + VAT

FOR TWO 5M X 1M BANNERS

INDIVIDUAL RACE SUIT SPONSORSHIP

- Company Logo on your riders race suit
- Meet the rider opportunities throughout the season
- Acknowledgement in the meeting programme
- 10 General Admission Tickets
- Logo and link to on our website

£950 + VAT

PER RIDER



THE MEETING PROGRAMME



Keeping up to date with the team and individual scores throughout the meeting is an essential part of the speedway fans night.

The Meeting Programme is core to this. You can be in front of our engaged audience throughout the Watling JCB Lion's 2026 season by securing your spot in the programme.

£300

Quarter Page (+VAT)

£500

Half Page (+VAT)

£900

Full Page (+VAT)

HEAT/RACE SPONSORSHIP

All eyes are usually on the track during a heat or in the programme between races to work out how the match is going to unfold & how the Watling JCB Lions & the Lion Cubs are doing.








- Each heat is individually sponsored, and they gain lots of attention.
- Your company logo would appear next to your chosen heat in the Programme.
- Your company logo will appear at the start of the race when streamed on LionsTV & the race will also be announced 'as sponsored by...'
- An announcement acknowledging your company's support prior to the tapes going up & another when the heat result is announced.

£550 + VAT



CORPORATE HOSPITALITY



-  12 Meeting passes
-  12 Programmes
-  Guided tour of the pits pre meeting
-  Meet the riders (subject to availability)
-  A pre-meeting question & answer session with the Team Manager
-  Centre Green visit to watch 2 races
-  Hot/Cold drinks, sandwiches, muffins

A great way to entertain corporate guests, or celebrate a special occasion with friends & family.

£600 + VAT
TAILORED PACKAGES
AVAILABLE UPON
REQUEST

We are looking forward to working with you in 2026

LEICESTER SPEEDWAY 2026



To find out more about these and our bespoke packages, contact us today!

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