

MCL25

15 – 23 November

NEC, Birmingham



SPONSORSHIP & ADVERTISING OPPORTUNITIES

MCL25

EUROPE'S 2ND LARGEST ANNUAL MOTORCYCLE SHOW

9 DAYS PACKED WITH

50+ MANUFACTURERS / 150+ RETAIL AND DISPLAY STANDS

FESTIVAL HANGOUT

STREET FOOD / LIVE MUSIC

LIVE ACTION FROM FMX & MOTO TRIALS

MULTIPLE OPPORTUNITIES TO RIDE INDOORS AND OUT

c.90,000 VISITORS

SOCIAL AUDIENCES:

45k

97k

21k



MCL25
MOTORCYCLELIVE.CO.UK

Bikesure
insuring your passion

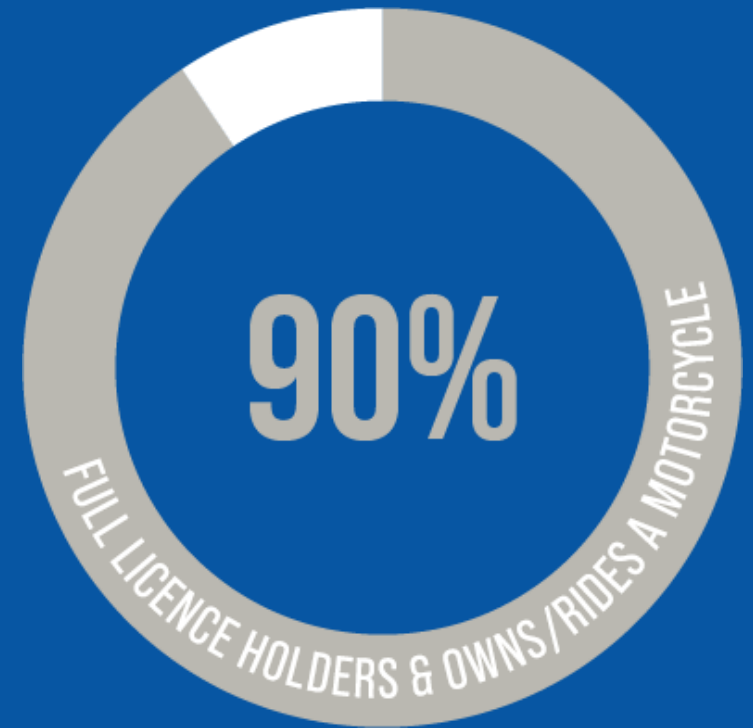
VISITORS

90,000 VISITORS IN 2024

**75% OF SHOW VISITORS TRAVEL
1+ HOUR TO VISIT**

89% PLAN TO VISIT AGAIN

**49% DO NOT VISIT ANY OTHER
MOTORCYCLE SHOW**



KEY DEMOGRAPHICS

86% MALE / 14% FEMALE

55% OF ATTENDEES AGED 35 – 59

16% 35 AND UNDER

AFFLUENT AUDIENCE

3,000 TRADE VISITORS (CIRCA 3,000 EXHIBITING PERSONNEL)

OVER 10,000 NEW VISITORS, EVERY YEAR.



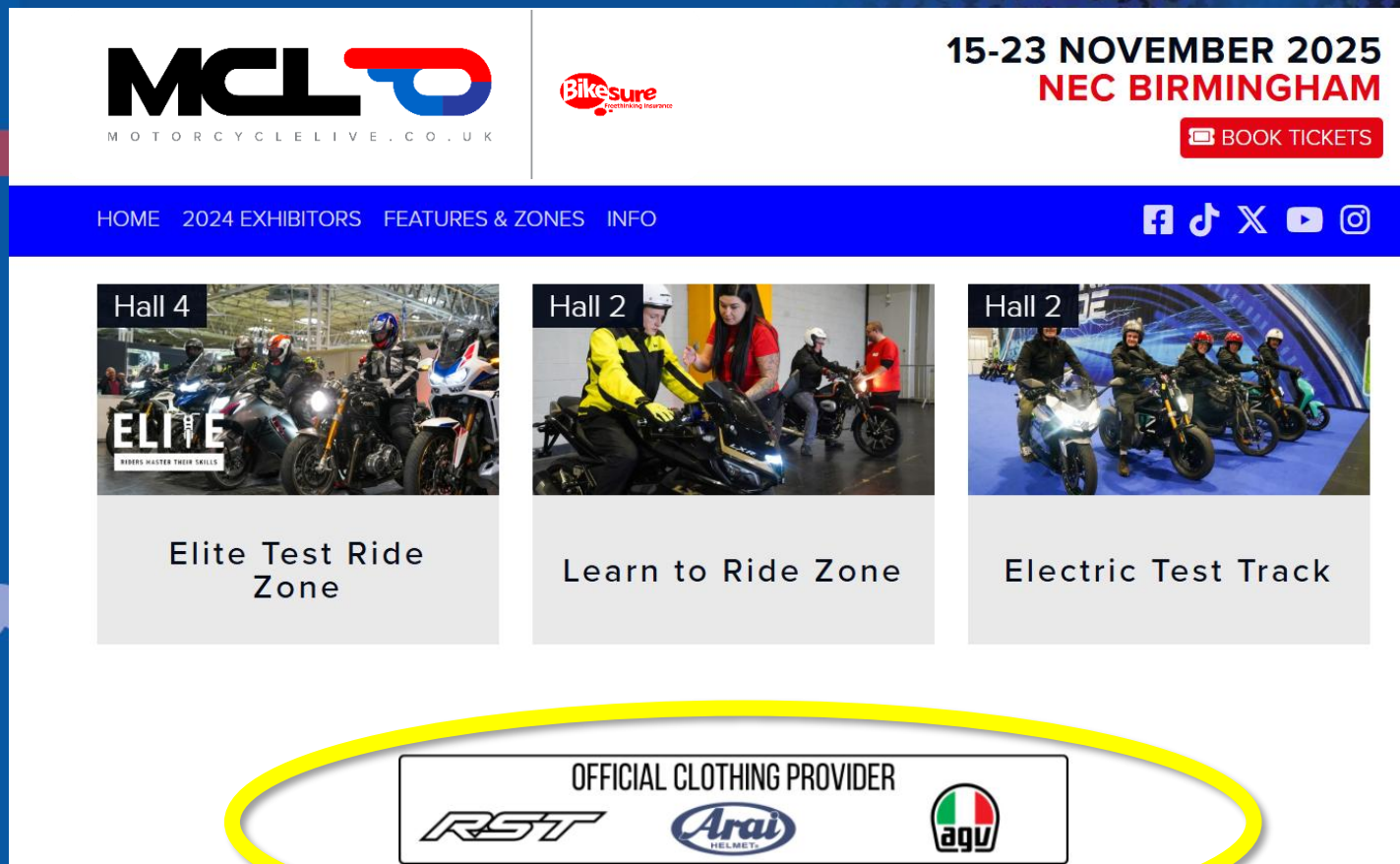
MCLTD
MOTORCYCLELIVE.CO.UK

Bikesure
Insuring your motorcycle

WEBSITE ADVERTISING

WWW.MOTORCYCLELIVE.CO.UK

YOUR DIGITAL AD ON EVERY PAGE* IN A LEADERBOARD POSITION



686k+

PAGE VIEWS

(01/08/2024 – 31/12/2024)

340k+

USERS (approx)

(01/08/2024 – 31/12/2024)

*Not on exhibitor pages

TAKE OWNERSHIP OF AN ENTRANCE

Be the first brand visitors see, and the last one they remember.

Only 3 entrances available



Branding on:

2 x 7m x 2.5m Walls

1 x Column (4 sides each 2.5m x 1m)

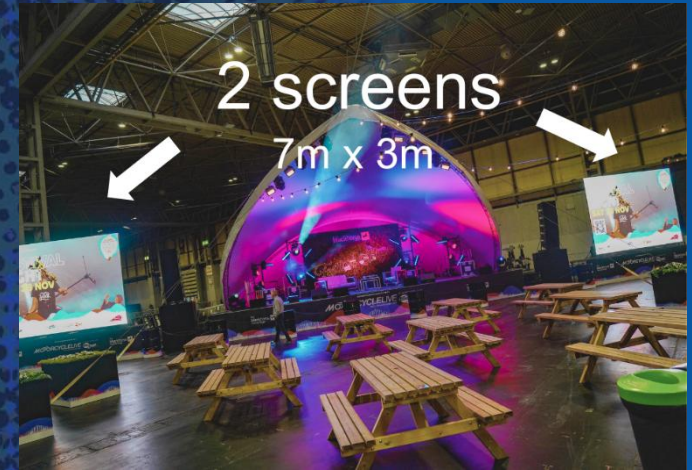
1 x Ticket Collection Box

20 Second Advert on entrance pillar screen

DIGITAL ADVERTISING

EXPERT LAB / CUBE SCREEN + BLACK HORSE STAGE

Your advert played on three platforms, multiple times throughout the day.
Impactful. Eye-catching. Exciting.



*Limited slots available
Adverts are 20 seconds long.
Finished file to be submitted.*

GET A FESTIVAL FLAVOUR

With quality street food served from a variety of outlets, the food courts and bars are a hub of activity, high dwell areas, surrounded by entertainment, seating, bikes and kit.

Your brand can now take ownership of a branded bar/zone, and receive all the pre-promotion this affords, along with the physical presence at the show.



Package includes branded beer mats, naming of the area, opportunity to distribute literature, a banner rigged featuring your company message / branding. You can also include additional branded items (deckchairs, tables, barrels etc at your own cost).

HIGH-LEVEL BRANDING



- Add your brand in prominent and impactful positions to be seen by thousands of people.
- Draw attention to your stand so visitors can find you easily.



for stands 21m² - 100m²

LEARN TO RIDE ZONE

The best, and only opportunity to partner with the industry's initiative dedicated to new riders.

Giving visitors a FREE taster session, it's the perfect platform to reach a high number of individuals looking to start their riding journey.

700+
INDIVIDUALS



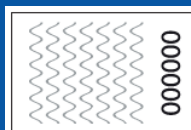
BIKE PARK SPONSORSHIP

3000+ BIKES PARKED



Interact with over 3,000 show visitors arriving by motorcycle.

Your brand visible on signage, wristbands and communicated across promotional materials.



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2023 MOTORCYCLE LIVE
BIKE PARK

Supported by



FMX

High octane freestyle action is a hugely popular. With three shows taking place each weekday, and four at the weekend, you won't want to miss the FMX Team navigating their precision take-off's narrowly missing the steel roof of the NEC, and perfecting their landing – with some unbelievable ariel stunts thrown in for good measure.

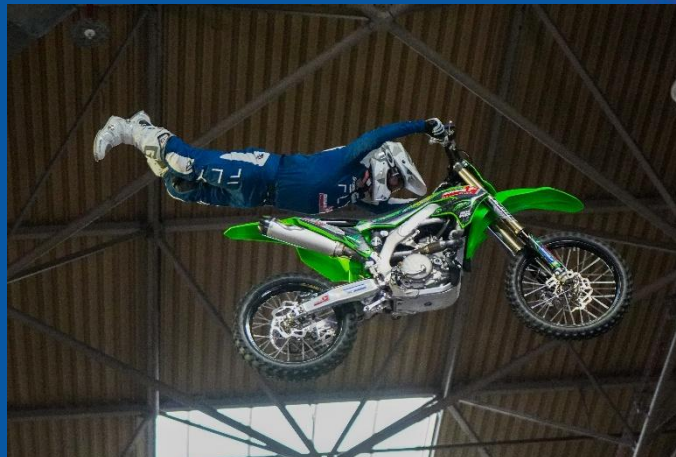
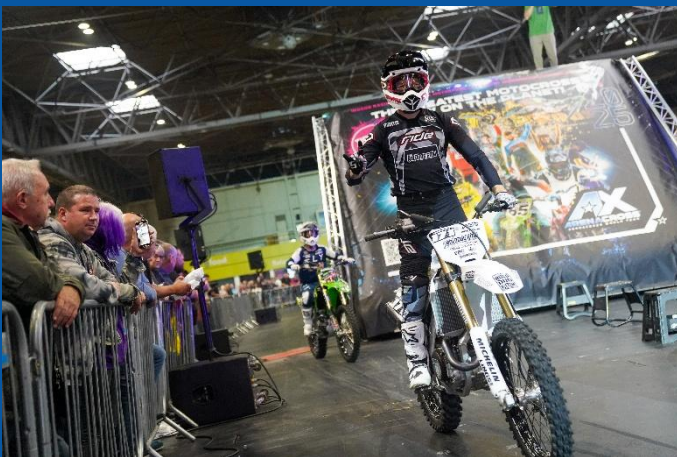
This opportunity includes:

Permanent branding in the Festival Zone on Ramps

Naming in association with FMX action

Branding on perimeter of landing area

Name mentions from commentators when referring to area



MOTO TRIALS

Have your brand associated with this popular entertainment feature, Moto Trials – powered / supported / brought to you by ‘your brand’

In the prominent Festival Zone, your branding will be integral to the feature and perimeter fencing. With shows taking place three times a day Mon – Thurs and four times a day Fri, Sat and Sun, the compere will commentate on the professional action, incorporating brand mentions into this.

- Engaging
- Entertaining
- Interactive
- Skilful
- Prominent



HALL PERIMETER BRANDING



A great opportunity to be seen.

Large format branding placed around the show gives you stand out, at height.


Available in a variety of sizes, positions are available throughout the show.

(At the discretion of show organisers).



NEWSLETTER

With over 67,000 contacts signed up to the MCL Newsletter, this opportunity will allow your organisation the chance to promote your attendance at the show, whether raising awareness, prompting an action or detailing an offer - the opportunity will include a single image and 35 words of copy.



MOTORCYCLELIVE
NEC BIRMINGHAM 2024

IN ASSOCIATION WITH
Bikesure

5 DAYS TO GO!

IT'S MOTORCYCLE LIVE AMPLIFIED

This is not a drill. MCL24 is opening this Saturday!

In just five days, we'll be welcoming thousands of visitors to come and see what we've been talking about - Motorcycle Live in association with Bikesure Insurance - **AMPLIFIED!**

With all the new 2025 models revealed earlier this week, your first chance to **see** them, **sit** on them and **try** them for size will be at MCL24!


There are **SO** many reasons why you should come and join in the fun. Book your tickets, take a look around the [floorplan](#) and come and have a great day out! (Discounted tickets available until 15th November @5pm).

MUCH more. We can't wait to welcome you!

If you haven't already secured your entry ticket... what are you waiting for?! Don't miss your chance to enjoy a great day out!

Plan your day! [FLOOR PLAN NOW AVAILABLE HERE](#)


BOOK MCL24 TICKETS HERE



BSB Champ at MCL


We're **SO** excited to welcome a whole raft of famous faces from the British Superbike paddock on BSB Day on Sunday 17th November - including the 2024 BSB Champ, Kyle Ryde!

[Here's the full list of riders and celebrities due to attend the show.](#)



Race at Donington


Across all nine days the [BSB RIDE Sim Racing Challenge](#) offers you and your mates the chance to get as close to being a BSB rider as many of us are going to get. Race around Donington Park aboard one of 6 real sports bikes, in this **UK first** simulator race grid - with amazing prizes to be won for the fastest lap!



Learn to Ride Zone

Get on two wheels at the show this year and get a headstart on your New Year resolution of learning to ride. In the dedicated Learn to Ride Zone, you can receive expert one-on-one tuition and all the kit is provided thanks to Arai, AGV and RST.

[Here's all the info you need.](#)




Discover Advanced Riding

Enhance your riding skills with an Advanced Rider course from [IAM RoadSmart](#).

Visit stand 2C01 for an exclusive 15% discount!

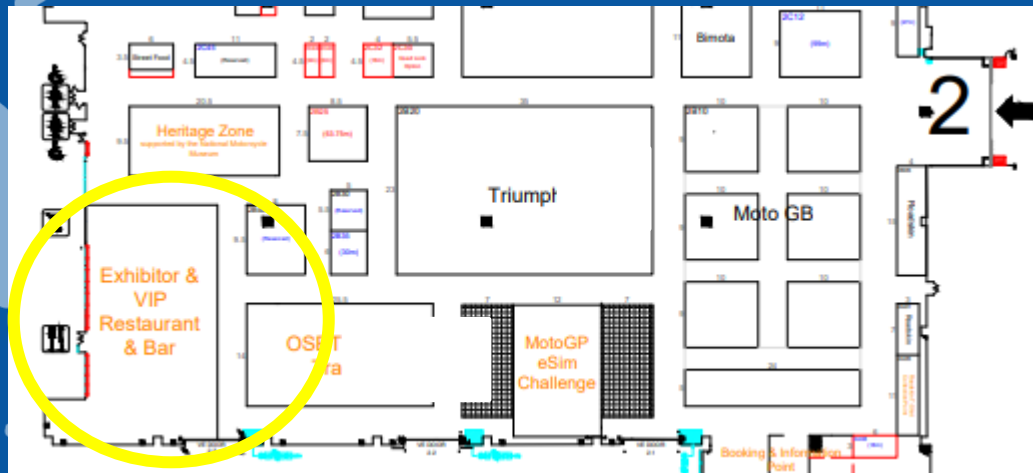
Sponsored feature



WIN! WIN! WIN!

EXHIBITOR & VIP LOUNGE

Whether you're looking to extend your presence around the show, reach a B2B audience with B2C visibility, or be the brand associated with the place exhibitors can take a break from their stand – this opportunity affords excellent branding, access to key industry personnel and the opportunity to leave your literature, QR code or message right under the nose of exhibitors.



BESPOKE FLOOR COVERINGS

Have your artwork printed on to carpet or cord; advertise your brand or direct your customers to your stand. A unique way to get your brand in front of visitors, away from your stand.



WHAT DOES IT COST? *

WEBSITE ADVERTISING

FROM £2,100

On rotation with up to 4 other ads, Leaderboard: 728x90px*, PNG, GIF

ENTRANCE BRANDING

FROM £6,500

20sec digital ad, 2x 7m wall graphics, 1x Entrance Box

MULTI-STAGE DIGITAL ADVERTISING

FROM £1,500

72 plays, 20sec, 16:9 advert, MP4 with audio

BARS & CATERING SPONSORSHIP

FROM £7,500

Naming rights for one, two or three, popular eatery spots

HIGH-LEVEL BRANDING

FROM £155 p.sqm

Contact us about sizes – multiple formats available

LEARN TO RIDE PARTNER

FROM £4,500

FMX

FROM £8,000

MOTO TRIALS

FROM £5,000

HALL PERIMETER BRANDING

FROM £155 p.sqm

Contact us about sizes – multiple formats available

NEWSLETTER INCLUSION (69K)

£800.00

EXHIBITOR LOUNGE SPONSOR

From £4,500

BESPOKE FLOOR COVERINGS

Price dependant on m²

*Prices are net of VAT and for exhibiting companies. Non-exhibitor costs available upon request.

THANK YOU

If you have specific ideas as to how you would like to enhance your brand at the show, or you're interested in any of the opportunities detailed, please contact:

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