

TANKFEST®

2024 SPONSORSHIP PACKAGES

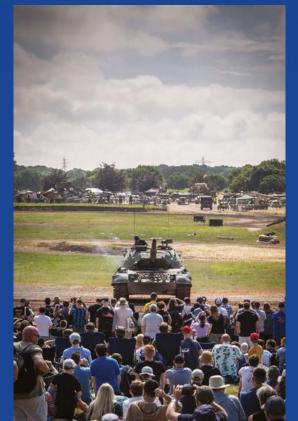


THE TANK MUSEUM

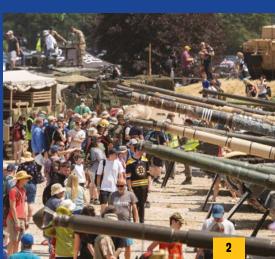
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THE WORLD'S BEST DISPLAY OF HISTORIC MOVING ARMOUR RETURNS FOR THREE EXPLOSIVE DAYS IN JUNE!

Every year, 24,000 visitors come to Dorset for three full days of tank action, with live displays, battle re-enactments, demonstrations, and living history.

With the site open to ticket holders for 9 hours each day, sponsors get excellent exposure throughout the weekend.

The TANKFEST site includes many sponsorship opportunities, from putting your branding on the shop marquee or fencing at the Admissions gate, to displaying video adverts on the big "Tank TV" screens in the Main Arena, Stage, and Bar areas.

With TANKFEST live-streamed on The Tank Museum and World of Tank's YouTube channels, Twitch and social media, sponsors with branding on the grandstands and Kuwait Arena will get massive worldwide reach – the livestream of TANKFEST 2022 has had nearly 2 million views to date.

TANKFEST AREAS

TANK TV ADVERTS

Do you have incredible video adverts that you'd like to share with an engaged audience? "Tank TV" shows close-up and historical footage to visitors within the arena, as well as in screens beside the Café, bar and picnic seating areas.

Between each show segment there are opportunities for sponsors to advertise to this highly engaged, captive audience, while they are enjoying their lunch or waiting for the next part of the display to start.





TANKFEST UNLIMITED VIP HOSPITALITY OFFERING

By sponsoring the premium hospitality offering, you are getting in front of TANKFEST's highest spending visitors.

This sponsorship includes branding all elements, from the emails they receive, the lanyards they will be wearing around the site, and the VIP grandstand itself. As TANKFEST is live streamed on The Tank Museum's and title sponsor World of Tanks' channels as TANKFEST Online, your branding will be seen by millions around the world.



GRANDSTAND SEATING

As well as the hospitality offering, TANKFEST visitors can choose to upgrade to a grandstand seat. Branding the grandstand will ensure you are seen by all the visitors on site, and via TANKFEST Online.

THE TANK MUSEUM'S AUDIENCE

OVER 100K

EMAIL SUBSCRIBERS



400K+

FOLLOWERS ON FACEBOOK



560K+

SUBSCRIBERS ON YOUTUBE



100K+

MONTHLY USERS ON TANKMUSEUM.ORG



KEY TANKFEST DEMOGRAPHICS

Tank fans from around the UK join local families at one of Dorset's largest events.

ESTIMATED

PEOPLE OVER
3 DAYS

•••

77%

MALE



48%

VISITORS UNDER 34



45%

ATTENDING AS A FAMILY









WORLD OF TANKS 2024

Headline Sponsor of Event and Live Stream

Presence on all branding; Emails, Merch, Specific Site Infrastructure, Admissions Area, Arena

3mx3m Stand at event

Co-host TANKFEST Live Stream

Minimum of 20 advert slots on Tank TV and Stage screen per day

Full page Programme advert

Logo present in all pre and post event emails

30 free tickets to give away

4 x Chairmans lunch tickets

Inclusion in all press releases

Branding on The Tank Museum's website





£9,000 +VAT

Onsite branding - Heras panels x6, logo on site map

Exclusive branding on Stage

3mx3m Stand at event

Minimum of 15 advert slots on Tank TV and Stage screen per day

Full page Programme advert

One story in main e-newsletter

Linked logo in pre-event emails to TANKFEST ticket holders

Inclusion at least one TANKFEST press release

Featured in 3 social media posts on LinkedIn, Facebook, Twitter and Instagram (including tagging where possible)

30 free tickets to give away

Branding on The Tank Museum's website

Branding in the Kuwait Arena





£6,000 +VAT

Onsite branding - Heras panels x6, logo on site map

3mx3m Stand at event

Minimum of 10 advert slots on Tank TV and Stage screen per day

Half page Programme advert

Linked logo in pre-event emails to TANKFEST ticket holders

Featured in 2 social media posts on LinkedIn, Facebook, Twitter and Instagram (including tagging where possible)

20 free tickets to give away

Branding on The Tank Museum's website





£3,000 +VAT

Onsite branding - Heras panels x4, logo on site map

3mx3m Stand at event

Minimum of 5 advert slots on Tank TV and Stage screen per day

Quarter page Programme advert

Linked logo in pre-event emails to TANKFEST ticket holders

Featured in 1 social media post on LinkedIn, Facebook, Twitter and Instagram (including tagging where possible)

10 free tickets to give away

Branding on The Tank Museum's website





£3,000 +VAT

Branding of the TANKFEST Unlimited Area

3mx3m Stand at event

Minimum of 5 advert slots on Tank TV and Stage screen per day

Quarter page Programme advert

Linked logo in pre-event emails to TANKFEST ticket holders, plus all TANKFEST Unlimited communications

Featured in I social media post on LinkedIn, Facebook, Twitter and Instagram (including tagging where possible)

Branding on TANKFEST Unlimited lanyards and signage

Branding on The Tank Museum's website

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£5000 FOR BOTH +VAT

Branding of the Grandstand Area

3mx3m Stand at event

Minimum of 3 advert slots on Tank TV and Stage screen per day

Half page Programme advert

Linked logo in pre-event emails to TANKFEST ticket holders, plus grandstand communications

Featured in 2 social media posts on Facebook, Twitter and Instagram (including tagging where possible)

4 free tickets with grandstand upgrades to give away

Your company's logo stamp to identify grandstand guests

Branding on The Tank Museum's website

OTHER OPPORTUNITIES



FROM £350 +VAT

- 30 second timeslots available between displays
- Engaged audience
- Shown on the Stage screen and Tank TV



£3000 +VAT

- Branding of the prominent shop marquee at the entrance of the TANKFEST site
- 3x3m Stand at event
- Minimum of 5 advert slots on Tank TV and Stage screen per day
- Half page Programme advert
- 10 free tickets to give away
- Branding on The Tank Museum's website



OTHER EVENTS



SPONSORSHIP INFORMATION

- Prices do not include VAT
- Onsite branding to be paid for/provided by the sponsor, and is not included within the sponsorship price
- Onsite branding to be installed and taken down on mutually agreed dates
- All sponsorship is subject to agreement with our Platinum sponsor
- Full payment is required prior to the event
- Sponsor will need to provide their logo, link to social media platforms, print and film adverts, and copy required for promotion, to meet agreed deadlines

Detailed terms and conditions will be provided with the sponsorship contract

FOR MORE INFORMATION, PLEASE CONTACT: EVENTS@TANKMUSEUM.ORG | 01929 405096







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