



WORLD OF TANKS PRESENTS

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
24K
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 1 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

GRANDSTAND PACKAGE



£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

TANK TV ADVERTS

FROM £350 +VAT

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

SHOP SPONSORSHIP

£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



SOUTH WEST MODEL SHOW

10-11 FEB & 14-15 SEPT 2024

THE BIGGEST MODEL SHOW IN THE SOUTH WEST ATTRACTS 3,500+ MODELLING FANS OVER EACH WEEKEND, AND FEATURES TRADERS AND EXHIBITORS, DISPLAYS, WORKSHOPS AND MORE.




TIGER DAY

27.04.24

28.09.24

TIGER DAY FEATURES THE WORLD'S MOST INFAMOUS TANK, TIGER 131, THE WORLD'S ONLY RUNNING TIGER I. EACH EVENT ATTRACTS 4,500 WWII TANK FANS FROM THROUGHOUT THE UK AND ABROAD. TIGER DAY ALSO HAS PREMIUM OFFERINGS, INCLUDE A GRANDSTAND.

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





THE TANK MUSEUM

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