



RIDE-LIVE-REPEAT



For over 100 years, Motorcycle Road Racing has taken place on the closed public roads of Ireland, where the fastest and bravest competitors challenge themselves between the hedges to take the coveted chequered flag.

The Sport has endured here in the Republic of Ireland, Northern Ireland and the Isle of Man, however the Sport is now growing significantly in Europe and the Far East.

Now is the time to be part of our Sport, to grow your brand both domestically and internationally.



**FAUGHEEN 50**  
*Supporters Club Ltd.*  
www.faugheen50.net

## WHO WE ARE: FAUGHEEN50 SUPPORTERS CLUB



The Faugheen50 Supporters Club was formed in 2000 with our first event being run in 2003. Since then, our club has run successfully and safely brought high speed thrills and excitement to the Faugheen village in Co. Tipperary, bringing nearly 5,000 spectators to the Event each year.

Unfortunately, for the last two years the club was unable to run due to the Governing body for motorcycle sport in the Republic not being able to secure an insurance policy by the Governing body for motorcycle sport in the Republic.

However, through Motorcycling Ireland who are the National Governing Body for Motorcycle Sport, have secured the relevant insurance for the entire sport in 2026 which includes road racing.





FAUGHEEN50 SUPPORTERS CLUB LTD.

**FAUGHEEN50**



Partnering with the Faugheen50 Club offers a unique opportunity to reach a highly engaged sporting audience while contributing to a representative body that aligns with your company's values and objectives. The Club is not simply about providing the Sport with an outlet it is also about local communities across the county, raising awareness and positive engagement among the public with the Sport, developing increased support for local charity partners, finding and securing new ways of media promotion, while promoting the unique value of Irish excitement and passion.



Our supporters include committed individuals, fans engaged communities and groups who themselves are passionate about Motorcycle Road Racing Sport. The Road Racing Sport encompasses many facets of daily life, through family, and friends, from small to medium and large businesses, motorcycle and motorsport fans alike, both here nationally and internationally, while preserving and enhancing the uniqueness of the Sport.

Together, we can create a powerful difference that enhances your brand visibility, securing our sports future and strengthens your commitment to community partnership and sport.

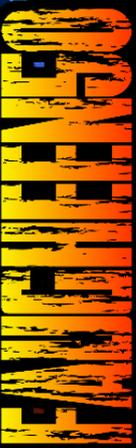


It crosses across national boundaries and reaches huge audiences internationally through all media channels, print media and spectator attendance.

It is a Sport that brings families, communities and people together through excitement, shared experiences and passion.

With your involvement we believe that not only will we secure its future for other generations of racers and spectators, but the opportunity for your company to be showcased to new and expanding markets.





## EVENTS 2026

The MCI Clubs, including Faugheen50 Club will be running several major Road Race Events in the Republic of Ireland with two other additional events to be confirmed. The Road Race Events will be taking place in Walderstown, Co. Westmeath, Faugheen in Co. Tipperary, Kells in Co. Meath, Skerries in Co. Dublin, Athea in Co. Limerick and West Cork MCC. Each event takes place over a full weekend with up to 120 competitors taking part made up of both national and international riders over the 10 races and qualifying.

## ATTENDANCES

On average over 5,000 spectators pay to attend each weekend's action where full practice, qualifying and races take place on Saturday and Sunday during the race season, typically from June to September. These spectators will be made aware of your company's involvement through key advertising hoardings and key strategic placements around the circuit to maximize your company's visual presence at our Faugheen50 event.



## **MEDIA COVERAGE**

The Road Race Events are covered extensively by numerous journalists and photographers, along with a sizable contingent of amateur social media videographers that are vetted and approved by the MCI and club officials. However, this year the MCI is in the final processes of securing a television media deal to show race highlights on various free to air channels in both Ireland and the UK, as well as European broadcast partners. Thus, giving your partnership with the Club and MCI extra positive exposure across the world.

## **SOCIAL CHANNELS**

The Club in association with the affiliated clubs has set up dedicated social media channels showing highlights of classic races, behind the scenes interviews, news, information and competitions, race highlights and corporate advertisements and endorsements. The MCI Roads Team will be actively engaging on each of the platforms, Facebook, YouTube, Instagram, Blue Sky and TikTok. Your partnership with the Club will be predominantly highlighted on our growing list of followers and subscribers over the coming years.



FAUGHEEN50 SUPPORTERS CLUB LTD.

**FAUGHEEN50**

**THE FAUGHEEN50, AT THE HEART OF OUR COMMUNITY....**



# VISUAL PRESENCE

It is our goal to ensure that your partnership with our company and sport is easily recognisable and memorable, with a consistent visual identity that resonates with yours and our target audiences, across all platforms, media channels and at our event.

Our target audience has proved over the years that they take keen notice of our sponsorship partners and have shown brand loyalty when it comes to \*supporting and engaging with Sponsorship Partners, locally, nationally and internationally.

The aim of the Faugheen50 Club and the governing body is to both grow the sport domestically and partner with international organisations to ensure that the sport grows and develops beyond borders. This in turn will result in an increased marketing, business and sales potential for your company in association with our Club and the MCI.

*\*The Club's most recent survey in 2024 showed that our fans and supporters were 80% more likely to support companies through brand/services and sales who advertise or were corporate partners associated with the sport and clubs.*



## THE SPORT

- Develop additional Road Race Events in 2026 and 2027.
- Create a dedicated youth academy and youth championship.



## MEDIA

- Create engaging social media content.
- Secure long term media partners, online and through mainstream broadcasts.

## BRANDING

Your commitment through sponsorship will see your company name added to our online platforms and social media channels. It will also be ever present on merchandise (subject to investment) and on all clothing and racing apparel produced by the Club. In addition, all print and digital media for events will prominently carry your company logo and information.

## FEATURED PRESENCE

With over 20,000 spectators attending all race events, and nearly 5,000 spectators, officials and riders, attending the Faugheen50, your company will feature prominently through strategic advertisement placements on the circuit which will be incorporated at key spectator points, as well as at key locations to maximise your company's visibility through photojournalists and camera placements.

## OPPORTUNITIES

The Faugheen50 Club will continue to grow the sport through non-race events such as Podcasts, Press/Media Launch Nights, Social Events such as Award Ceremonies, Club Events and Rider/Sport Interview Events. These events as part of your investment will provide additional marketing opportunities for your company and will also feature opportunities for your company to address a highly engaged audience.



## SPORT INSIGHT

- Our Sport is gender inclusive.
- Safety is the number 1 priority for participants, officials, and spectators.
- Over 120 highly skilled licensed participants.
- Our Road Race Clubs play a significant role within their locales and communities.
- Sport has become not just inter-generational but brings new spectators and markets to sport, year on year.

## OUR AUDIENCE, YOUR MARKET

- Age range: 8 to 86 years old. • Location: Nationwide (and Local areas within 50km of each event), and internationally from the UK, Europe and Asia.
- Interests: motorcycles, motorcycle road racing, gaming, touring events, socialising with friends and family, motorsport interests, engaging on social media, adventure activities, sport, local culture, community support, volunteering, shopping, winter sports, personal development, music, content creators, photography/video production, cinema, festivals and travel/camping.
- Influences: Brand loyalty, support and engage with local businesses and our charity partners, spend locally and online, make purchases and shop through stores, purchase the Club's sport associated apparel/merchandise/goods including drinks, beverages and food items, club/rider or organisational endorsed products, suppliers or services.





# SPONSORSHIPS

WE OFFER A RANGE OF SPONSORSHIP OPPORTUNITIES TO SUIT YOUR BRAND'S NEEDS AND MARKETING GOALS:

1. TITLE SPONSORSHIP
2. RACE SPONSORSHIP
3. DIGITAL SPONSORSHIP
4. CLUB SPONSORSHIP
5. IN-KIND SPONSORSHIP





### **EVENT TITLE SPONSORSHIP**

Reserved for a top-tier partner who wants exclusive branding and naming rights to one of our core programs or events such as the 2025 Road Race Series, which covers our Faugheen50 Event. Benefits include premium logo placements at Faugheen50 Event, media mentions, and a customized package advertising package valued between €2,000 and €2,500.

### **INDIVIDUAL RACE SPONSORSHIP**

Support a specific Race at the Faugheen50 Road Races Opportunities include branding at the event, speaking opportunities and featured content in our club communications. Customized advertising package valued at €500 to €750.

### **CLUB SPONSORSHIP**

Running a Road Race Event is expensive, more than €100,000 per event and as the saying goes, and it's true, every little helps. If your business or organisation can contribute in some way our Club would be very grateful and will work to promote your assistance.

### **DIGITAL SPONSORSHIP**

Gain visibility through our digital platforms, including website ads, sponsored content, email marketing and social media shoutouts. Packages start at €1,500.

### **IN-KIND SPONSORSHIP**

Provide products or services that support our work (e.g. technology, marketing, professional services) and receive recognition in alignment with the value of the contribution.

Your sponsorship may be tax deductible as a business cost: If a sponsorship provides significant promotional benefits (logo on materials, brand exposure), it's often treated as an advertising expense, fully deductible against trading profits.

# PREMIUM SPONSORSHIPS



Level	Investment	Digital exposure	Speaking opportunity	Networking access	Tickets/ passes	Advertisement size
<b>Platinum Title sponsor</b>	€7,000	Featured on all channels	Keynote address	VIP access	10 to the Faugheen 50 Events	Full-page in all Faugheen50 Newsletters, Print Media, Race Programs.
<b>Gold sponsor</b>	€5,000	High visibility	Panel discussion	Priority access	8 to the Faugheen 50 Events	Half-page in all Club Newsletters, Print Media and Race Programs.
<b>Silver sponsor</b>	€3,000	Standard inclusion	Guest speaker	Priority access	6 to All Faugheen 50 Events	Quarter-page in all Club Newsletters, Print Media and Race Programs.
<b>Bronze sponsor: Race Sponsor</b>	€1,000	Logo placement	N/A	Priority access	4 to All Faugheen 50 Events.	Logo only in all Faugheen50 Newsletters, Print Media and Race Programs.



# SPONSORSHIP BENEFITS

We believe in creating meaningful partnerships that provide value for our sponsors. Here are some benefits you can enjoy as a sponsor:

- Brand visibility: Increased exposure through our digital and offline channels, including newsletters, social media, websites and events.
- Networking opportunities: Connect with our community of supporters, volunteers and other corporate partners.
- Corporate social responsibility (CSR): Align your brand with a respected nonprofit and demonstrate your commitment to social causes, communities and motorcycle sport.
- Customisable engagement: Tailor your sponsorship package to ideally meet your specific marketing and CSR objectives.
- Engaged consumers and markets that have demonstrated Brand loyalty to sponsors and corporate partners over the years both nationally and internationally.

**WITH YOUR SUPPORT WE CAN GROW THE SPORT AND ASSIST YOUR BRAND AND COMPANY TO BE SYNONIMOUS WITH COMMUNITY AND THE PURSUIT OF EXCELLENCE THROUGH INCLUSIVE SPORT.**



## **OBJECTIVES**

### **Raising the positive Profile of the Sport and your Brand association.**

The Faugheen50 Supporters Club Ltd. are working to secure company partners with experience and insights of the sport, to bring Irish Road Racing Events to both National and International markets through mainstream channels and European broadcast channels, as well as our governing body, the MCI partners and Clubs dedicated social media channels. This in turn will highlight your brand and identity and your commitment not just to the sport, but to communities across Ireland.

### **Commitment to Sustainability as joint Partners**

We are acutely aware of the need to reduce as a sport its reliance on carbon fuels, and to examine all alternatives to fuels that will harm our environment. The club and the MCI are currently examining the introduction of biofuels for racing machinery, while offsetting our sports carbon footprint by planting trees and hedgerows in our communities for the benefit of future generations, locally, nationally and globally. The Club has already formulated a targeted response to the eco-safety disposal and use of carbon products in our sport, and while it is a start, with your partnership we can make a difference to climate commitments.

### **Access to Sport through Inclusion, diversity and equality.**

Statistics show that 1 in 5 children leave structured sports by the age of 13. Not all children and young people gravitate towards mainstream sports, and with over a century of motorcycle racing heritage, many children and young people want to get into our sport. Thankfully our sport can pride itself that those taking part are free of gender discrimination, or division, where everyone competes based on talent and ability, nothing else. Your partnership with the RRAI will ensure that children and young people will have a tangible avenue into sport, create a community that positively supports mental health, a sense of place through their sport and clubs and hope for the future.

These future stars and participants will be your brand ambassadors and customers in the years to come. So please Consider supporting the Faugheen50 Supporters Club Ltd, and the FAUGHEEN50 ROAD RACES HERE IN THE HEART OF CO. TIPPERARY.



## CONTACT DETAILS



[paulnpower45@gmail.com](mailto:paulnpower45@gmail.com) (PRO)



[www.faugheen50.com](http://www.faugheen50.com)



+353(0)87 7824677



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