

***Santa Pod***

RACEWAY

***MEDIA & SPONSORSHIP PACK***



***WWW.SANTAPOD.COM***

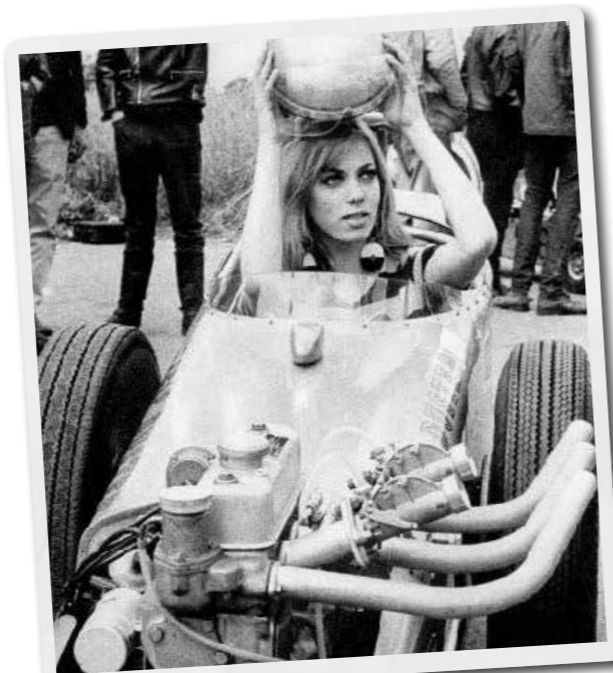
## THE SANTA POD STORY...

**AS THE YEARS ROLL ON, IT'S HARD TO BELIEVE THAT SANTA POD RACEWAY HAS BEEN ORGANISING, RUNNING AND PROMOTING DRAG RACING EVENTS FOR OVER 60 YEARS!**



When RAF Podington, a second World War airfield was decommissioned in 1960, the disused runway was converted into a dragstrip and Santa Pod Raceway was established as Europe's first permanent drag racing venue.

Santa Pod opened its gates in 1966. What started back then as a fledgling facility and a fledgling sport for that matter, has today become a major motor racing venue and part of a global motorsport.



The events that we host today at Santa Pod have reached a very different level from those of 1966 and those early drag racing pioneers could never have envisaged just how far their hobby and passion has come today.



The current calendar is impressively diverse and might seem to exceed the definition of "motorsport" as perceived by many people. In many ways it seems far removed from the straightforward, drag racing-only schedule of the early years yet it remains true to the pioneering "Santa Pod spirit" of those first days. That perhaps is the secret of Santa Pod's success. It is a central part of a sport in which it has played a key development role.

Today, Santa Pod is a wide-ranging entertainment venue with a dragstrip at its heart, offering a diverse weekly programme of events running from February to November. The present management team, headed by CEO Keith Bartlett, has been in charge for 20 years. Over 400,000 visitors pass through the gates annually to attend an array of lifestyle, motor-enthusiast and family events in addition to the 'conventional' drag races which remain the venue's core.



**"SANTA POD IS A PLACE THAT YOU COULD CALL "OFF THE WALL" - "STREET COOL" EVEN - A VENUE THAT INVITES LEVELS OF EXPERIENCE, PARTICIPATION AND INVOLVEMENT THAT STRETCH BEYOND THE REALMS OF MERE SPECTATORSHIP!"**

**THE HOME OF EUROPEAN DRAG RACING**

OVER **70** EVENTS PER YEAR

LOCATED IN THE HEART OF 'MOTORSPORT VALLEY'

BEST KNOWN & BUSIEST DRAG STRIP OUTSIDE THE USA

**BIGGEST** FOLLOWING OF ANY DRAG STRIP IN THE WORLD

HOME OF EUROPEAN DRAG RACING SINCE 1966

**40,000+** ANNUAL FOOTFALL

**#1** FOLLOWING OF ANY UK MOTORSPORT VENUE

**#1** FOLLOWING OF ANY UK MOTORSPORT VENUE

WORLDWIDE BRAND

CENTRALLY LOCATED 1 HOUR AWAY FROM LONDON & BIRMINGHAM

LICENSED TO OPERATE **365** DAYS A YEAR



**THE EVENTS...**

Santa Pod hosts an eclectic mix of over 70 events throughout the year, ranging from European and National Drag Racing to family events and VW to lifestyle and festival events. Specialist events include Japanese, Ford, BMW, Vauxhall and German marque events. Add in a selection of Public Track Days and Public Drift Days.

FESTIVAL OF POWER	GTI SPRING FEST	SPRINGSPEED NATIONALS	The Fast Show
NOSTALGIA NATIONALS	Jap Show	VW BREAKOUT	DOORSLAMMERS
THE MAIN EVENT	THE VAUXHALL Show	STREET WEEKEND	TRUCK TAKEOVER
SPORTSMAN NATIONALS	PodStock	BMW SHOW	Dragstalgia
PULLUP	SUMMER NATIONALS	THE BRITISH NATIONALS	MUSTANG NATIONALS
THE FORD SHOW	BUG IN FESTIVAL	USC	MOPAR EURO NATIONALS
GTR FESTIVAL UK	GREENLIGHT NATIONALS	MONSTER TRUCK NATIONALS	VW ACTION
THE EURO FINALS	THE ORIGINAL Hot Rod DRAGS	NATIONAL FINALS	DAS GTI SHOW
Jap Show	FLAMES & THUNDER	public track days	public drift days

FIA/FIM CHAMPIONSHIP DRAG RACING • FAMILY EVENTS • MODIFIED & PERFORMANCE EVENTS  
SPECIALIST EVENTS • FESTIVAL & LIFESTYLE EVENTS • NOSTALGIA EVENTS • PUBLIC TRACK DAYS & DRIFT DAYS

## MEDIA EXPOSURE

Santa Pod continues to attract a wide range of print and online media exposure ranging from event/race reports, news features and racer profiles to technical analysis, magazine photo-shoots, and general profiles of the sport and the venue.

Santa Pod enjoys vast TV audiences, not only from its own televised race and event coverage, but also through the myriad of other productions that choose to use its safe and welcoming environment to act either as a respected proving ground – or ready-made production back drop.

### ALL MAJOR EVENTS ARE HEAVILY MARKETED ACROSS A NUMBER OF PLATFORMS

- DIRECT MAIL
- NATIONAL AND LOCAL PRESS
- LEAFLET DISTRIBUTION
- SOCIAL MEDIA
- EMAIL DATABASES
- RADIO
- TV
- EXHIBITIONS



## SANTA POD ONLINE

[WWW.SANTAPOD.COM](http://WWW.SANTAPOD.COM)

- www.santapod.com attracts over 4.4 million unique visits a year
- Santa Pod operates 14 different event websites
- Major sponsors are featured via rotating logos on the homepage plus on a dedicated sponsors links page
- Lane sponsors have an enhanced profile on the sponsors page



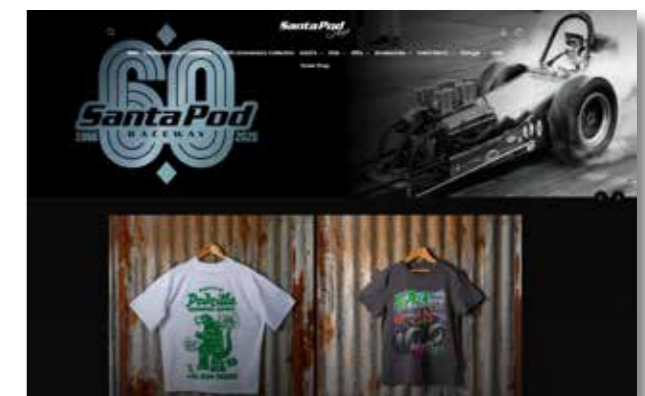
### TICKET SHOP



- Ticket provider and platform
- Tickets are available to buy 24 hour
- Print at home' e-ticket option.



### MERCHANDISE



- Official Santa Pod Online Shop: [www.santapodshop.com](http://www.santapodshop.com)
- Championship/Event Merchandise
- Men, Womens & Kids Clothing
- Souvenir Accessories & Gifts
- VP Fuel, Millers Oil, Draper Tools
- New Click & Collect service



# SOCIAL MEDIA

THE LARGEST SOCIAL MEDIA FOLLOWING OF ANY MOTORSPORT VENUE IN THE WORLD.



**415K+ FOLLOWERS**

- Updated daily with event news, galleries, competitions and entertaining video content featuring sponsor partners where appropriate.
- All activity carefully managed for maximum reach and engagement.



**73.7K+ SUBSCRIBERS**

- Livestream multiple race classes and championships across the year.
- YouTube Shorts content.
- Event highlight promo videos
- Continually updated with new content throughout the season.



**208.3K+ FOLLOWERS**

- TikTok is our fastest growing social media platform.



**1.4K+ FOLLOWERS**

- Showcasing business updates, events, projects and services
- Press releases
- Job vacancies



**15K+ FOLLOWERS**



**169.5K+ FOLLOWERS**

- Instagram is our second largest social media platform.
- With the introduction of Insta Reels, we've seen a huge increase in engagement and followers.



# LIVE WEB STREAMING



- Full camera productions at major events, with "lite" productions at other events.
- Streamed live on YouTube and Facebook.
- Sponsor exposure via content and on screen graphics where relevant.
- Views across all events average over 1.6M per year.
- Broadcast in 61 countries.



	ALL EVENTS	DOORSLAMMERS	FIA MAIN EVENT	FIA EUROPEAN FINALS
	FACEBOOK & YOUTUBE	FACEBOOK & YOUTUBE	FACEBOOK & YOUTUBE	FACEBOOK & YOUTUBE
<b>REACH</b>	<b>12M</b>	<b>1.2M</b>	<b>1.6M</b>	<b>2.3M</b>
<b>VIEWS</b>	<b>1.6M</b>	<b>118,618</b>	<b>233K</b>	<b>360K</b>
<b>PEAK CONCURRENT</b>	<b>3409</b>	<b>1794</b>	<b>3060</b>	<b>3409</b>
<b>AVERAGE WATCH TV</b>	<b>00:12:43</b>	<b>00:22:15</b>	<b>00:15:30</b>	<b>00:11:13</b>

\* HIGHEST FIGURES IN ANY GIVEN YEAR.

## VENUE BRANDING

- Track advertising and branding continues to be one of the most popular forms of advertising for our sponsors and partners.
- The venue offers numerous locations both on and off-track for high profile visibility.
- Prime locations achieve exposure from the media and spectators alike.

### RACE TRACK WALLS



- 3m Track Signs £3000+vat (set of 4)
- Great for name awareness and corporate branding

### SPECTATOR GRANDSTAND



- 9m Large Scale Hoarding £3000+vat
- Great for awareness plus more detailed messaging/graphics

### START LINE BILLBOARD



- 6m x 3m large scale hoarding £3500+vat
- Great for high visibility messaging to race teams and captured in the classic start line shot!

### EXIT ROAD BILLBOARD



- 6m x 3m large scale hoarding £3500+vat
- Great for high visibility messaging to all visitors when exiting the venue.

All prices for an entire season. Discounts available for multi-seasons & packages.

## VENUE BRANDING

Additional branding locations are available on or around the race track itself including:

### VENUE ENTRANCE



### START LINE/RACE CONTROL



### LIVESTREAM LOCATIONS



# ADVERTISING

## ANNUAL EVENTS CALENDAR

- Profile for major partners/advertisers
- In excess of 1 million copies printed
- DL & A5 format
- Distributed within magazines including Motorsport, Top Gear, Caravan & Motorhome
- Distributed within National newspapers

## OFFICIAL EVENT SHOW GUIDES

- Profile for all partners/advertisers
- Full colour show guides are produced for all major events
- A4, A5 format and pocket guides
- Free to spectators at certain events
- Small charge at major events

Advertising rates:  
Full Page: £400+vat  
Half Page: £250+vat  
Quarter Page: £160+vat

## NITRO FM OFFICIAL RADIO STATION

- Opportunities for commercial advertising
- Santa Pod's own radio station broadcasting at all major events to the venue and online
- Featuring live event commentary, news, interviews and competitions



# PARTNER AND SPONSORSHIP OPPORTUNITIES

Partner with Santa Pod to increase sales, strengthen your brand and connect with our racers, fans and followers. Opportunities include:

- Official Santa Pod Partners
  - Left Lane Sponsor
  - Right Lane Sponsor
- Event Title Sponsorship
- Drag Racing championship and class sponsorship
- Branding of live streamed event coverage
- TV packages
- Track signage and venue branding
- Co-branding of official merchandise
- Product placement in the Santa Pod Garage
- Trade stands
- Print advertising in programmes, calendars and other media
- Nitro FM radio advertising
- Hospitality packages
- Ticket incentives
- Promotional opportunities

“ Our partnership with Santa Pod Raceway continues to grow, and the 60th Anniversary season provides the ideal platform to showcase products like our EE Performance range. ”

**TONY LOWE**  
MANAGING DIRECTOR AT MILLERS OILS

## BEYOND SANTA POD RACEWAY...

Santa Pod Raceway is owned by Trakbak Racing Limited, but is also rights holder to a number of national and international race series. If you want to connect with drag racers, fans and followers around the UK, Europe and Internationally talk to us about:

- International Event Title Sponsorship
- International Drag Racing Championship and Class Sponsorship
- Licensing the Santa Pod brand and co-branding
- Branding of our travelling vehicles, show cars and contracted race teams

“ Building on the success of last season, we're proud to expand our partnership with Santa Pod Raceway and become the Official Detailing Partner for 2026. The Show & Shine competitions bring together some of the most passionate vehicle owners in the UK, and we're excited not only to support the full calendar of events but also to make our products available on-site all season long. ”

**LANCE BOSELEY**  
MARKETING DIRECTOR AT DIAMONDBRITE

“ Santa Pod Raceway is an iconic venue with a passionate and dedicated audience, making it a perfect fit for Kestrel. ”

**JOEL MCNALLY**  
SENIOR BRAND MANAGER AT KESTREL BEER

**SantaPod RACEWAY EVENTS CALENDAR 2026**

Logos: FIA, FIM, KESTREL, SladeTurks

KEY: CAR SHOWS, DRAG RACING, FAMILY, RESTORATION, MOTOROLA, TRACK DAY, NIGHT RAY, PUPPETS, 60th ANNIVERSARY

SANTAPOD.COM

## RETAIL OPPORTUNITIES

### TRADE/PROMOTIONAL SPACE



- Competitively priced pitches available at all major events
- Minimum 3m frontage with 2 event passes from £75 - £275+vat depending on event
- Discounts available for multi-event bookings
- Full exhibitor pack available on request or online at [www.santapod.com](http://www.santapod.com)
- High profile promotional/sampling arenas also available from £1250+vat

### RETAIL OPPORTUNITIES



- The "Garage" shop is open for all events
- Permanent retail or promotional space is available for selected partners
- Available to complement a marketing package – certain criteria may apply

### CO-BRANDED APPAREL



- Sponsor opportunities exist to co-brand key Championship apparel
- Minimum 2 year contract required

### SHOW PROMOTIONS



- Santa Pod Raceway may offer display cars at key events for any special promotions
- Available to complement a marketing package – certain criteria may apply

## CORPORATE HOSPITALITY

- Santa Pod offers a range of hospitality packages for corporates, individuals or groups all with premium race viewing. Hospitality is available at the following events:
  - Festival of Power (Easter)
  - FIA European Drag Racing Championships – 'The Main Event' (May)
  - Dragstalgia (July)
  - FIA European Drag Racing Championships – 'The European Finals' (Sept)
  - Flame & Thunder (Oct)
- Five different packages starting from just £169 per head
- Private startline balcony suites available to hire for max 12 people



### THRILL RIDE



Santa Pod's Two Seater passenger dragster provides the ultimate Thrill Ride for adrenaline junkies!

- Designed for the very bravest of fans, experience the G-force as you accelerate down the quarter mile faster than a fighter jet!
- 0 – 170mph in 8 seconds, the fastest Two Seater passenger ride in the UK!!
- Startline to ¼ mile in 8 seconds at 170mph

Hospitality and Ride Only Packages available starting from £525.

### VENUE HIRE



Santa Pod Raceway is available for your private or corporate event. Options:

- Use of the Drag Strip with full timing system and crew
- Use of paved arena areas
- Full safety crew
- Fully prepped track
- Function rooms with view of the track
- Catering and Bar facilities

“ The Santa Pod team were fantastic in delivering an unforgettable event. From the initial brief, to on event support, they went above and beyond to deliver an experience that is still talked about today by our guests, and went far beyond our expectations. It's a must-do activity, and the strip provides a spectacular and unique venue – we've never ran an event which created such a buzz throughout the group!

”

**FORD OF BRITAIN**

***SantaPod***  
RACEWAY

SANTA POD RACEWAY, AIRFIELD ROAD, PODINGTON, NR. WELLINGBOROUGH, NORTHANTS NN29 7XA.  
SIGNPOSTED FROM J14/15 M1. TELEPHONE: 01234 782828

***WWW.SANTAPOD.COM***