

Calling all
Sponsors!



**Come on Nottingham,
Let's Soapbox!**



SUNDAY 10 MAY 2026

www.supersoapboxchallenge.co.uk/nottingham



SUPER SOAPBOX CHALLENGE

NOTTINGHAM 2026



Introduction

It's in Nottingham are excited to host the very first Nottingham Super Soapbox Challenge on Sunday 10 May 2026!

Run in conjunction with professional event organiser The Super Soapbox Challenge Company, this will be a fantastic, fun-filled family event which will welcome around 20,000 spectators to Nottingham's Old Market Square.

We're inviting sponsors to be part of this exciting and memorable occasion, right in the heart of the Nottingham – read on to find out how you can get involved...





Exclusive sponsorship opportunities

As a potential sponsor, please take a look at this unique event's benefits:

- A fun-filled family day that leaves a lasting impression
- Accelerates the feel-good factor for Nottingham and your business
- Creates a legacy event for your brand and build on it annually
- Engenders community spirit by engaging harder-to-reach social groups
- Delivers substantial charity donations through the team entries
- Generates massive advertising-equivalent brand exposure
- Positions your brand as a major exponent of Nottingham's resurgence

Then, of course, there are the financial benefits:

- A predicted attendance of at least **20,000**
- Attracts up to 25% of the attendees from outside the region
- Total local spend on the day of the event of **£500,000**
- **6 million brand exposures** through extensive marketing
- That's an advertising equivalent of nearly **£90,000**
- Charity donations through the team entries of **£30,000**

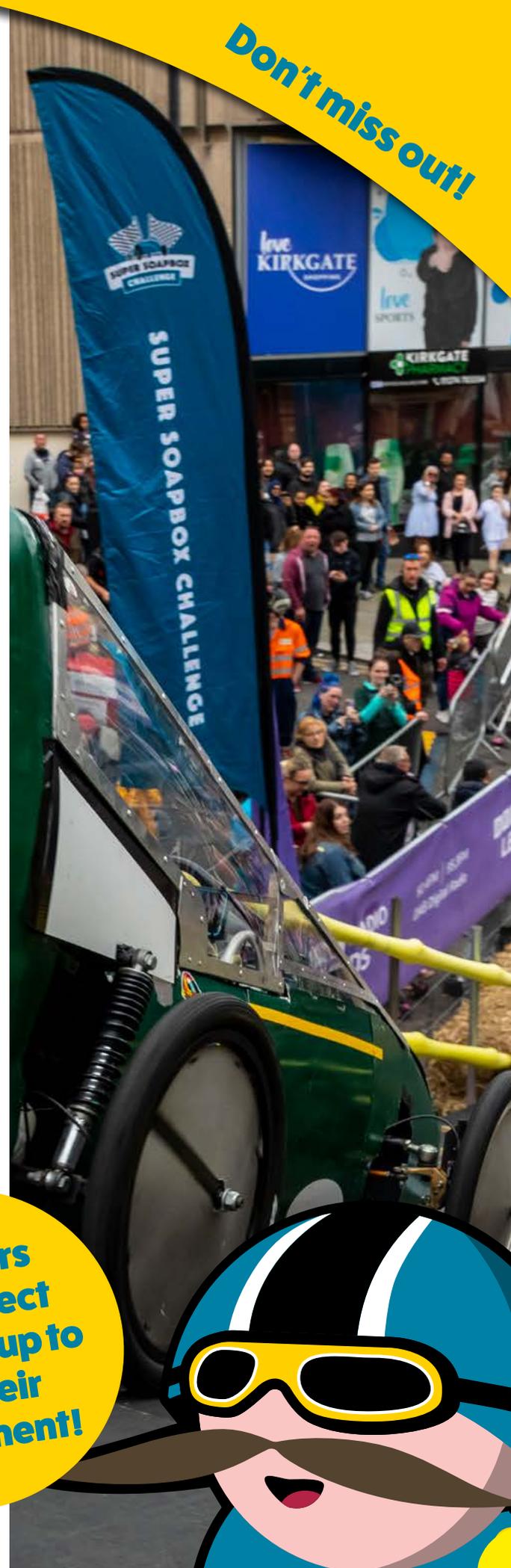
These are not wild guesses but realistic facts based on previously audited experience. For example, this event in York generated £1,216,455 of spend on the day with 671,051 Facebook impressions.



What a great day, the atmosphere was electric and the city abuzz on Sunday. It was a lovely, chilled atmosphere and such a family friendly event. It was busy everywhere and queues out of many doors. Congratulations to everyone."

Dan Bates – Executive Director,
UK City of Culture 2025

Sponsors can expect an ROI of up to 10X their investment!



Sponsorship

We've created a range of different, exclusive sponsorship offerings but we're also very flexible and can build you a custom-made package to suit your exact needs and budgets. These are a few of the opportunities available but please contact us to discuss your requirements.

Principal Sponsor:

Become the name behind this fantastic event with the whole host of marketing and promotional opportunities that go with it.

We can also include any of the other sponsorship opportunities below in the Principle Sponsor's comprehensive package at a special but reduced cost.

- Overall event branding
- Imagery on all event materials
- Right to use of the event name on all promotional materials
- Exclusive V.I.P. access to the event
- Branding on all event materials
- Company logo on all event materials
- Audio mentions and inclusion on event marketing materials
- Inclusion on the dedicated web site
- Prize-giving opportunities
- Your name on one of the cups given as prizes
- Exclusive social media posts and local media exposure
- Ability to hand out your own promotional materials
- Meet and greet with photo opportunity with our star guest
- Many, many other photo and PR opportunities

Reserved by

IT'S IN NOTTINGHAM



Available!



Start Ramp Area Sponsor: £5000

The start ramp is the focal point of the entire course so your brand will have massive exposure, especially as it will constantly be on the big screens.

- Large logo on ramp front
- Full branding of the start archway
- Teardrop flags or branded banners around the top of the ramp
- Printed scrim along both sides of the first section of the course
- Your ad or video on the Big Screens
- Audio mentions and inclusion on event marketing materials
- Inclusion on the dedicated web site
- Your name on one of the cups given as prizes
- Exclusive social media posts and local media exposure
- Ability to hand out your own promotional materials
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What a brilliant day yesterday, the footfall in the centre was up over 32% week on week and up by almost 14% on last year's Soapbox challenge. The whole city centre was buzzing, and it was great to see so many smiling faces! We are looking forward to the next one already!"

Ian Ward – General Manager, The Broadway Shopping Centre

Course Barrier Advertising:

£3500 per 80M

You can't get your brand nearer to the action than printed banners covering a 40 metre section (BOTH sides of the course so 80M in all) of the 200 metre course. Your brand will also be viewed innumerable times on the big screens as our camera crews follow the action.

- Distribute promotional literature or branded items along the course
- Meet and greet and photo opportunities with our celebrity guest, Sir Sidney Cartalot and other mascots
- Your ad or video on the Big Screens
- Audio mentions and inclusion on marketing materials
- Inclusion on the dedicated web site



Available Now
Call for more information!

- Your name on one of the cups given as prizes and inclusion in the presentation
- Ability to hand out your own promotional materials
- Meet and greet with photo opportunity with our star guest, Sir Sidney Cartalot and other mascots
- Many, many other photo and PR opportunities



Finish Line Sponsor: £5000

The finish line is always going to be busy, even after the racing finishes, as it's adjacent to the stage where the prize-giving takes place.

- Full branding of the finish archway
- Printed scrim along both sides of the last part of the course
- Your ad or video on the Big Screens
- Audio mentions and inclusion on marketing materials
- Inclusion on the dedicated web site
- Your name on one of the cups given as prizes
- Exclusive social media posts and local media exposure
- Ability to hand out your own promotional materials
- Meet and greet with photo opportunity with our star guest
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Don't miss out!



Council House Banners:

Individual Banners **£750 each**
or

The full width of 7 banners **£4000**

(Massive savings on the full price of £5250)

This is a great area to sponsor as it's where the crowds gather to see the carts exit the course and where the commentary and prize-giving takes place.

- Distribute promotional literature or branded items in and around your area
- Meet and greet and photo opportunities with our celebrity guest
- Your ad or video on the Big Screens
- Audio mentions and inclusion in marketing materials (for full width only)

Reserved!

Medal Sponsorship: Reserved by Nottingham Trent University

Everyone's a winner at The Nottingham Super Soapbox Challenge. Make a lasting impression by presenting your branded medals at the end of the races.

- Your brand printed on the ribbon of all 200 medals
- The medals are part of the lasting legacy of the event
- Help present the medals at the end of the races
- Your ad or video on the Big Screens
- Meet and greet and photo opportunities with our celebrity guest

Reserved by



Nottingham Trent University



Vodafone partnered with the Super Soapbox Challenge in Bradford, where about 20,000 people attended, paying for a fully branded finish line and stage area. We were delighted that we were so well received and had great engagement with the local community, over-delivering on our internal objectives."

Dawn Whitehead, Regional Sales and Marketing Manager Vodafone



The Centre saw a huge uplift in footfall and the whole city centre was busy. This event always draws huge crowds and gives a really positive feelgood factor. Our businesses have all reported back on a strong increase in trade and dwell time. The carts were all fantastic too and the chosen charities were very well supported!"

Catherine Riley, Centre Manager, The Kirkgate Shopping



Pit Area Sponsorship for Car Dealers: £5000

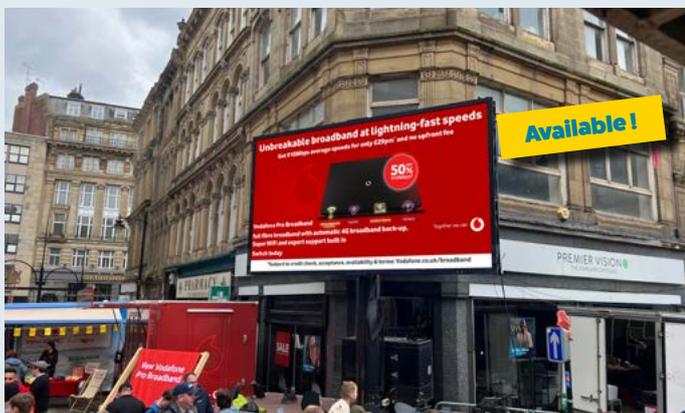
We have a special opportunity for car dealerships. Create your own 'pitch' in the midst of the pit area where all the action starts and finishes.

- Exclusive area within the pits area
- Make your own pitch with the space for up to 6 of your cars
- Fenced off area to keep the crowds out and your customers in
- Branded banners around the fencing with its own entrance
- Distribute literature or branded items in and around your area
- Inclusion on dedicated web site
- Social and local media exposure
- Your name on one of the cups given as prizes
- Meet and greet and photo opportunities with our celebrity guest
- Your ad or video on the Big Screens
- Audio mentions and inclusion on marketing materials
- A truly flexible and unique opportunity

Perfect for sales opportunities!



Sponsors can expect an ROI of up to 10X their investment!



Big Screen Ad: £400

Get your name in front of the entire audience throughout the day with an ad on the big screens

- Our big screens show the scoreboards
- Continual use throughout the day
- Your ad will be on a loop with other ads
- Big screens are at the start and finish
- Strategically located for maximum impact



Prize Cup Sponsorship: £750

Name and present one of eight exclusive branded cups at the prize-giving at the end of the races.

- Present your branded cup with your name on it
- The crowds always gather to see the prize-giving
- The cups are part of the lasting legacy of the event
- Meet and greet and photo opportunities with our celebrity guest
- Audio mentions and inclusion on marketing materials

Fun and new to the Super Soap Box Challenge in Nottingham



Super Soaker Corner: £4000

This is a new feature, specially created for our Nottingham event. In this part of the course, we're going to have a foam machine and some folks armed with super soaker water guns to make it just little but more challenging for our brave entrants. It will get a lot of attention and continual call-outs from our two MCs and includes a 40 metre section - that's BOTH sides of the course so 80M in all of the 200 metre course.

- A very prominent part of the course
- 80 metres of barrier advertising scrim
- Meet and greet and photo opportunities with our celebrity guest, Sir Sidney Cartalot and other mascots
- Your ad or video on the two Big Screens - video or stills
- Ability to hand out your own promotional materials
- Continual audio mentions and inclusion on marketing materials
- Inclusion on the dedicated website
- Your name on one of the prize cups and inclusion in the presentation
- Many, many other photo and PR opportunities

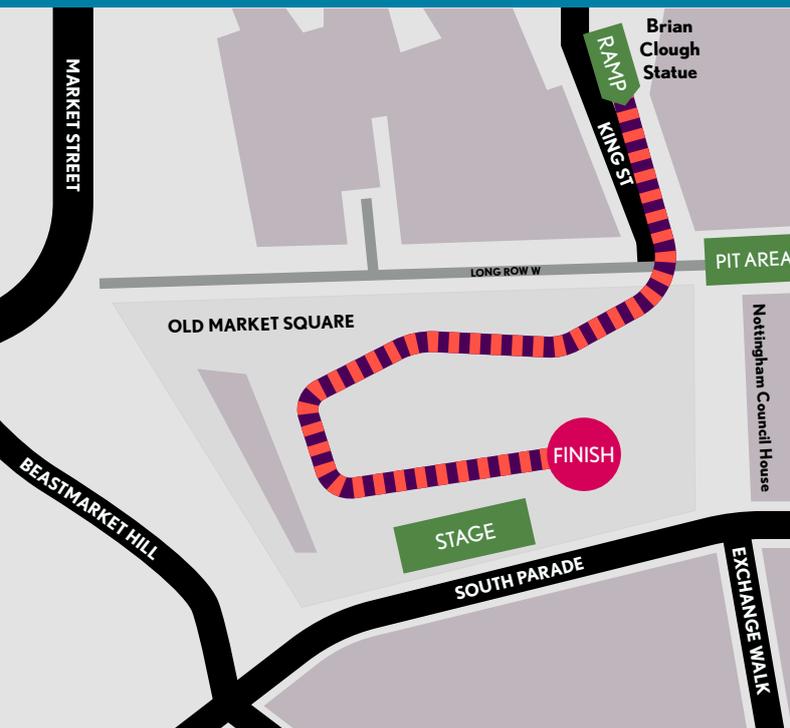
Start ramp Scrim: £2000

This is a full wrap around both sides and the back of our striking 4-meter-high starting ramp, which faces King Street and the Sir Brian Clough statue - a bustling bus route that will be operational on the event day. The start ramp is very much a focal point of the whole event and gets continual coverage on the big screens throughout the day.

- Full branding of the sides and back of the start ramp to your design
- Your ad or video on the Big Screens
- Audio mentions and inclusion on event marketing materials
- Inclusion on the dedicated web site
- Your name on one of the cups given as prizes and inclusion in the presentation
- Ability to hand out your own promotional materials
- Meet and greet with photo opportunity with our star guest, Sir Sidney Cartalot and other mascots
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The Nottingham Route



Press Coverage

Not only will sponsors enjoy all the benefits that are outlined on page 3, they will also be included in our media campaign. We encourage all sponsors to enter a cart into the races as this provides an opportunity for more marketing for your organisation and team who will be featured in the event's general publicity and PR. In addition, you can create your own publicity by promoting your organisation and your team entry through your own marketing channels to really maximise your exposure.

Telegraph and Argos



[READ THE ARTICLE](#)

Newsquest



[READ THE ARTICLE](#)

To discuss these opportunities, or arrange an early meeting, please contact:

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