

Barbican Theatre & Plymouth Gladiators Speedway
present

**PIETROIL
HEADZ**

The logo consists of two lines of text. The top line reads 'PIETROIL' in a bold, italicized, sans-serif font. The letter 'O' is replaced by a stylized tire tread pattern, and the letter 'I' is replaced by a stylized wheel hubcap. The bottom line reads 'HEADZ' in the same font style. The entire logo is set against a solid yellow background.

Watch the launch film created by Diverse...
(please click image to view)



**PETROL
HEADZ**

A high octane bank-holiday weekend spectacle at Plymouth Speedway (27-30 August) showcasing the modified car scene and the surrounding street culture...



**PETROL
HEADZ**

...that'll leave your car windows shaking, make you want to paint your car & jump on it's roof to dance your socks off.

Who said cars were just for driving?



**PETROL
HEADZ**

Our Mileometer

-  **4000+** in live audiences over 4 performances
-  **2000+** via an online stream
-  **18,000+** regularly engaged social media followers
(Barbican & Speedway accounts)
-  **715,000+** combined reach on social media through our
influencer partners
-  **5000+** opted in email subscribers (Barbican & Speedway
accounts)
-  **10,000+** tickets sold for Speedway shows each year
-  **28,300 (avg)** tickets sold for Barbican Theatre
performances each year

PETROL HEADZ

In our passenger seats...

George's Car Media: an influencer in the scene who has

- **4million views & 32k subscribers on YouTube**
- **262k followers and 3.3million likes on TikTok**



Dip Demons are one of the most revered customisation companies within the UK car industry. They have invited Petrol Headz to be part of their premium stand at BHP Fuel Fest (with 5-6k attendees) on 18 July 2021



Platinum selling musical artist, headline DJ, radio host and Hollywood actress Charlotte Devaney joins Petrol Headz as our Live DJ

23.5million views & 27k subscribers on YouTube

21.5million plays on Spotify

174k followers on Facebook

80k followers on Twitter

17k followers on Instagram

**Charlotte
Devaney**

**PETROL
HEADZ**

Maddy V joins Petrol Headz as our MC & Hype Woman

3million+ video views + 71K followers on Facebook

200k views on YouTube

40k plays on Spotify

23.4k followers on Instagram



PETROL HEADZ

Get revved up...

'Pole Position' Main Show Sponsor £3500

(1 available)

- 3m x .8m vinyl banner on NHS gradstand until May 2022 (visible from A38 flyover all year)
- Logo & advert on all show e-tickets & booking page
- Logo on all promotional materials (print & digital with a reach of 250k +)
- A bespoke opportunity to have your brand / product on display at the Petrol Headz show (we are open to suggestions on how to best work with your brand.)
- Thank you message and 'talk up' during one of our bespoke George Car Media films (potential to reach 20-40k+ on YouTube, Instagram and TikTok)
- Framed team photo with Petrol Headz cast on Petrol Headz set
- Representation on our stand at BHP Fuel Fest (18 July in Exeter attended by 4,000+ car - enthusiasts, families and car scene members).
- Logo as main sponsor on Live Stream



Plus....

**PETROL
HEADZ**

'Show & Shine Prize Field' Sponsor £2000 (inc vat)

(1 available)

- Logo on Show & Shine exhibitor goodie tote bags
- Premium stand space in the Show & Shine field
(for 4 public performances)
- Logo on award trophies
- Logo (with link to website of choice) on all Petrol Headz promotional emails sent
(Barbican & Speedway have a combined opted in database of 6k+)
- Choose a member of your team to be a part of the judging panel for Show & Shine Prize Field awards
- Logo on all materials sent to show field exhibitors
- Banner / signage on back of Grandstand visible to Show & Shine visitors up to 3m wide x 2m high
- Logo on all Show & Shine Prize Field signage



Plus...

**PETROL
HEADZ**

'Drift Car' Sponsor £1200 (inc vat)

(2 available)

- Logo & brand colours on Barbican Theatre's bespoke drift cars being designed and built for inclusion in the Petrol Headz show
- Banner vinyl advert (2m long x 0.8m tall) on NHS Grandstand until Jan '22
(NHS stand can be seen clearly from A38 flyer over all year)
- Photoshoot with your team and the branded drift car for use on social media + framed photo for own use.



Plus...

**PETROL
HEADZ**

All Petrol Headz Sponsors also get...

- **Up to 2 items + leaflet in our Show & Shine Prize Field exhibitor goodie bags (sponsor to supply)**
- **Logo on supporters page of Barbican Theatre website**
- **Inclusion in social media posts announcing sponsorship**
- **VIP tickets to Petrol Headz premiere (Pole Position x 10, Show & Shine x 6, Drift Car x 4)**
- **Passes to Livestream (Pole Position x 10, Show & Shine x 6, Drift Car x 4)**



**PETROL
HEADZ**

NHS Grand Stand Seating Advert

Vinyl banner on NHS Grandstand until May 2022 which includes visibility at

- Plymouth Gladiators Speedway home meets until October (including 4 live streamed on Eurosport, Disney Plus and Discovery Channel)
- Petrol Headz rehearsals & Live Shows in July and August (also being professionally livestreamed.)

NB. The NHS grandstand can be seen clearly from A38 flyover all year

Banner 1.5m long x 0.8m tall £400

Banner 3m long x 0.8m tall £600

Banner 4.5m long x 0.8m tall £900

Banner 6m long x 0.8m tall £1000

Arena Air Fence Advert

Vinyl banner displayed on air fence within the arena until May 2022. The air fence is visible to all watching the home speedway meets until October and Petrol Headz performances in August. It is also in a prime position to be visible/captured by media coverage (including 4 live streamed on Eurosport, Disney Plus and Discovery Channel and the Petrol Headz live streaming)

Banner 5.5m long x .75m tall £650

Prices above include production, fitting charges and vat.

Artwork must be supplied by the advertiser as a 300dpi jpeg or pdf. If design/artwork production is required please add £150 to the price of your banner.



***PETROL
HEADZ***

PETROL HEADZ

In the driving seat...

Barbican Theatre have been working for 40 years to inspire the next generation of artists and entrepreneurs to find their creative voices, which are often unheard.



**PETROL
HEADZ**

The Barbican's CEO is award winning choreographer Laura Kriefman, who specialises in making innovative and accessible shows in unique spaces



**PETROL
HEADZ**

With a highly experienced core team of professionals in production, technical, marketing, finance, event management, theatre, music, and dance.



**PETROL
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In 2021 Plymouth Gladiators were promoted to the UK Speedway Championship which guarantees at least 4 home meets live streamed on Eurosport 2 (and associated free to stream channels) which has 157 million subscribers and annual audiences of 87 million across Europe and Asia.



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For more information please contact Jo Cann
jo@barbicantheatre.co.uk | 07548874407 | barbicantheatre.co.uk



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Barbican Theatre Plymouth



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