

A blue-tinted photograph of a person's face wearing a helmet and goggles. The person is looking down, and the goggles are prominent. The background is dark and out of focus. A yellow text box is overlaid at the bottom of the image.

**STARS' SPONSORSHIP  
OPPORTUNITIES**



“I love the track as it’s one of the best in the country and there is always a good feel about the whole place. The club has a great history and I look forward to every time I have a meeting there.”

**NIELS-KRISTIAN IVERSEN**

Four-time World Cup winner

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# WHAT IS SPEEDWAY?

Speedway is considered to be one of the rawest and most exciting motorsports on the planet.

Four riders race around oval circuits, consisting of shale and dirt, of around 300 metres in length in an anti-clockwise direction for four laps at a time.

To get around the tight corners at high speed the riders have to accelerate to bring the rear wheel out and initiate a 'skid'.

The bikes have no brakes, one fixed gear and run on methanol.

The first man across the line picks up the heat/race win and three points for either his team or himself (individual meeting). The team, or rider, with the most points at the end of the meeting wins.

ZERO TO

60

MPH IN  
3 SECONDS

1

FIXED GEAR

0

BRAKES

7

RIDERS  
PER TEAM

4

RIDERS ON THE TRACK  
AT THE SAME TIME

500

CC ENGINE

15

RACES AT A BRITISH  
LEAGUE MEETING

06





### Level

Premiership (top tier)

### Track Record

Nicki Pedersen/Tom Topinka  
57.60 secs (2002/03)

### Local Rivals

Peterborough Panthers  
Ipswich Witches

### Selected Honours

**Premier League winners:**  
2006, 2007 & 2009

### Knockout Cup winners:

1977, 2000, 2005 2006,  
2007, 2009

The club's senior team may have never won the top-flight (Premier League is the second tier) but are one of Britain's most recognised sides. The struggles of the 1980s have been overcome and replaced with second-tier dominance in the 2000s and a return to the Elite League (now called the Premiership) in 2011 - where Lynn have reached the play-offs twice.



### Level

National League (third tier)

### Track Record

Robert Lambert  
59.50 secs (2013)

### Selected Honours

**Young Shield winners:**  
2005

### Local Rivals

Mildenhall Fen Tigers

The National League is seen as the first major stepping stone on a young rider's career. A host of the sport's top stars, including two-time world champion Tai Woffinden, earned their spurs in the third tier as promising rookies. Lynn's senior side continues to benefit from having a 'second team' with many homegrown talents progressing from it.



“Lynn continues to deliver the fastest racing in the UK - and the sport remains one of the favourites for families. The stadium continues to improve with ambitious management. It’s always a pleasure to visit.”

**NIGEL PEARSON**

Sky Sports presenter & commentator



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# HISTORY OF THE STARS

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## 1950s

Saddlebow Road started staging greyhound meetings from 1951 while a handful of grass track events were held at the stadium in '52 and '53. Stock car racing was also staged at the ground for a couple of years before it was left standing derelict.

## 1960s

Violet and her husband Maurice Littlechild, along with Cyril Crane, obtained a licence to hold speedway meetings at the venue and on Sunday, May 23, 1965, staged their first. It was won by Terry Betts who went on to become a club legend. Lynn were accepted into the British League in 1966.

## 1970s

Maurice Littlechild died of cancer in 1972 and his widow, Violet, became co-promoter alongside Crane. Journalist Martin Rogers' influence at Saddlebow Road grew and he served as general manager between 1973 and 1979. Crowds of around 10,000 attended some of the biggest meetings to be staged at the home of the Stars.

## 1980s

Rogers quit Lynn to become Leicester boss while Crane took on a more hands-on role. He and Littlechild then sold out the speedway promoting rights, but retained ownership of the stadium, to Rogers. In 1988 Bill Barker and Malcolm Simmons came in as new co-promoters as the club sought an upturn in fortunes on and off the track. The decade will, however, sadly be remembered for three riders dying after accidents at the track.

## 1990s

With Barker going it alone, new heroes were found in the shape of young talents Mark Loram and Henka Gustafsson. Yet in 1992, Barker stood down amid growing financial concerns with Keith 'Buster' Chapman taking over the reins. Lynn did not run in 1996 with Chapman unable to come to a rental agreement with the stadium owners. He spent a year as Oxford team boss but returned in 1997, now as stadium owner, to relaunch Lynn - rebranded as the Knights. The stadium was renamed the Norfolk Arena in 1999.

## 2000s

Nigel Wagstaff came in alongside co-promoter Brian Griffin, who arrived with Mike Western at the back end of the 90s, but when he left for Oxford in 2002, Chapman came back in. The club dropped back to the Premier League in 2003 and became known as the Stars once more. Memorable treble-winning seasons arrived in 2006 and 2009 under the management of team boss Rob Lyon.

## 2010s

Chapman's massive financial investment saw huge improvements made to the venue - now considered as one of the best in Britain. A main stand, known as the royal box, and refurbished bar area are two of the finest upgrades which helped Lynn host five successive World Cup meetings from 2010. A huge sponsorship deal, agreed in '15, saw the stadium become the Adrian Flux Arena.





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## SKY SPORTS' COVERAGE

MORE THAN

2

MILLION VIEWERS  
IN 2016

72

TELEVISED MEETINGS

SCREENED BY

5

EUROPEAN COUNTRIES

“Sky’s superb coverage has helped take our sport to a new audience and helped put our club, and town, on the map for those who watch speedway around the country.”

ROB LYON

Stars co-promoter

## RIDER FACTS

1, 3 and 5

The positions in a team's riding order where the best riders (Heat Leaders) are found.

2 and 4

The 'Second-strings'

6 and 7

The Reserves - the numbers worn by the riders with the lowest averages in the team.

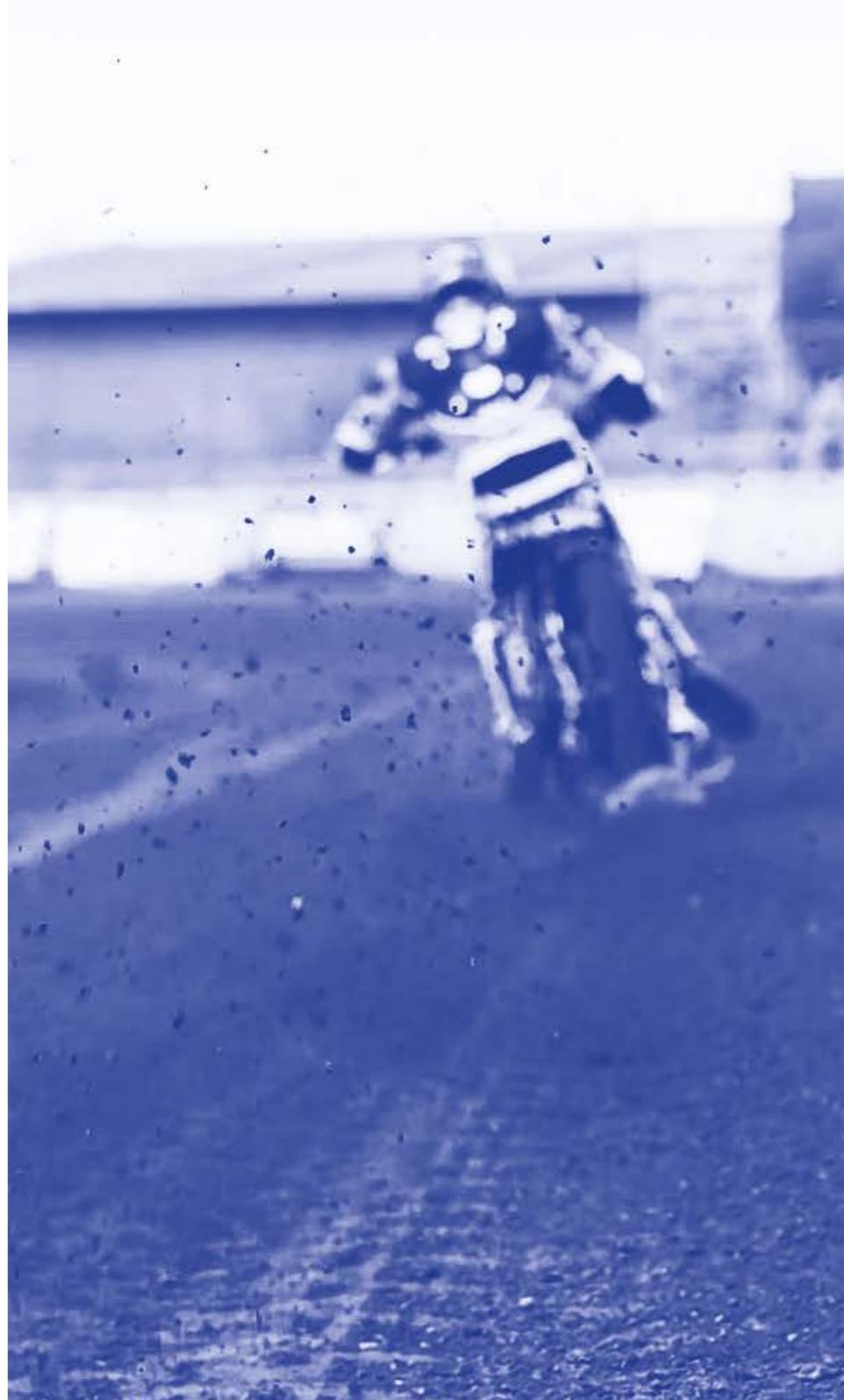
## RACE POINTS

**3** points for a win

**2** points for 2nd place

**1** point for 3rd place

**0** points for 4th place



## GET INVOLVED

Want to become a sponsor and join the King's Lynn Stars family? Take a look at our range of sponsorship opportunities...

### Team Associate

**Includes:**

Trackside banner advert  
Company logo on TV backboard  
Link on website  
Use of King's Lynn Stars team partners logos  
Exclusive plaque  
2 super season tickets  
Picture with team

**£3000**

All prices listed exclude VAT, unless otherwise stated.

### VIP Match Sponsor The Champions Suite

**Includes:**

Private box  
Company logo on front of race-night programme  
Complimentary programmes  
Complimentary drinks  
Buffet food  
Pit tour and centre circle race view to see the action up close  
Reserved seats in main straight grandstand  
PA announcements  
Full-page programme advert  
Pre-meeting talk with riders or management (subject to availability)  
Photo with rider of the night  
'Activate' your sponsorship with product placement

12 people **£600**

20 people **£900**

25 people **£1000**

### Premium Match Sponsor Maurice Littlechild Suite

**Includes:**

Private box  
Company logo on front of race-night programme  
Complimentary programmes  
Complimentary drinks  
Buffet food  
Pit tour and centre circle race view to see the action up close  
PA announcements  
Half-page programme advert

12 people **£500**

20 people **£800**

25 people **£900**

## Stars Programme Advertising

All season

Full Page **£1000**

Half Page **£600**

Quarter Page **£300**

Eighth Page **£200**

## Rider Pit Bay Sponsors

Away - Whole Pits  
**£1500**

Home - Per Rider Pit  
**£500**

## Air-fence Banners

All season

Stars & Young Stars  
**£750**

## Young Stars Programme Advertising

All season

Full Page **£500**

Half Page **£300**

Quarter Page **£150**

Eighth Page **£100**

## Fans' Package

Minimum 10 people

### Includes:

Entry into stadium

Complimentary programme

Voucher per person for Pit  
Stop cafe meal and drink  
from the bar

Pit tour and opportunity  
to meet riders (6.30pm)

Photo opportunity with  
rider of the night

**£40 per person**

(Includes VAT)

All prices listed exclude VAT,  
unless otherwise stated.

## Heat Sponsors

All season plus  
PA announcements

Stars & Young Stars

Heat 1,13,15 **£600**

All others **£400**

## King's Lynn Stars' Partner Plaque

Only one per industry,  
includes official  
partners sign

**£400** (per season)

**200 Club**  
Coming soon

Please enquire  
for more  
details.

# BE PART OF OUR CLUB



## Contact

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