FRI 20th & SAT 21st JAN
THE SSE ARENA,
BELFAST, NORTHERN IRELAND

SAT 28th & SUN 29th JAN
P&J LIVE ARENA,
ABERDEEN, SCOTLAND

SAT 4th FEB
RESORTS WORLD ARENA,
BIRMINGHAM, ENGLAND

SAT 18th FEB
UTILITA ARENA, WEMBLEY,
LONDON, ENGLAND

BIG SCREEN ADVERTISING

AX

ARENACROSS

ARENACROSS

www.arenacrossuk.com arenacrossuk #AXUK #AX23

ELONEX™

REACH CLEARLY DEFINED AUDIENCES ACROSS UK ARENAS.

Please contact **Elonex** for further information: E: **hello@elonex.com** or call the office on **0121 270 8550**

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ARENACROSS

SEE THE SCREEN IN ACTION

WWW.ARENACROSSUK.COM

WHAT IS ARENACROSS!

Simply put, Arenacross is indoor Motocross!

Ever since we kicked off our explosive journey back in January 2013 in the capital's stunning o2 Arena, Arenacross has played in every single city-based Arena the UK has to offer, not just once, but multiple times. And all 250,000-plus live fans in that time have witnessed the most incredible action-sports performances known to man.

Now we use the word performance in the loosest-sense as, whilst we fully choreograph a large part of the lights, music and show, the indoor motocross racing is something that we have absolutely zero control over – and that's what makes

Arenacross the crazy live show that it is.Whether you're a race-going fan of Motocross or a family looking for a great night out, Arenacross is the all-in-one show that will leave you on the edge of your seat.

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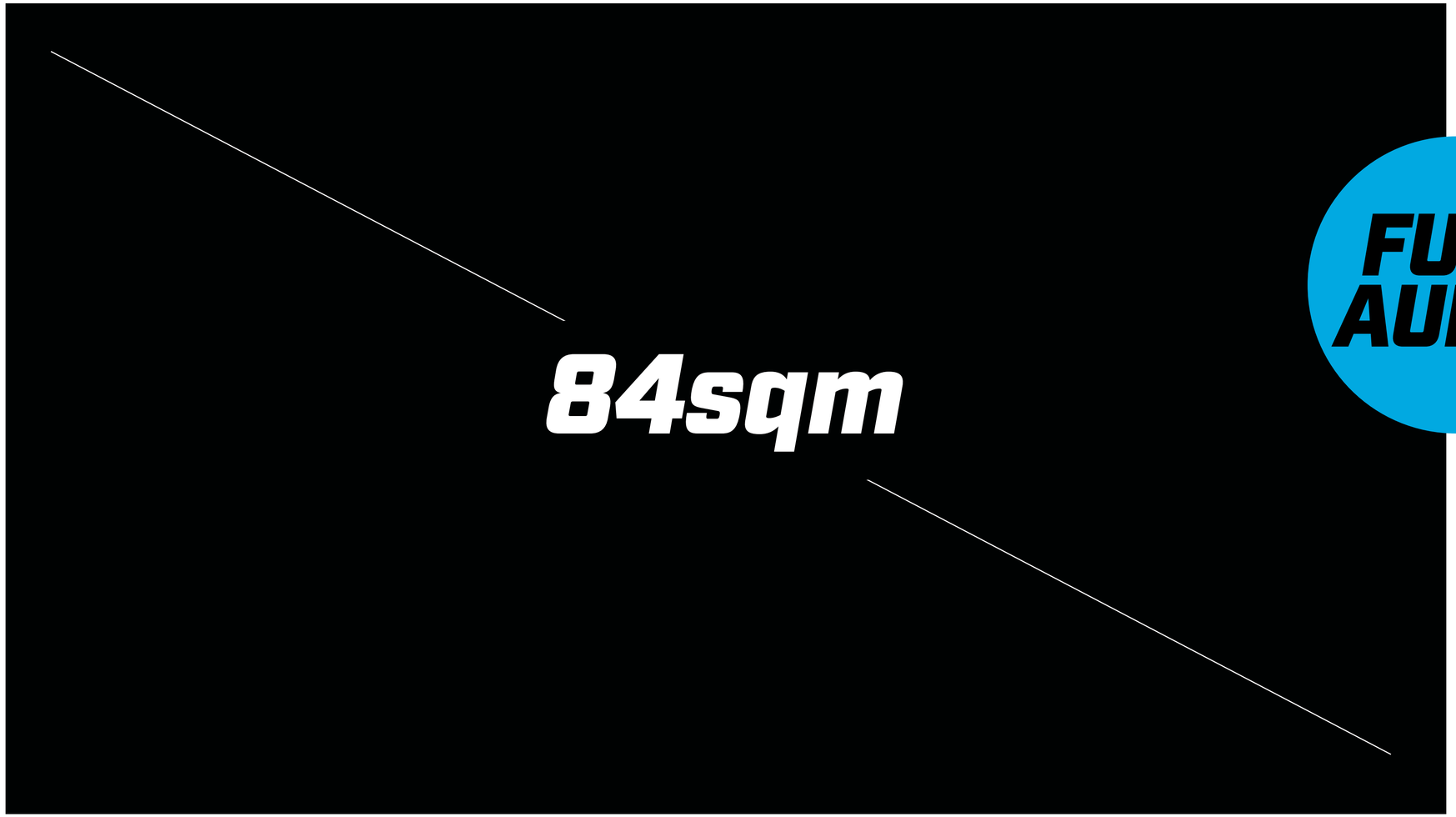
THE SCREEN



7M

12M

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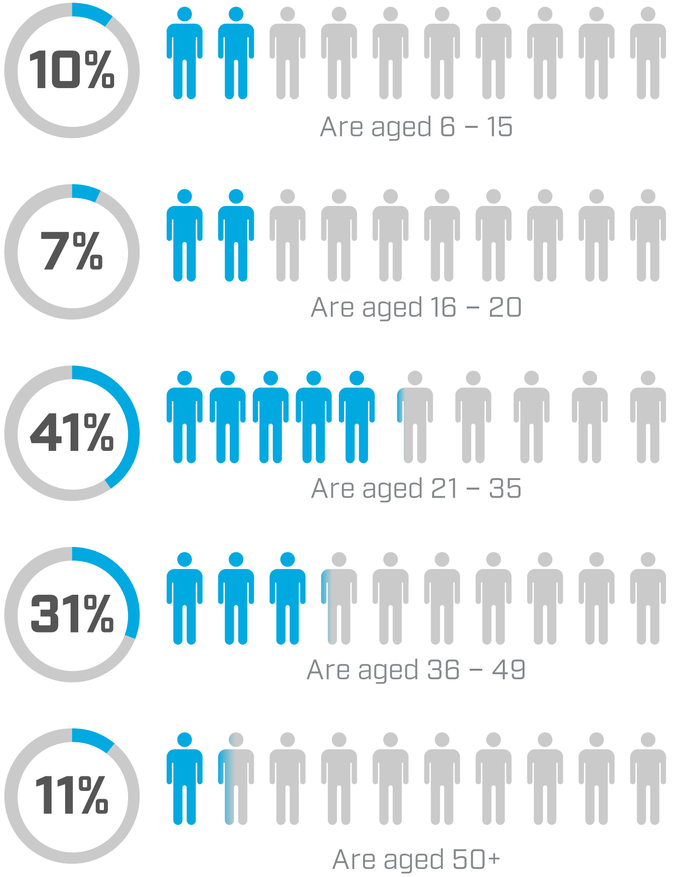
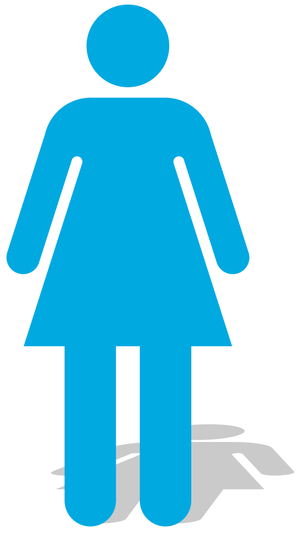
42% OF OUR AUDIENCE ARE BELOW THE AGE OF 35!





43% ♀ Females

57% ♂ Males

- 15% are tradesmen
- 12% work in construction
- 9% work in the Automotive industry
- 6% work in Building services
- 6% work in Education
- 6% work in Health & Beauty
- 6% are students
- 5.5% are Directors/Business owners
- 5% are a full time parent/guardian
- 5% work in retail
- 4% work as a Civil servant
- 3% work in Hospitality/catering
- 3% work in Sports & Leisure
- 3% work in engineering

Source: 11.2% email survey responses collated from entire Arenacross ticketed audience via Ticketmaster, The Ticket Factory and ASL data.

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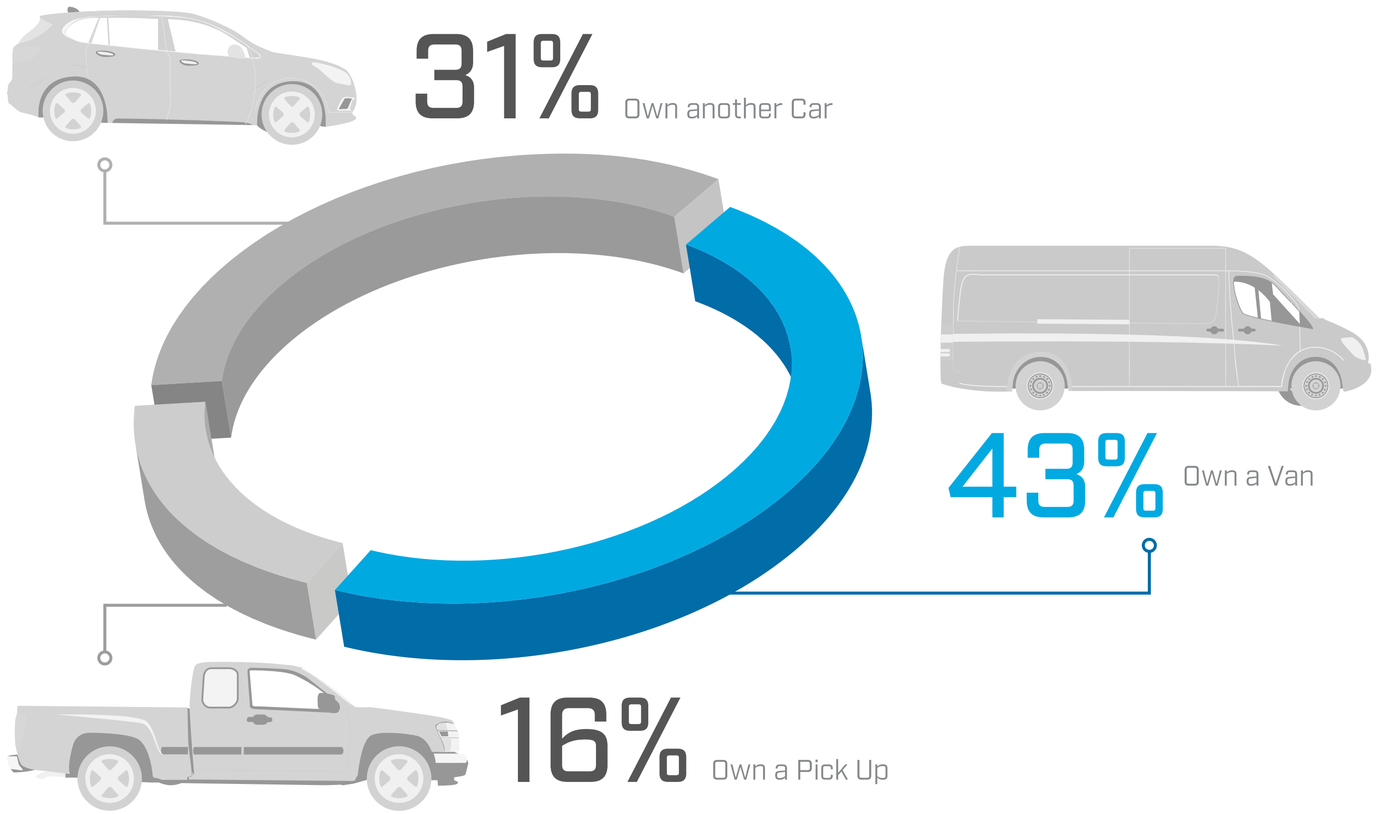
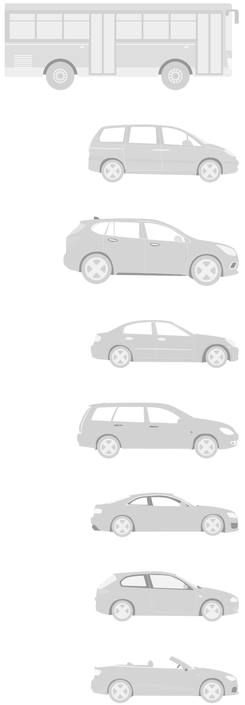
87% OF OUR ADULT MARKET OWN TWO VEHICLES OR MORE!



HOW DID OUR FAMILY AUDIENCE TRAVEL TO ARENACROSS?



6%	I used public transport
23%	MPV
21%	SUV
12%	Saloon
12%	Estate
9%	Coupé
16%	Hatchback
1%	Convertible

Source: 11.2% email survey responses collated from entire Arenacross ticketed audience via Ticketmaster, The Ticket Factory and ASL data.

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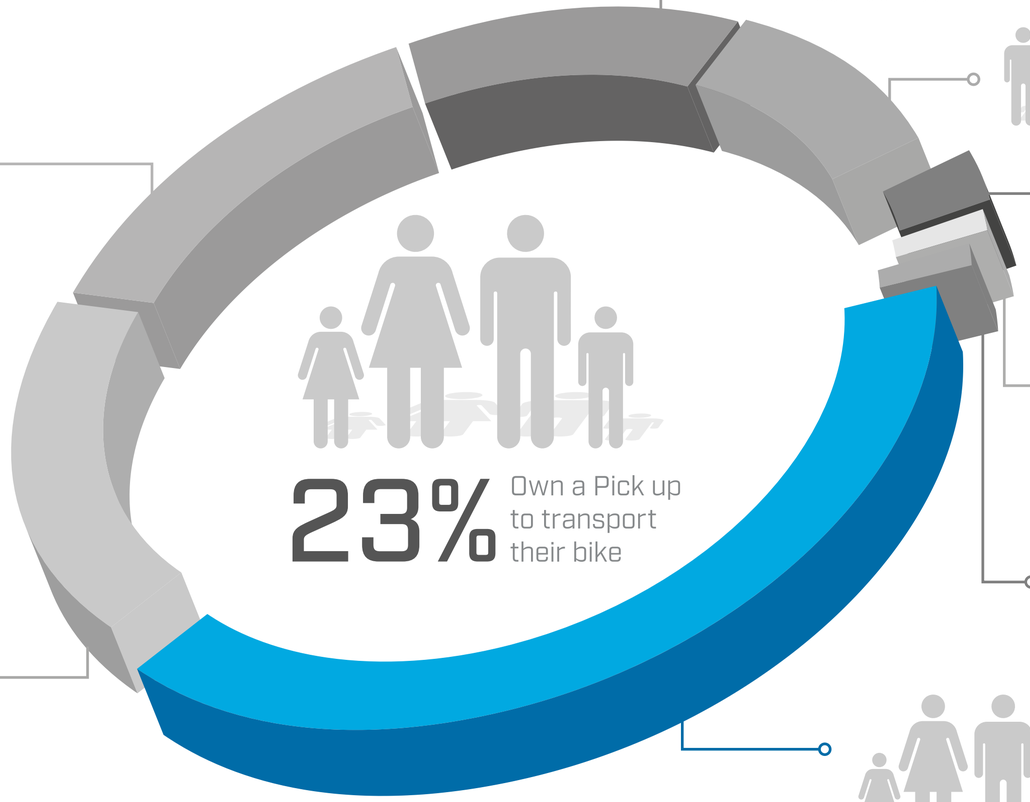
59% ATTENDED AX WITH CHILDREN!



12% attended AX with a mixed group of adults

10% attended AX with a group of males

3% attended AX with a group of children accompanied by an adult

1% attended AX on their own

1% attended AX with a group of females

40% attended AX with their family

18% attended AX with a mixed group of adults and children

15% attended AX as a couple

23% Own a Pick up to transport their bike

Source: 11.2% email survey responses collated from entire Arenacross ticketed audience via Ticketmaster, The Ticket Factory and ASL data.

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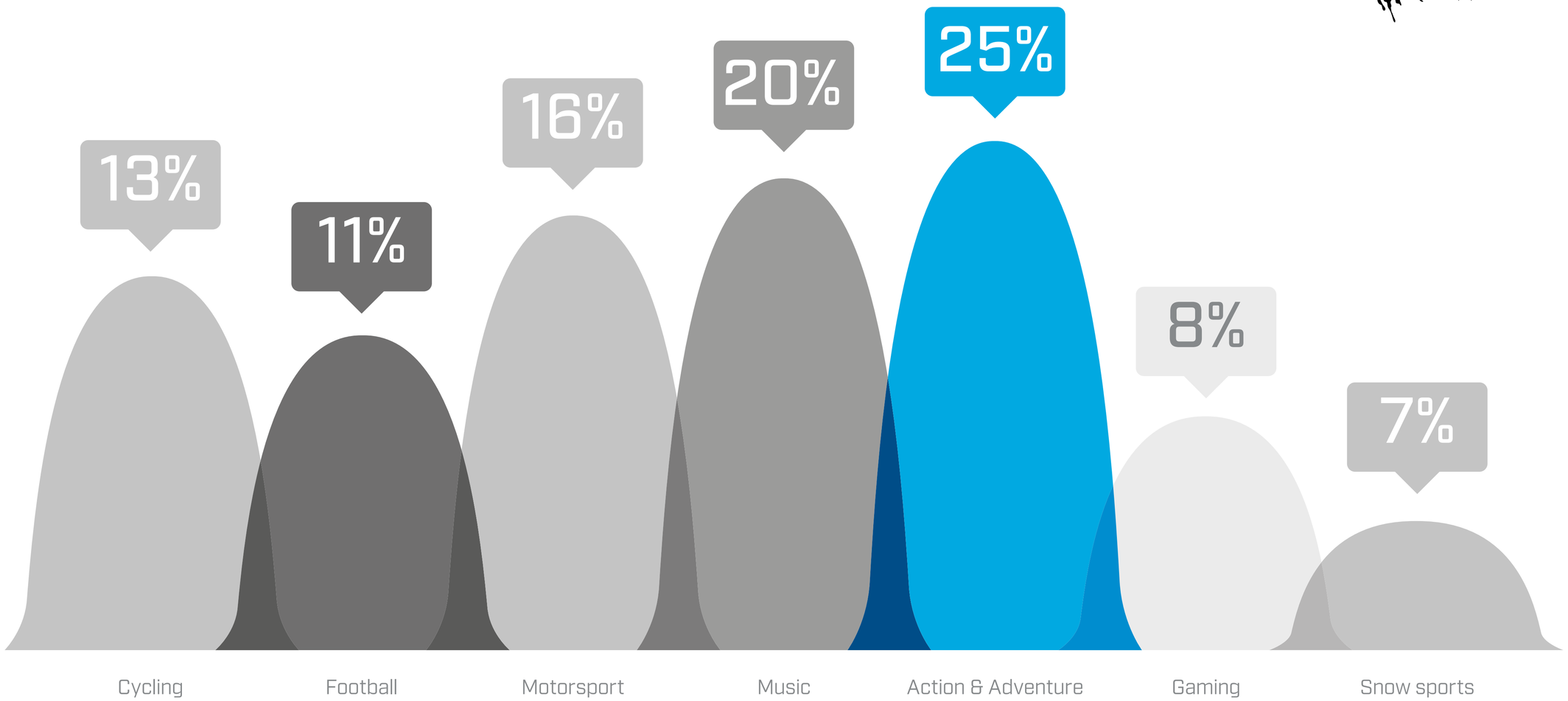
OUR FANS INTERESTS!



Source: 11.2% email survey responses collated from entire Arenacross ticketed audience via Ticketmaster, The Ticket Factory and ASL data.

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BIG SCREEN ADVERTISING OPPORTUNITIES

4 x Advertisers

12 x 30 second TV Commercial Advertisements Every Show

6 x UK Shows

£5,000 Per Advertiser

ADVERTISEMENT TIME SLOTS

6.00pm-7.00pm **WALK IN**	4 x 30 Second Adverts
7.00pm-7.20pm **BUILD UP**	1 x 30 Second Advert
8.00pm **AD BREAK**	1 x 30 Second Advert
8.30pm **AD BREAK**	1 x 30 Second Advert
8.45pm-9.10pm **INTERVAL**	2 x 30 Second Adverts
9.30pm **AD BREAK**	1 x 30 Second Advert
10.00pm **AD BREAK**	1 x 30 Second Advert
10.15pm **AD BREAK**	1 x 30 Second Advert

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Thank you

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