



# Southern '100'



**10th - 13th July 2017**

*in association with*



## **Media Release**

**Southern '100' Champions  
2016**



**Michael Dunlop**



**Tim Reeves & Patrick Farrance**  
Official Broadcast Partner



Official Marketing Partner



Official Communications Partner



### **Southern 100 Racing & PMH Promotions Join Forces**

Today we are extremely excited to announce that PMH Promotions Limited has agreed a new three year contract to become the marketing and publicity partners for all Southern 100 events.

PMH Promotions Limited currently handle the promotion and marketing for all Oliver's Mount Road Race events. Their expertise and experience will now be extended into the Isle of Man to assist the Southern 100 events gain the vital sponsorship and partnerships that will help to grow their events over the coming years.

After negotiations during the 2016 Southern 100 event, the three year deal was agreed upon and signed during race week.

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Club President, Derek Nicholson said: '*Southern 100 Racing is delighted to have PMH Promotions join us as our Marketing and Publicity Partners with Scott Beaumont at the helm, in this new venture for the events on the Billown Course.*

*'Many of our club officials are regular visitors to Oliver's Mount, some, over many years, and have seen the increased sponsorship that Scott has brought to the North Yorkshire venue in recent years.'*

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'The Friendly Meetings'

Derek continued: *'This new association between the two organisations is the start of an exciting period for Southern 100 Racing with continuing increases in visitor numbers attending 'the friendly races', along with more television coverage, additional sponsorship is required to maintain the standard of riders wanting to race at Billown and improving the experience for all involved and after careful negotiations we all feel that the outcome will be of benefit all round.'*

Scott Beaumont from PMH Promotions Limited said: *'We are extremely happy to have signed this agreement with Southern 100 Racing. Road Racing is one of the most exciting sports in the World and we want to help the sport grow to the levels we know it can reach over the next few years.'*

*'Combining the Southern 100 events with our existing four meetings at Oliver's Mount, gives sponsors and partners a stable platform where they can enter into road race event sponsorship. We can't wait to launch the 2017 events.'*

By establishing this partnership, it will help to ensure that Southern 100 events get the vital support required to enable them to continue to grow their events into the future.



**Scott Beaumont - Derek Nicholson - Peter Hillaby  
(Peter Bull)**

ENDS

26<sup>th</sup> July 2016