



ISLE OF MAN

TOURIST TROPHY

CHARITY POLICY

VERSION 2.0 - 19 NOVEMBER 2025



Isle of Man TT Races and Classic TT Charity Policy

1.0 Introduction

The Isle of Man TT Races (TT) and Classic TT are proud to support charitable initiatives that align with our overarching strategy to enhance community engagement, promote cultural heritage, and boost local economic development.

This policy outlines the framework through which we collaborate with charitable organisations, ensuring transparency, governance, and mutual benefit.

2.0 Policy Statement

The Isle of Man TT Races and Classic TT, promoted and facilitated by the Isle of Man Government Department for Enterprise, are committed to supporting charitable activities that demonstrate clear alignment with the strategic goals of the Isle of Man TT Races. Our engagement with charities is guided by governance processes that ensure effective collaboration and compliance with financial regulations.

3.0 Charity Partner Criteria

3.1 Strategic Charity Partnerships

We seek to establish partnerships with charities that have a strategic focus on the following areas:

- **Motorsport Community:** Initiatives that support the TT's strategic pillar of 'driving safety performance' and 'establishing a culture of equality, diversity, accessibility and sustainability',
- **Economic Empowerment:** Initiatives that enforce the TT's strategic mission '*to deliver a sustainable world-class TT that increases economic benefit to the Isle of Man*'; and organisations whose purpose is to enhance economic opportunities for the Island's communities, especially those that leverage the unique platform of the TT Races and Classic TT.
- **Cultural Heritage:** Projects that celebrate and preserve the rich history and traditions of the Isle of Man TT Races.
- **Charities must be able to demonstrate a clear and credible connection to the TT's audience, community, or strategic priorities.** Applications that do not demonstrate relevance to motorsport communities, the Isle of Man, safety, wellbeing, or economic/community benefit will not be shortlisted.

3.2 Charity Partner Eligibility Criteria:

All Charities wishing to partner with the Isle of Man TT Races must;

- Be a registered charity in the Isle of Man or UK;
- Be able to demonstrate they are in good financial standing and provide transparency in relation to their financial practices;
- Be able to evidence demonstratable impact in their area of work;
- Not be a political or partisan charity;
- Evidence a track record of measurable impact with verifiable reporting;
- Demonstrate the operational capacity to activate fundraising or awareness activity at a scale appropriate for a major international event

3.3 Charity Partner Assessment Criteria:

- Charities wishing to partner with the Isle of Man TT Races must submit a detailed proposal outlining their mission, strategic objectives, alignment with the TT's strategic vision and partner criteria, and the expected outcomes of the partnership.
- Proposals will be reviewed by the TT Charity Committee, comprising of members appointed by the promoter Department for Enterprise, to ensure that the charity and proposed initiatives align with the TT's Strategic themes outlined above, particularly Motorsport Community and Economic Empowerment.
- The Isle of Man TT Races Charity Committee will select one 'Official Charity Partner' per year, however the Isle of Man TT Races at the discretion of the Charity Committee will also appoint and support a selection of Motorsport charities that offer support and services to the Isle of Man TT Races as long-term charity partners. (This will include but is not limited to the Auto-Cycle Benevolent Fund, TT Riders Association, Rob Vine Fund, Joey Dunlop Foundation).
- Organisations must demonstrate the ability to deliver meaningful, scalable outcomes from a TT partnership. Charities unable to evidence previous impact at a comparable scale may not be considered

Whilst applications from a wide range of organisations are welcome, the nature of the TT Races means that partnerships are most effective when there is a natural affinity between the charity's mission, its audience, and the TT community.

3.4 Application Process

- All applications should detail the Charities mission, activities and how they align with the Isle of Man TT Races assessment criteria
- All applications must include a statement outlining:
 - how the charity's work aligns with the TT's audience and values;
 - why the TT is an appropriate platform for the charity;
 - and how the organisation intends to activate the partnership to maximise audience benefit
- Applications to be the Official Charity Partner for TT 2027 will open Wednesday 1st April 2026. All applications should be submitted to charity@iomttraces.com by 17:00, Tuesday 30th June 2026.
- Official Charity Partner Applications submitted to the Charity Committee will be assessed and the chosen partner will be notified and appointed by 30th September 2026.
- To ensure a fair process, charities may only submit an application if at least 12 months has lapsed since their previous appointment as Official Charity partner ended.

3.5 Ineligible Applications

The following will not be considered eligible for partnership:

- Individual fundraising initiatives or single-person campaigns.
- Informal or unregistered groups.
- Charities whose mission or activities do not demonstrate clear alignment with the TT's strategic themes, audience profile, or community priorities.
- Organisations unable to demonstrate adequate governance, financial transparency, or operational capacity.

3.6 Selection Process

- All Charities wishing to partner with the Isle of Man TT Races must submit an application via the official channels.
- Once applications close the TT Charity Committee will review all applications and shortlist potential partners for interview based on the eligibility criteria.
- Shortlisted applicants may be invited for interview by the TT Charity Committee for further discussion on their mission, alignment to the Policy criteria and overall suitability
- All applicants will be notified of a decision once all interviews have concluded with the outlined decision and appointment period.

4.0 Approval and Oversight:

- Outside of the Official Charity Partner applications, The TT Charity Committee will evaluate all charity proposals on a monthly basis. The chosen annual 'Official Charity Partner' and any other appointed charity partner will enter into a formal partnership agreement with the Isle of Man TT Races that specifies the terms of engagement, goals, and any reporting requirements.
- Regular audits will be conducted to ensure compliance with the agreed terms and all charity partners will be required to work with the Isle of Man TT Races to create an annual impact report that demonstrates and assesses the impact of the collaborative efforts.

4.1 Committee Details

The TT Charity Committee will:

- Include representatives from the Department for Enterprise and key stakeholders from supporting organisations
 - Political Member with responsibility for Motorsport
 - Member of the Motorsport team with responsibility for Marketing and Communications
 - Member of the Motorsport team with responsibility for Event Development and Budgeting
 - Member of the Department for Enterprise
 - Member of the Race Organiser ACU Events Ltd
- Be chaired by Member of the Motorsport team with responsibility for Contracts
- Meet on a regular basis to review applications and assess partnership impact.
- Provide oversight for all charitable engagements.

5.0 Value of Charity Partnership

5.1 Partnership Agreement

Official Charity Partners will enter into a formal agreement with the Isle of Man TT Races outlining:

- Specific objectives and deliverables of both parties for the partnership.
- Reporting obligations and timelines. This will include the Charities obligation to provide a report that details the impact of the partnership and evidence the use of funds.
- Agreed channels and platforms for promotion and engagement.

5.2 Partnership Benefits

The annual Official Charity Partner or any charity partner of the Isle of Man TT Races **will not** benefit from or be provided with any direct monetary contributions from the Isle of Man TT Races.

The annual Official Charity Partner will gain value and benefit from the following:

- Collaborative opportunities for fundraising and awareness campaigns.
- Co-branded opportunities on official TT Races and Classic TT platforms, although the use of platforms is to be agreed with the TT Charity committee and Motorsport Team.
- Usage of TT Trademark and Wordmark as stated in this policy
- Tradesite usage as stated in this policy
- Access to event audiences and promotional channels.

5.3 Trademark and Wordmark Policy

- As part of the agreement the Isle of Man TT Races shall provide Official Charity Partners with an 'Official Charity Partner' locked-up logo and guidelines for usage.
- Any other usage of the Isle of Man TT Races and Classic TT trademarks or wordmarks by the official charity partner will be classed as unauthorised, unless prior approval has been agreed.
- Production of any merchandise using the 'Official Charity Partner' locked-up or any related trademark or wordmark will be given consideration but will be subject to approval by the authorised contract holder for the licensed supply and production of official merchandise for the event.
- Unauthorised use of trademarks or logos is strictly prohibited.

5.4 Tradesite Usage and Guidelines

- Official Charity Partners may be granted access to designated areas within the TT Races tradesite for fundraising or promotional activities, subject to availability and approval.
- Guidelines for tradesite usage, including setup, operational standards, and compliance with safety regulations, will be provided prior to arrival.
- All official charity partners will be required to complete the tradesite application.

6.0 Transparency and Reporting:

- We will maintain a transparent process in selecting and collaborating with charities. Details of all current partnerships will be publicly available on the TT's website (iomttraces.com).
- Annual impact reports will be produced and shared with stakeholders to illustrate the outcomes of our charitable engagements and to foster accountability.

7.0 Charitable or Personal Requests

Charitable requests, requests regarding difficult or tragic personal circumstances, requests for signed merchandise, requests for Mercury Club Hospitality, requests for Grandstand Tickets, or requests for any other reasons, should be addressed to the Charity Committee.

Please be aware that there is a limit to the number of Mercury Club Hospitality Tickets, Grandstand Tickets or Startline passes available per day and it is recommended that any requests for such items should be submitted for consideration no later than 6 weeks before the commencement of the event. For the purposes of this policy that will be considered as the 1st day of Qualifying. There is a maximum allocation of tickets per race day per request as follows; 2 x Mercury Club tickets, 2 x Grandstand Tickets, 2 Startline Passes.

Requests must:

- Be submitted in writing via the webform or by email to charity@iomttraces.com
- All requests should include all detailed information necessary such as the registered name of the charity, contact information, type of event, charitable initiative details and supporting documentation.
- Be submitted at least six weeks in advance of the event.
- Please note that no telephone requests will be accepted.

7.1 Reasons for Declining Requests

Requests may be declined due to:

- Lack of alignment with TT Races' strategic goals.
- Insufficient written evidence or supporting documentation.
- Short notice or high volume of requests.

The Isle of Man TT Races and Classic TT are committed to a robust charitable engagement strategy that not only contributes to the welfare of our motorsport community, our economic impact but also aligns with our broader strategic goals. We believe in building meaningful and impactful relationships with charitable organisations that share our vision.

For further information or to submit an application, please contact the TT Charity Committee at charity@iomttraces.com.

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