



PRESS RELEASE



27 APRIL 2026 · 10:00 MANX MOTOR CYCLE CLUB

MANX MOTOR CYCLE CLUB ANNOUNCES OKELL'S AS HEADLINE SPONSOR OF THE 2026 MANX GRAND PRIX

THE MANX MOTOR CYCLE CLUB (MMCC) IS DELIGHTED TO ANNOUNCE OKELL'S AS THE HEADLINE SPONSOR OF THE 2026 MANX GRAND PRIX, A PARTNERSHIP THAT INCLUDES TITLE SPONSORSHIP OF THE BLUE-RIBAND SENIOR MANX GRAND PRIX.

As the promoter of one of the world's most respected and historic motorcycle road racing events, the MMCC continues to strengthen the commercial and media profile of the Manx Grand Prix. This landmark agreement represents a major milestone for the event and signals the beginning of a long-term, impactful partnership.

Having celebrated its 175th anniversary in 2025, and with 29 public houses across the Island, Okell's is one of the Isle of Man's most recognisable and respected brands. Its deep roots within the community and longstanding heritage make it a natural partner for the Manx Grand Prix—an event that sits at the very heart of Manx motorsport culture.

The Senior Manx Grand Prix holds a special place in road racing history, often serving as the final, defining race in a competitor's journey through the event. Associating a leading local company like Okell's with this iconic race class underlines both the prestige of the Senior and the significance of this new collaboration.

The Manx Grand Prix continues to evolve commercially and operationally, with a clear focus on sustainability, growth, and delivering a world-class experience for competitors, visitors, and fans. Securing Okell's as Headline Sponsor demonstrates immense confidence in the direction of the event and reinforces its importance to the Island's sporting and cultural calendar.

This partnership represents a shared belief in supporting local sport, celebrating Manx heritage, and investing in the future of motorcycle road racing on the Island. With Okell's extensive presence throughout the Isle of Man, the collaboration also provides exciting opportunities to enhance the atmosphere and reach of the event across the wider community.

The Manx Motor Cycle Club warmly welcomes Okell's to the Manx Grand Prix family and looks forward to building an ambitious and enduring relationship, beginning with a spectacular 2026 event and laying the foundations for many successful years to come.

"The Manx Grand Prix represents passion, heritage and the pursuit of excellence; values that deeply resonate with everyone at Okell's. Becoming the Headline Sponsor for 2026 is more than just a partnership; it's a commitment to

supporting the events continued growth and to thrive for generations to come. We're excited to play our part in supporting one of the Isle of Man's most iconic sporting occasions."

– OLLIE NEALE, MANAGING DIRECTOR, OKELL'S INNS & BREWERY

"We are absolutely delighted to welcome Okell's Brewery as Headline Sponsor of the 2026 Manx Grand Prix. As a proud Manx company with such a long history on the Island, Okell's is a perfect partner for the event. This collaboration is an important step for the Manx Grand Prix as we continue to strengthen and grow the event, and it is fantastic to see a leading local business supporting one of the Island's most historic sporting occasions. We look forward to building a strong partnership together for many years to come."

– JOHN MCBRIDE, CHAIRMAN, MANX MOTOR CYCLE CLUB

WORDS: LEE BARTRAM

MEDIA & CLUB CONTACTS

PRESS & SOCIAL MEDIA

LEE BARTRAM
lee.bartram@mgp.co.im

CAROL BARTRAM
carol.bartram@mgp.co.im

MANX MOTOR CYCLE CLUB

JOHN MCBRIDE Chairman
john.mcbride@mgp.co.im

JIM HUNTER Vice Chairman
jim.hunter@mgp.co.im

IMAGES IN THIS RELEASE



OKELLS.JPG