

Howden joins forces with Goodwood for Festival of Speed

Goodwood today announces a deal with global insurance broker Howden as the exclusive Official Insurance Partner of its flagship event, the Goodwood Festival of Speed presented by Mastercard, which this year runs from 9-12 July 2026 at the Goodwood Estate in West Sussex.

As part of the Goodwood partnership, Howden will have a presence in the trackside Partners' Enclosure, hosting a bespoke guest experience. Prominent Howden branding will feature along the hillclimb, either side of the Main Bridge, at the Forest Rally Stage, and on the façade of Goodwood House.

Goodwood will also produce a bespoke year-round digital content series for Howden, which will be distributed across all Goodwood motorsport channels and digital platforms, expected to reach an audience of over ten million views. The brand will also feature on the Festival of Speed's live feed, and the created assets will be made available for use on Howden's own social media channels.

The sponsorship reflects a continuation of Howden's strategy to take its brand to iconic global sporting properties and underlines its continued commitment to the Sport & Entertainment, Motor, Classic Cars, Private Client and Specialty sectors.

Howden was founded in 1994 as an independent, employee-owned company and has grown into a multinational business employing 24,000 people across 57 countries. In the UK, it has over 200 high street branches and office locations, offering its customers more than 100 different insurance products.

Howden partners with a number of world-renowned sporting events and properties, including Ascot Racecourse, Victoria Racing Club, the Jockey Club of Saudi Arabia, the Bahrain Turf Series, the Emirates Great Britain SailGP Team and the Lawn Tennis Association. The company is the principal partner and official front-of-jersey sponsor of the Men's British & Irish Lions tour and title partner for the inaugural Women's British & Irish Lions tour to New Zealand in 2027.

David Howden CBE, CEO, Howden said: *"We are delighted to become the exclusive Official Insurance Partner of Goodwood's Festival of Speed. As a motoring enthusiast, I am looking forward to seeing the classic cars of my boyhood dreams, as well as the latest supercars, fast cars and next generation cars.*

"We love taking our brand to different, exciting locations and to new audiences. It is also a great opportunity for us to share the experience with our clients in the Sport & Entertainment, Motor, Classic Cars, Private Client and Specialty sectors – meeting our racing heroes, witnessing the thrill of the hillclimb and hearing the roar of the engines! This is a fantastic addition to our set of world-class sporting partnerships from Ascot Racecourse and the Emirates Great Britain SailGP Team to the Lawn Tennis Association. It's gearing up to be a superb summer of sport."

The Duke of Richmond, CBE DL founder of the Festival of Speed said: *"Goodwood is delighted to welcome Howden as the Official Insurance Partner of the Festival of Speed presented by Mastercard. Howden's reputation for delivering outstanding customer service and expert guidance aligns perfectly with our commitment to creating exceptional experiences. We look forward to hosting them and their guests at the Festival of Speed this summer."*

-ENDS-

Festival of Speed presented by Mastercard will take place Thursday 9 – Sunday 12 July.

Contact

Gary Double, Double Communications for Goodwood

E: gary@doublecomms.com

M: 07768 825114

For all other press enquiries please contact: media@goodwood.com

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About the Festival of Speed presented by Mastercard

First staged in 1993, the Goodwood Festival of Speed presented by Mastercard is the world's largest automotive garden party; set against the spectacular backdrop of Goodwood House in West Sussex, UK. Over six hundred cars and motorcycles spanning the phenomenal history of motoring and motorsport take part along with legendary figures from the automotive world. Highlights include Future Lab presented by Radox, Forest Rally Stage presented by Subaru, Supercar Paddock, Supercar Run, F1 Pit Lane, Drivers' Club, GAS Arena and Cartier Style et Luxe Concours d'Elegance.

About Howden

Howden is a leading global insurance broking group with employee ownership at its heart. Founded in 1994, it provides insurance, reinsurance and underwriting services and solutions to clients ranging from private individuals to the largest multinational companies.

The Group operates in 57 countries in Europe, Africa, Asia, the Middle East, Latin America, the USA, Australia and New Zealand, employs over 24,000 people and manages premiums totalling USD 50 billion on behalf of its clients. Further information can be found at www.howdengroup.com and www.howdengroupholdings.com.