



WHEELS UP NORTH  
**WEEKENDER**  
★ 2024 ★  
SOUTH LAKES



**TRADE  
OPPORTUNITIES**

20TH/21ST JULY 2024 | WESTMORLAND COUNTY SHOWGROUND



@WHEELSUPNORTH





Born out of a passion for anything with an engine, Wheels Up North is a place where enthusiasts and their families can come and enjoy a truly relaxed atmosphere with other like minded people.

Our goal is to create a friendly community of people that love sharing their vehicles with others and to create a safe space to come together.



Since launching our first event in 2021 we have hosted over 30 events.

The majority of these events have been our summer evening meets and weekend shows, but we have also hosted smaller coffee mornings aswell as co-hosting events with our sponsors, partners and friends including The Motorist Hub, Tom Hardman Limited The Detail Garage and Porsche Centre South Lakes.

In 2022 we exclusively booked a track evening at Three Sisters Circuit in Wigan. On top of this we raised money for the charity, Lancashire Mind, by hosting our first 'Winter Exclusives' series event with Amari Supercars at their beautiful and impressive showroom.

And finally, we introduced our first Weekender. The flagship show that you will be reading about in the rest of this brochure. This was an amazing experience and we can't wait to grow bigger and better with the show in 2024!







We are excited to officially launch our flagship event of the season...

# WHEELS UP NORTH WEEKENDER!

The Wheels Up North Weekender is not just a celebration of what we have achieved so far but also a showcase of what we are setting out to achieve over the coming years - from exclusive ambassador events, karting evenings, drive outs, driving holidays and more.

The show will include a huge variety of vehicle categories including: Supercars, Sports, Classics, Vintage, Bikes, Trikes, Modified, Wacky & Wild, Military, Emergency Services, TV & Film, Race & Rally, Americana, JDM, Hot Rods and Electric.



On top of this there will be live music, family entertainment, stunt and demo shows, special guests, awards/prize presentations, clubs and dealer stands, a trade village, food and drink, burnout pad and more.  
Overnight camping will also be available.

Wheels Up North is community driven so we look forward to getting involved with as many great local businesses as possible!

Please read the following pages to see all of our partnership opportunities and how to get involved.

#wheelsupnorth #wheelsupnorthweekender





# THE OPPORTUNITY

The Wheels Up North Weekender gives your brand/comapny a fantastic, interactive platform to get involved with new and existing customers so that they can understand everything they need to know about you.

- Meet and engage with your potential customers/target market
- Talk to, get to know and understand your existing customers
- An oportunity to create unique and real content
- Talk to others in your industry, strengthen relationships
- Grow your customer/potential customer database







Below are our main trade options, however, we are also happy to work with brands in a bespoke way, so if you feel these options don't fit for you, then please get in touch and we will see what we can do.

Once you have chosen, please use the button on our website to register your interest, we will be in touch as soon as possible!

## FOOD, DRINKS & BAR VENDORS

- Pricing is based on a fixed % of revenue
- Limited space available
- Your pitch in the food village area of the event

## EXHIBITOR STANDS (SPACE ONLY)

- All trade options come with a single page feature in the event brochure.
- 3m frontage - **£175**
- 6m frontage - **£360**
- 10m frontage - **£540**
- For larger exhibitor stands, please get in touch.

