



WHEELS UP NORTH
WEEKENDER
★ 2024 ★
SOUTH LAKES



**PARTNER
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

Working with Wheels Up North Weekender is not just about simple exposure, we are committed to helping the brands we team up with create content and engage within our community, putting you at the forefront of our audiences mind.

Your presence at the show will also give you a platform to get involved with new and existing customers on a more personal level.

There are many opportunities to get involved with us and we can't wait to work with you. Some key statistics are listed below for you to get a better understanding of what to expect from us.

2023 WEEKENDER CAMPAIGN STATS



603,255
TOTAL SOCIAL
MEDIA REACH
(UNIQUE ACCOUNTS)



75% MALE
25% FEMALE
(SOCIAL FOLLOWERS)



10,000 EMAIL VIEWS
66% OPEN RATE



18,219 WEBSITE VIEWS
10,666 UNIQUE VISITORS

Year one saw around 3000 visitors throughout the weekend. We did this on a limited budget and therefore are expecting growth of around 50% to 4500. The stats above are from our Weekender website only, we also cross promote via our main umbrella website which is advertised all year around.

Please get in touch to find out more information and detailed stats on the 2023 campaign and our plans for 2024.



Below are our main sponsor packages. However, we understand that every business is different and your requirements may need to be customised. We are more than happy to have a discussion regarding this, but below are our general partner pack guidelines.

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

HEADLINE SPONSOR

- Logo on main entrance banners
- Logo on stage banners
- Logo on promotional items (Flyers)
- Display screen advertisement looped throughout the day
- Logo and section on website
- Logo on all email marketing campaigns
- Logo on wristbands
- Social media shout out and specific email campaign plus £1000 advert budget allocated
- Large trade/exhibition stand (Any size/multiple locations within the event available within reason)
- Multiple shoutouts from the DJ/presenter on the day and speaking section to promote yourself.
- First full page (Before introduction) in brochure & another double page spread
- 20 general entrance tickets for staff or promotion plus camping if required
- Access to VIP section

GOLD SPONSORS

- Logo on stage banners
- Logo on promotional items (Flyers)
- Display screen advertisement looped throughout the day
- Logo and section on website
- Social media shout out and specific email campaign plus £500 advert budget allocated
- Multiple shoutouts from the DJ/presenter on the day
- Double page spread in the event brochure
- Logo on all email marketing campaigns
- 10 general entrance tickets for staff or promotion plus camping if required
- Access to VIP section



SILVER SPONSORS

- Logo on stage banners
- Logo on promotional items
- Display screen advertisement looped throughout the day
- Logo and section on website
- Social media shout out and specific email campaign plus £250 advert budget allocated
- Multiple shoutouts from the DJ/presenter on the day
- Double page spread in the event brochure
- Logo on all email marketing campaigns
- 6 general entrance tickets for staff or promotion plus camping if required
- Access to VIP section

BROCHURE ADVERTISEMENT

Full Page (10 available)

- 1 full page in the event brochure
- 2 entry tickets for staff or promotion

Half Page (10 available)

- Half page in the event brochure
- 2 entry tickets for staff or promotion

Click the 'Register Interest' button on our website and we will be in touch as soon as possible!

Please be reminded, all packages will be bespoke and adapted to work for both yourself and us in the best way we can.

Prices all available upon request.