



WHEELS UP NORTH
WEEKENDER
★ 2025 ★
SOUTH LAKES



TRADE BROCHURE

19TH / 20TH JULY 2025

WESTMORLAND COUNTY SHOWGROUND | SOUTH LAKES



CONTENTS

Wheels Up North Summary	03
What Is The Wheels Up North Weekender	04
The Opportunity	05
2024 Statistics	06
Trade Options	07
Get In Touch	08

ABOUT WHEELS UP NORTH



Driven by a passion for all things engine-powered, Wheels Up North is a welcoming destination where enthusiasts and their families can enjoy a laid-back, inviting atmosphere. Our mission is to host regular events and shows throughout the year, showcasing a diverse range of vehicles—from supercars to timeless classics and everything in between.

At the heart of it all, we aim to build an amazing, friendly community of people who love to share their passion for cars, bikes, trucks or whatever it may be, bringing their unique vehicles to be admired and enjoyed by fellow enthusiasts.

Since launching our first event in 2021, we have hosted over 45 events.

The majority of these events have been our summer evening meets and weekend shows, but we have also hosted smaller coffee mornings as well 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.

We have also exclusively booked multiple track evenings 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 2025!

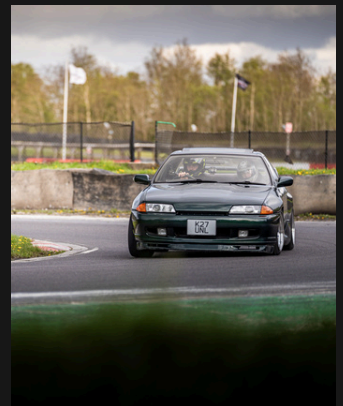
Event Directors



Harry Tagg



Matthew Owen



Introducing Our Flagship Show Of The Season!

WHEELS UP NORTH WEEKENDER 2025!



The Wheels Up North Weekender is the pinnacle celebration of all the events we host throughout the year. It brings together the best of our exclusive gatherings, track evenings, meetings and events, offering a truly unique experience in the North of the country, for both enthusiasts and businesses alike.

The Weekender features a wide range of vehicle categories, including: Supercars, Sports, Classics, Vintage, Motorcycles, Trikes, Modified, Wacky & Wild, Military, Emergency Services, TV & Film, Race & Rally, Americana, JDM, Hot Rods, and Electric vehicles.

In addition to this impressive variety of vehicles, we'll be offering live music, family-friendly entertainment, stunt and demo shows, special guests, awards/prize presentations, club and dealer displays, a trade village, food and drink options, burnout areas, and much more. Overnight camping will also be available, providing a full weekend experience.

As a community-focused event, Wheels Up North is committed to collaborating with as many local businesses as possible, making this the perfect opportunity for you to get involved, showcase your products, and connect with a passionate audience.

Please take a moment to explore the following pages for partnership and trade stand opportunities, and learn how you can be part of this exciting event.

#wheelsupnorth #wheelsupnorthweekender



THE OPPORTUNITY

The Wheels Up North Weekender offers your brand or company an exceptional, interactive platform to engage directly with both new and existing customers. This is a unique opportunity to showcase your products and services in a dynamic, hands-on environment where potential clients can experience your brand first hand. Through meaningful interactions, you'll have the chance to build connections, answer questions, and provide in-depth insights, ensuring your audience walks away with a clear and lasting understanding of what your business has to offer.

- 1 Meet & engage with your potential customer / target market
- 2 Talk to, get to know and understand your existing audience
- 3 Opportunity to create unique and real content
- 4 Talk to others in your industry and strengthen relationships
- 5 Grow your customer / potential customer database



2024 CAMPAIGN

October 2023 - July 2024



3,696,014
Total Paid Ad Impressions!



68% Male Audience (Social)
32% Female Audience (Social)



25,000+ Email Views
64.5% Open Rate



Website Views: 23,593
Unique Visitors: 14,022

Our second year increased to around 4,000 visitors up from 3,000 visitors in year one. We are expecting huge growth once again for the 2025 campaign in terms of content and collaboration with companies throughout the year, not only to help make our show bigger and better, but also working on our new mini show vehicles.

These stats are just the surface of the data we have available and are based purely on Weekender information. We also cross promote with our umbrella brands social media and website which is advertised all year round.

If you need more detailed information then please get in touch and ask. We are more than happy to help. events@wheelsupnorthweekender.co.uk

PACKAGES

Below are our range of trade packages. Please note that if these do not suit you or your brand, custom packages can be crafted, so please get in touch and we can try to work something out.

Once you have picked the correct package, get in touch via our website or events@wheelsupnorthweekender.co.uk

FOOD & DRINK VENDORS

- Pricing based on a fixed % of revenue
- Limited spaces available
- Your pitch in the 'refuel zone' area of the event
- 1 or 2 day options available

EXHIBITOR STANDS (SPACE ONLY)


- All trade spaces come with a single page feature in the event brochure
- 3m Frontage - £200
- 6m Frontage - £385
- 10m Frontage - £565
- For larger, or custom size spaces, please get in touch




ALL TRADE ENQUIRIES

If you are interested in discussing an exhibitor or vendor spot at the 2025 Weekender, please contact Harry or Matt via the below details.

Spaces are limited and will fill up, so please don't hesitate to ask us some questions.

 www.wheelsupnorthweekender.co.uk

 events@wheelsupnorthweekender.co.uk

