



WHEELS UP NORTH
WEEKENDER
★ 2025 ★
SOUTH LAKES



PARTNERSHIP BROCHURE

19TH / 20TH JULY 2025

WESTMORLAND COUNTY SHOWGROUND | SOUTH LAKES



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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

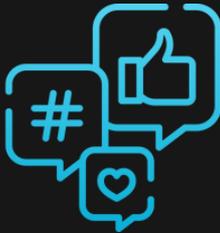
The Wheels Up North Weekender offers your brand or company an exceptional, interactive platform to engage directly with both new and existing customers. This is a unique opportunity to showcase your products and services in a dynamic, hands-on environment where potential clients can experience your brand 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 outlined partnership packages. However, we understand that every business has different requirements and therefore we are more than open to discussions and custom setups. Please do not be afraid to open a discussion.

HEADLINE SPONSOR

- Host of the entertainment tent, can have own setup inside (Included banner/signage)
- Logo on main entrance banners
- Logo on stage banners
- Large logo on promotional items (Up to date flyers etc)
- Display screen advertisement played throughout the day
- Logo & section on website
- Logo on all email campaigns (Including specific campaign for your business to our list)
- Social media post & stories + content collaborations & activations
- £750 allocated advertising budget via our Facebook & Instagram adverts
- Large trade/exhibition stand (Any size/multiple locations can be discussed within reason)
- Multiple shoutouts from DJ/compère throughout the weekend
- Speaking section on stage to discuss your business with our compère
- First full page of event brochure (Before introduction) + double page spread
- 20 general entrance tickets for staff or brand activation plus camping if required
- Access to private guest tent inc drinks & snacks

PRESTIGE PACKAGE

- Logo on wristbands
- Logo on main entrance banners
- Logo on stage banners
- Large logo on promotional items (Up to date flyers etc)
- Display screen advertisement played throughout the day
- Logo & section on website
- Logo on all email campaigns (Including specific campaign for your business to our list)
- Social media post & stories + content collaborations & activations
- £400 allocated advertising budget via our Facebook & Instagram adverts
- Large trade/exhibition stand
- Multiple shoutouts from DJ/compère throughout the weekend
- Speaking section on stage to discuss your business with our compère
- Double page spread in event brochure
- 15 general entrance tickets for staff or brand activation plus camping if required
- Access to private guest tent inc drinks & snacks

PERFORMANCE PACKAGE

- Logo on main entrance banners
- Logo on stage banners
- Large logo on promotional items (Up to date flyers etc)
- Display screen advertisement played throughout the day
- Logo & section on website
- Logo on all email campaigns (Including specific campaign for your business to our list)
- Social media post & stories + content collaborations & activations
- £200 allocated advertising budget via our Facebook & Instagram adverts
- Large trade/exhibition stand
- Multiple shoutouts from DJ/compère throughout the weekend
- Speaking section on stage to discuss your business with our compère
- Double page spread in event brochure
- 10 general entrance tickets for staff or brand activation plus camping if required
- Access to private guest tent inc drinks & snacks

BROCHURE ADVERTISEMENT

Double Page

- 1 double page spread in the official event brochure
- 2 entry tickets for staff or promotion/brand activation

Single Page

- 1 single page in the official event brochure
- 2 entry tickets for staff or promotion/brand activation



ALL PARTNERSHIP ENQUIRIES

If you are interested in discussing a partnership 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.

Please note that our sponsor packages go further than the event day, we want to do as much as we can with the companies we work with and are open to ideas.

 www.wheelsupnorthweekender.co.uk

 events@wheelsupnorthweekender.co.uk

