

SUPERCAR

Weekend

2025 SPONSORSHIP OPPORTUNITIES



Beaulieu



Beaulieu Supercar Weekend 2025

This summer, Beaulieu is pleased to announce the return of Beaulieu Supercar Weekend on 2 - 3 August; the must-see family spectacular that brings some of the world's most exclusive and desirable motors to South Coast of England.

Now in its 14th year, Beaulieu's Supercar Weekend has grown to its current two day format with over 1000 vehicles on display across the weekend. It is a must for all supercar enthusiasts, providing an opportunity to get almost close enough to touch these impressive motors.

Beaulieu Supercar Weekend sees over 20,000 showgoers attend every year and is renowned for its impressive feature displays, special guests, sound-offs and its highly anticipated demonstration run.

As this event continues to grow, we are now pleased to be able to offer you an exclusive opportunity to support this event by taking up one of our sponsorship packages. These packages provide an excellent opportunity to promote your business and to reach new potential customers.

Event Engagement

Beaulieu expects to welcome 20,000+ visitors over the weekend of 2 - 3 August 2025, including over 2000 Supercar owners. Beaulieu Supercar Weekend attracts local day visitors and holidaymakers visiting the New Forest and south coast. It is one of most popular events in the Beaulieu events calendar.

Engagement highlights of the 2024 Beaulieu Supercar Weekend included*:

- *100k+ Beaulieu Supercar web page views*
- *4.5 million impressions on Beaulieu Supercar Weekend content across digital media*
- *1.7 million reached across Facebook*
- *PR Coverage in National Newspapers and Motor Magazines including Daily Echo, Octane Magazine, BBC Top Gear Magazine and Classic & Sports Car Magazine*
- *20,000 YouTube video views*

This event is advertised and promoted via the following marketing and PR Channels:

- *Press releases*
- *Local press & specialist magazines*
- *Radio*
- *Outdoor*
- *Digital display*
- *Email*
- *Paid and organic social media*





Event Feedback & Coverage

“The Demonstration Runs are always a fan favourite for those attending one of the biggest supercar shows on the South Coast”

The Daily Echo, 2024

“The main arena, show fields and Palace House lawns were rammed with hypercars”

Classic American, 2024

“There were displays of every kind of sports car, from Ferraris, Lamborghinis, Maseratis and McLarens, to Porsches, TVRs, Lotuses and Aston Martins.” **New Milton Advertiser & Lynton Times, 2024**

- *“It was all amazing, thank you Beaulieu.”*
- *“Had a fantastic day with my family!”*
- *“Fantastic weekend once again. Cheers to all the team and Our Tim for making it all worthwhile.”*
- *“We had a great day! We’ll definitely be back.”*
- *“Absolutely cracking day! We had so much fun.”*
- *“We had a great weekend, everything was well organised and thought-out, and plenty of excellent cars to see. We are already looking forward to next year!”*
- *“Fantastic day Sunday! I’ve been to a lot of shows and can honestly say I’ve never seen so many supercars in one place. The hypercar lawn was something else!”*

Headline Sponsor

- Prominent acknowledgement as headline sponsor with logo in all dedicated event publicity including:
 - *Event web page on the main Beaulieu website*
 - *Links from event website to sponsor website*
 - *Logo Inclusion on all print advertising*
 - *Logo inclusion on display advertising*
 - *Logo on any outdoor advertising*
 - *Inclusion in 2x Solus newsletters to 18k Motoring enthusiasts.*
- Mention in all relevant Supercar Weekend press releases.
- 15 Second advert on 'The Big Screen'.
- Mentions throughout the day from our event presenter.
- 30 free adult entry tickets for employees or customers to attend Beaulieu Supercar Weekend 2025, which includes entry to the whole Beaulieu attraction.
- Your own Trade Stand at the event



Demonstration Run Sponsor

The Supercar Demonstration Run takes place at several points throughout the day on both Saturday and Sunday. Each run lasts approximately half an hour, with 20+ supercar vehicles taking part.

- 'The Supercar Demonstration Run Sponsored by' will include your logo in the following dedicated event publicity:
 - *Event web page on the main Beaulieu website*
 - *Links from event website to sponsor website*
 - *Inclusion in 2x Solus Enewsletters to 18k motoring enthusiasts*
- Banner advertising on both sides of the demonstration run and your own Trade Stand.
- 15 Second Advert on 'The Big Screen'.
- Mentions throughout the day from our event presenter.
- Inclusion within all relevant Supercar Weekend press releases
- 15 adult entry tickets for employees or customers to attend Beaulieu Supercar Weekend 2025, which includes entry to the whole Beaulieu attraction.





Palace House Lawns Display Sponsor

Palace House lawns will be the setting for a display of prestigious supercars at Beaulieu Supercar Weekend 2025. The 2024 event saw the *Prestige & Hypercar* display showcase a stunning selection of high-performance machines take prime position with the historic backdrop of Palace House.

- If you are interested in sponsoring the Palace House lawns, we will include your logo in the following dedicated event publicity:
 - *Event web page on the main Beaulieu website*
 - *Links from event website to sponsor website*
 - *Inclusion in 2x Solus Enewsletters to 18k motoring enthusiasts*
- Additional advertising opportunities around the Palace House lawn display, as well as your own Trade Stand.
- 15 second advert on 'The Big Screen'.
- Mentions throughout the day from our event presenter.
- Inclusion within all relevant Supercar Weekend press releases
- 15 adult entry tickets for employees or customers to attend Beaulieu Supercar Weekend 2025, which includes entry to the whole Beaulieu attraction.



Big Screen Sponsor

- Sponsorship of 'The Big Screen' will include your logo in the following dedicated event publicity:
 - *Event web page on the main Beaulieu website*
 - *Links from event website to sponsor website*
- 30 Second Advert on 'The Big Screen'.
- Banner advertising in front of 'The Big Screen'.
- Mentions throughout the day from our event presenter and your own Trade Stand at the event
- Inclusion within all relevant Supercar Weekend press releases.
- 15 free adult entry tickets for employees or customers to attend Beaulieu Supercar Weekend 2025, which includes entry to the whole Beaulieu attraction.



Drivers' Marquee Sponsor

- Sponsorship of the Drivers' Marquee provides exclusive access to meet and engage with supercar owners.
- Sponsorship of the Drivers' Marquee will include your logo in the following dedicated event publicity:
 - *Event web page on the main Beaulieu website*
 - *Links from event website to sponsor website*
- 30 second advert on 'The Big Screen'.
- Mentions throughout the day from our event presenter and your own Trade Stand within the Drivers' Marquee area also accessible to visiting public.
- 15 free adult entry tickets for employees or customers to attend Beaulieu Supercar Weekend 2025, which includes entry to the whole Beaulieu attraction.

Ready to get involved?

We hope so, and look forward to your involvement with this year's Beaulieu Supercar Weekend. This event represents a wonderful opportunity to promote your business to a large audience of supercar owners and enthusiasts

If you'd like further details, including prices, or would like to discuss an alternative sponsorship proposal, please contact either:

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For the latest news and updates about the event over the coming weeks, visit our website or our social media channels

[#BeaulieuSupercarWeekend](https://www.instagram.com/BeaulieuSupercarWeekend)



Watch the Video

