

SUPERCAR

Weekend



Beaulieu

2026 SPONSORSHIP OPPORTUNITIES



Beaulieu Supercar Weekend 1-2 August 2026

This summer, Beaulieu Supercar Weekend returns, delivering a standout showcase of some of the world's most exclusive supercars right here on the South Coast.

Now in its 15th year, Beaulieu Supercar Weekend boasts over 1,000 vehicles on display across both days, including a special display of prestige and hypercars on the lawns of Palace House featuring some of the most desirable cars ever made.

Attracting over 20,000 showgoers every year, the event features impressive feature displays, special guests, sound-offs and the crowd-favourite, the demonstration run, creating an unmatched experience that keeps enthusiasts returning year after year.

We are pleased 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 1 - 2 August 2026, including over 2,000 Supercar owners. Beaulieu Supercar Weekend attracts local day visitors and holidaymakers visiting the New Forest and the South Coast. It is one of the most popular events in the Beaulieu events calendar.

Engagement highlights of the 2025 Beaulieu Supercar Weekend included:

- *150k+ 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 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

“Over 1,000 vehicles arrived for the Beaulieu Supercar Weekend, which saw its best display of hypercars yet.”
Mid Hampshire Observer, 2025

“An unforgettable weekend of automotive action!”
Wheels Alive, 2025
“The family event is one of Beaulieu’s largest and most popular events.”
Dorset Echo, 2025

“The British have long had an affinity for combustion engines. However, many also share a love for the English countryside. In Beaulieu, you can enjoy both.”

News Break, 2025

- “It was our first time to the supercar event and wow! We all had a great day and will definitely be back.”*
- “Best car show I’ve ever been to.”*
- “It certainly was an incredible event!”*
- “Huge turnout of club cars for this event with a fabulous mixture of colours and marques!”*
- “What a wonderful, wonderful day! Congratulations to everyone at Beaulieu for putting on such a great family show.”*
- “Incredible event, well done to all involved. Such a great day out for the whole family.”*

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 on all print advertising
- Logo on all display advertising
- Logo on all outdoor advertising
- Inclusion in 2x solus e-newsletters to audience of 75k+
- Inclusion in all Supercar Weekend press releases
- 50 second advert on 'The Big Screen'
- Opportunities for banner advertising on site
- Mentions throughout the day from our event presenter
- 30 free one-day adult entry tickets for employees or customers to attend Beaulieu Supercar Weekend 2026, including entry to the whole Beaulieu attraction
- Your own trade stand at the event with relevant exhibitor passes



Demonstration Run Sponsor

The Demonstration Run takes place three times on both Saturday and Sunday. Each run lasts approximately half an hour with 20+ supercars 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 e-newsletters to audience of 75k+
- Opportunity for banner advertising on both sides of the demonstration run
- Your own trade stand at the event with relevant exhibitor passes
- 30 second advert on 'The Big Screen'
- Mentions throughout the day from our event presenter
- Inclusion in all Supercar Weekend press releases
- 16 one-day adult entry tickets for employees or customers to attend Beaulieu Supercar Weekend 2026, including entry to the whole Beaulieu attraction





Palace House Lawns Display Sponsor

The historic Palace House lawns will provide a stunning backdrop for the Prestige & Hypercar display at Beaulieu Supercar Weekend 2026. This exclusive feature will showcase an exceptional line-up of supercars in a truly iconic setting.

'The Prestige & Hypercar display 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 e-newsletters to audience of 75k+
- Additional advertising opportunities around the Prestige & Hypercar display
- Your own trade stand at the event with relevant exhibitor passes
- 30 second advert on 'The Big Screen'
- Mentions throughout the day from our event presenter
- Inclusion in all Supercar Weekend press releases
- 16 one-day adult entry tickets for employees or customers to attend Beaulieu Supercar Weekend 2026, including 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
- 50 second advert on 'The Big Screen'
- Banner advertising in front of 'The Big Screen'
- Mentions throughout the day from our event presenter
- Your own trade stand at the event with relevant exhibitor passes
- Inclusion in all Supercar Weekend press releases
- 16 one-day adult entry tickets for employees or customers to attend Beaulieu Supercar Weekend 2026, including entry to the whole Beaulieu attraction

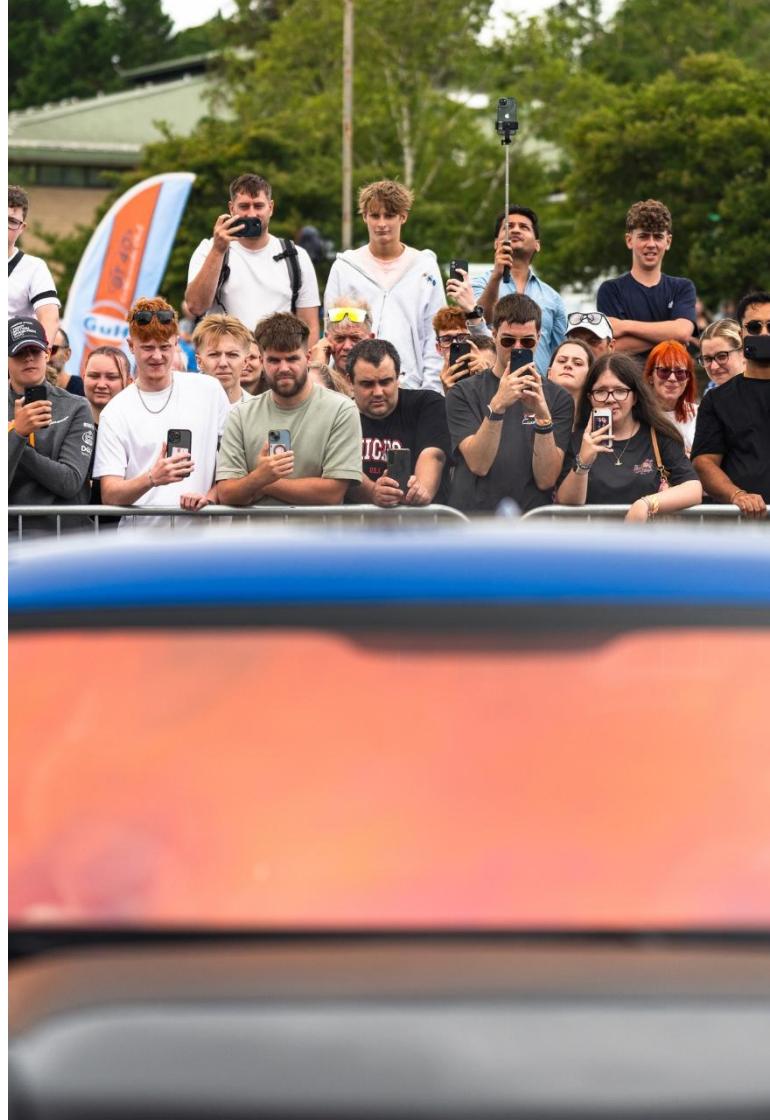
Sound-Off Sponsor

ALREADY BOOKED

The Supercar Sound-Off takes place on both Saturday and Sunday, where a selection of supercar drivers compete to win the loudest audience cheer by showcasing the power and sound of their engines.

Sponsorship of 'The Sound-Off' 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 the Sound-Off area
- Mentions throughout the day from our event presenter
- Your own trade stand at the event with relevant exhibitor passes
- Inclusion in all Supercar Weekend press releases





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
- Your own Trade Stand within the Drivers' Marquee area with relevant exhibitor passes
- 16 one-day adult entry tickets for employees or customers to attend Beaulieu Supercar Weekend 2026, including entry to the whole Beaulieu attraction

Manufacturer or Dealership Display Space

Tailored exhibition or gazebo space packages to suit your requirements, offered at a range of prices. Secure your presence at Beaulieu Supercar Weekend to engage with an audience of supercar owners and enthusiasts and showcase your premium offerings.

Premium Display Spaces

- 3X5m space + 1 car (8X5m total)
- 3X5m space + 2 cars (13X5m total)
- 3X5m space + 3 cars (18X5m total)

Parkland Display Spaces

- 3X5m space + 1 car (8X5m total)
- 3X5m space + 2 cars (13X5m total)
- 3X5m space + 3 cars (18X5m total)
- 6X6m marquee space (with car inside)

Extras

- Additional 3X5m Premium Display Space
- Additional 3X5m Parkland Display Space
- Extra adults
- Extra car pass

