

PARTNER WITH US



Partner with Bolesworth

26 JUNE - 5 JULY 2026

WWW.BOLESWORTH.COM

PARTNER WITH BOLESWORTH

Activate your brand in style at Al Shira'aa Bolesworth International

The stunning parkland of Bolesworth Castle in Cheshire sets the stage for the Al Shira'aa Bolesworth International from **26 June to 5 July** - where equestrian excellence meets cars of distinction, celebrating horse power in every form.

Across two summer weekends, it showcases world-class showjumping, and automotive masterpieces, from timeless classics to modern supercars, and enjoys a vibrant social scene where lasting connections are made - blending sport and style in an atmosphere of relaxed elegance.

There's nothing else like it: an international celebration of horsepower that unites the thrill of performance and the elegance of precision. For brands, it's a one-of-a-kind opportunity to connect with both worlds - **all in one unforgettable event.**



Last years event



13,500

people on-site

3,500

VIP Hospitality guests

250

Cars of Distinction displayed

1,420

horses entered to ride at the show

ACTIVATE YOUR BRAND

Engaged audience



5.9 M

views across Instagram & Facebook

330K

emails were sent across our databases

39.8%

Average open rate across emails

5 M

people reached through PR & Media activity

ACTIVATE YOUR BRAND

The perfect setting to entertain your clients



EXCLUSIVE RING-SIDE HOSPITALITY



ACTIVATE YOUR BRAND



BESPOKE NETWORKING OPPORTUNITIES



EV & AUTOMOTIVE EXPERIENCES



VIP BRAND ACTIVATION



BRAND ACTIVATION



BRINGING BUSINESSES TOGETHER

Offering bespoke opportunities for brand activation

ACTIVATE YOUR BRAND

With unparalleled action, premium shopping & entertainment



LIVE ACTION



PREMIUM SHOPPING VILLAGE



FAMILY FUN



LIVE ENTERTAINMENT

ACTIVATE YOUR BRAND



EQUESTRIAN EXCELLENCE



SPORTING STYLE DAY



SUPERCAR PARADES



CHAMPAGNE TERRACE



THE STYLE QUARTER

Blending sport
and style in an
atmosphere of
relaxed elegance

ACTIVATE YOUR BRAND

Classic Weekend

LAUNCHING BOLESWORTH CONCOURS - 26 - 28TH JUNE

As well as world class showjumping Bolesworth presents to you a different kind of Horsepower. Our Classics weekend featuring the inaugural Bolesworth Concours celebrates the timeless beauty of classic cars.

- Concours with expert judging panel Friday/Saturday
- Classic Car Clubs
- Classic Car Dealerships
- Featuring parades in main International Arena
- Hospitality Drivers lounge

Premium exhibition space available for brands & activations.

“On behalf of the Chester Vintage Enthusiasts Car Club I would like to thank you for your invitation and hospitality at Bolesworth on Saturday. Our members really enjoyed the event especially the owner of 1908 Brasier, who won the People's Choice award. Thank you once again.”

1908 BRASIER
(RACED AT GOODWOOD)



ACTIVATE YOUR BRAND

Launching Bolesworth Concours

FRIDAY 26TH & SATURDAY 27TH JUNE

Our Classics weekend featuring the inaugural Bolesworth Concours celebrates the timeless beauty of classic cars. Expert Judging will take place on Friday 26th & Saturday 27th June.

What you can expect:

- Esteemed judging panel of renowned automotive experts
- A curated showcase of classic cars displayed on the prestigious Drivers' Lawn
- Elegant Classic Car Parades within the iconic Bolesworth International Arena
- Champion Trophies and Rosettes

Join us for an incredible weekend and celebrate horsepower in style, at this years show.



ACTIVATE YOUR BRAND



“Thanks for yesterday. My son and I really enjoyed it, even better we won an award. Thanks very much for the invite.”

JOHN
ASTON MARTIN VANTAGE AMR LIGHTWEIGHT

Supercar Weekend

CELEBRATING HORSEPOWER - 3RD - 5TH JULY

Our Supercar Weekend celebrates the pinnacle of performance with an extraordinary collection of supercars and hypercars. Featuring:

- Supercar Clubs
- Supercar Dealerships
- Product Launches
- Screening of Silverstone British GP in Hospitality Drivers Lounge

Premium exhibition space available for brands & activations.



Why Partner with us?

By aligning your brand with Bolesworth, you're not just promoting a product; you're joining an elite community of like-minded businesses that embody excellence and prestige.

Our bespoke partnership packages are meticulously crafted to meet your specific goals, whether you're looking to launch a new product, entertain clients, or expand your reach to discerning audiences.

If you'd like to become a partner contact Guy Le Saige de La Villèsbrunne on **01829 701 505** or email **guy@bolesworth.com**.

Connect, collaborate, and create lasting relationships.



“It was absolutely amazing, all the team that attended said how fabulous it was. As you know it was our first time doing anything like this and it was so impressive and the hospitality was literally flawless. Food, drink, the horses, the showjumping, everything.”

ACCOUNTING PARTNER

“It was a pleasure to be involved in such a very well organised and special event. The whole place looked fabulous and the friendly atmosphere is a rare thing on a large scale such as Bolesworth”

MITCHELL GROUP
GROUP DIRECTOR

“At Charles Owen, we believe safety and performance go hand in hand. Our partnership with Bolesworth reflects a shared vision to elevate the sport through innovation, education, and rider wellbeing. Together, we're redefining what it means to compete safely - today and for the next generation.”

CHARLES OWEN
HEAD OF PRODUCT & BRAND DEVELOPMENT

“Just wanted to thank you for the hospitality and what was an excellent and most enjoyable day out on Sunday. Many thanks once again.”

LEXUS LC500H
OWNER

Partnership Opportunities



Bronze Package

Starting from £5,000

Appeal: Entry-level visibility

Highlights:

- Partner announcement story and tagged posts on social media
- Advert inclusion in e-newsletter marketing
- Logo featured on our website
- VIP hospitality places (x2)
- Opportunity for on-site branding and tradestands

Silver Package

Starting from £10,000

Appeal: Broader visibility and on-event exposure

Highlights:

- Partner announcement story & tagged grid post/story
- On-event reel creation
- More frequent logo and advert inclusions (website, newsletters, programme)
- On-site branding and logo exposure across the Bolesworth International
- Half page programme advert
- 30s TV Advert
- VIP hospitality places (x10)
- Opportunity to have Perimeter branding in our Luxury Lifestyle / Cars of Distinction zone / International Ring

Gold Package

Starting from £20,000

Appeal: Premium visibility, relationship building & year-round exposure

Highlights:

- Partner announcement story & tagged grid post/story
- Reels produced annually (x2)
- Board meetings in Castle Round room (x1)
- Quarterly use of The Grainstore meeting space
- Invitation to Christmas Cocktail Event & Annual Partner Dinner
- Use Bolesworth grounds to run a content creation session (photo/video)
- More frequent logo and advert inclusions (website, newsletters, programme)
- On-site branding and logo exposure across the Bolesworth International
- Half page programme advert
- VIP hospitality places (x30)
- Opportunity for car placement by the main entrance / on the stage (when not in use) (automotive)
- 30% discount code for Bolesworth Holiday Lets (Limited number of bookings)

Platinum Package

Starting from £50,000

Appeal: Flagship partnership with maximum visibility & bespoke engagement

Highlights:

- Partner announcement story & tagged grid post/story
- Reels produced annually (x3)
- Board meetings in Castle Round room (x2)
- Quarterly use of The Grainstore meeting space
- Host an exclusive dinner at Bolesworth Castle
- Invitation to Christmas Cocktail Event & Annual Partner Dinner
- More frequent logo and advert inclusions (website, newsletters, programme)
- On-site branding and logo exposure across the Bolesworth International
- Half page programme advert
- Opportunity for car placement by the main entrance / on the stage (when not in use) (automotive)
- Island Car in the International Ring (automotive)
- Bespoke VIP hospitality places
- 50% discount code for Bolesworth Holiday Lets (Limited number of bookings)

To see full package details and package breakdown - please contact **guy@bolesworth.com** for more information.

ACTIVATE YOUR BRAND

Proud to be working with



ACTIVATE YOUR BRAND

Travelling to Bolesworth

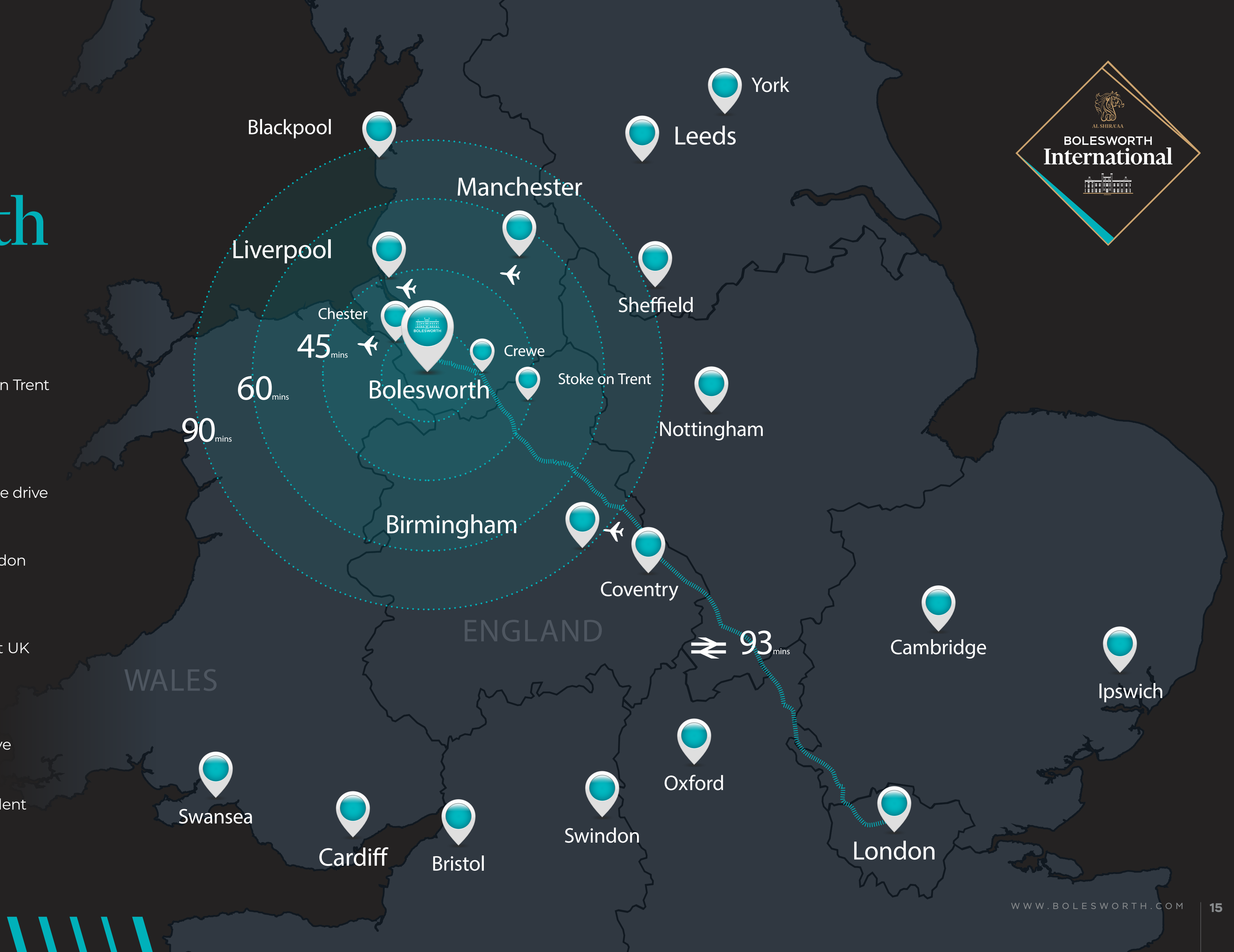


TRAVEL FACTS

- **20 minutes drive** from Chester
- **45 minutes drive** from Liverpool & Stoke on Trent
- **60 minutes drive** from Manchester
- **90 minutes drive** from Birmingham
- **3 International Airports** within a 60 minute drive
- **93 minutes** by train to London Euston
- **75 minutes by Helicopter flight** from London

NORTHWEST POPULATION FACTS

- **7.4 million** – Population of the North West UK & North Wales
- **1.1 million people** live in Cheshire
- **900,000 people** live with a 30 minute drive from Bolesworth
- **42yrs the average age** of a Cheshire resident
- **457 residents** per square km
- **2.34 residents** per house hold





Guy Le Saige de La Villèsbrunne

Director Automotive & Lifestyle

✉ guy@bolesworth.com

☎ +44 (0)1829 701 505 | 07990 577 219

For further information and to secure your participation, please contact guy@bolesworth.com. Don't miss an exclusive opportunity to partner with Bolesworth.

Bolesworth Castle, Tattenhall, Chester, CH3 9HQ



BOLESWORTH

WWW.BOWLESWORTH.COM