



30TH JUNE - 4TH JULY 2027
BOLESWORTH CASTLE, CHESHIRE

**Partner with
Bolesworth**

WWW.BOLESWORTH.COM



Activate your brand in style at Bolesworth International

WEDNESDAY 30TH JUNE - SUNDAY 4TH JULY 2027

30TH JUNE - 4TH JULY | BOLESWORTH INTERNATIONAL

Set against the stunning parkland of Bolesworth Castle in Cheshire, Bolesworth International takes place from 30 June to 4 July 2027, bringing together world-class CSI4* showjumping and international Concours in one distinctive lifestyle event.

The Art of Horsepower is where elite equestrian sport meets automotive excellence - connecting performance, craftsmanship and prestige with a discerning audience.

For a Title Partner, Bolesworth International offers more than event visibility. It provides the opportunity to own the intersection of two highly engaged worlds, bringing your brand into the heart of a premium environment where equestrian brands, automotive marques, car clubs, owners and lifestyle audiences come together.

This is a platform for brands looking to build prestige, create meaningful experiences and align with a truly distinctive event.

At Bolesworth International, we believe horsepower is more than a measure of speed or strength, it is an art form.

Our vision is to create a world class destination where equestrian excellence and automotive mastery coexist. We believe horsepower is more than a measure of speed or strength, it is an art form.

From the power and poise of the horse to the precision and presence of classic cars and modern supercars, we celebrate horsepower in all its forms.



This is horsepower elevated
This is horsepower connected
This is **The Art of Horsepower**

LAST YEARS EVENT

15,500

People on-site

3,000

VIP hospitality guests

395

Classic Car and Supercars displayed

1,242

Horses entered to ride at the show

ENGAGED AUDIENCE

7.5M

Views across Instagram & Facebook, with Instagram views up 308% year-on-year.

381K

recieved emails were sent across our database

148K

Across the event landing page & key ticketing & information pages.

3.3M

people reached through Equestrian and Lifestyle PR & Media activity



The perfect setting to entertain your clients

Bolesworth is the ultimate destination for seamless high-end entertaining or relaxed socialising - set against the extraordinary backdrop of world-class equestrian sport and automotive excellence.



CLIENT EXPERIENCES



OLYMPIC STANDARD FACILITIES



EXCLUSIVE RING-SIDE HOSPITALITY



PARTNER WITH BOLESWORTH

BESPOKE NETWORKING OPPORTUNITIES



PREMIUM PRODUCT PLACEMENT



VIP BRAND ACTIVATION

Offering bespoke opportunities for brand activation

Every partnership is individually curated, offering brands the opportunity to activate in ways that feel natural, memorable and perfectly aligned with the Bolesworth experience.

Blending sport and style in an atmosphere of relaxed elegance

Where thrilling sport, timeless style, and a showcase of premium cars come together, offering a beautifully balanced experience defined by sophistication, quality, and ease.

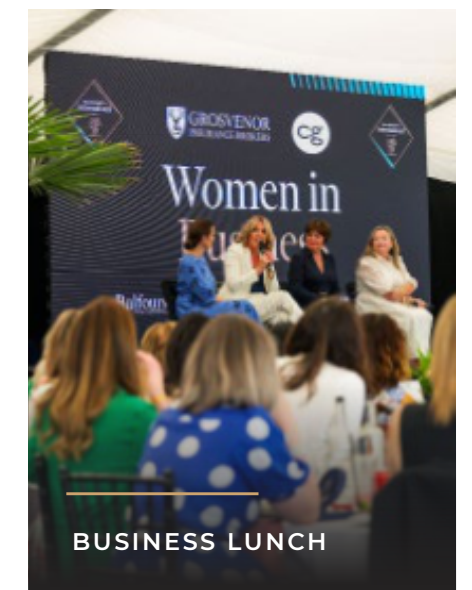
The whole place looked fabulous and the friendly atmosphere is a rare thing on a large scale such as Bolesworth."

MITCHELL GROUP, DIRECTOR

30TH JUNE - 4TH JULY | BOLESWORTH INTERNATIONAL



SPORTING STYLE DAY



BUSINESS LUNCH



EQUESTRIAN EXCELLENCE



THE STYLE QUARTER

Bolesworth Concours

BOLESWORTH CONCOURS - SATURDAY 3 JULY

As well as world class showjumping Bolesworth presents to you a different kind of Horsepower. Set against the magnificent backdrop of Bolesworth Castle, the Bolesworth Concours – The Art of Horsepower celebrates the world's most distinguished automobiles in an environment where heritage, craftsmanship and innovation come together.

Rooted in the tradition of the Concours d'Élégance, the event showcases a carefully curated collection of rare, historic and contemporary vehicles, each selected not only for its beauty and engineering excellence, but also for the stories, provenance and passion that define it.



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PARTNER WITH BOLESWORTH



Partner Opportunities

Bronze Package

Starting from £5,000

Highlights:

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

Silver Package

Starting from £10,000

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 for trade stand or activation

Gold Package

Starting from £20,000

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
- Exclusive Invitation to 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
- 30s TV Advert
- VIP hospitality places (x30)
- Opportunity for trade stand or activation
- 30% discount code for Bolesworth Holiday Lets (Limited number of bookings)

Platinum Package

Starting from £50,000

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
- Exclusive Invitation to 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
- 30s TV Advert
- Blog features across the year
- 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 melanie@bolesworth.com for more information.

OUR PARTNERS



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 Melanie Simm on 01829 701 505 or email melanie@bolesworth.com.



Connect, collaborate, and create lasting relationships.



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For more information, please contact:

Melanie Simm
Partnership Manager

T: 01829 701 505
E: melanie@bolesworth.com

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