

BOLESWORTH PRESENTS



# BOLESWORTH International

## Exclusive Brand Activations Bolesworth International 2025



BOLESWORTH PRESENTS

# Bolesworth International

**FRIDAY, JUNE 27 – MONDAY, JUNE 30**  
**THURSDAY, JULY 3 – SUNDAY, JULY 6**

We invite premium lifestyle brands seeking unique activation opportunities to showcase your brand at Bolesworth International. This premier event presents a unique platform for you to engage directly with discerning guests, including riders, owners, and corporate professionals.

During the weekdays, the focus will be on equestrian activities, with 800 horses and their owners and riders present, along with around 300 corporate guests each day. The weekends will see even more excitement, highlighted by the introduction of our new Supercar Zone, which is expected to draw substantial crowds over both weekends.

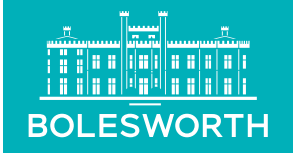


**BOLESWORTH**  
**International**



# Premium Lifestyle Zone

Located adjacent to the VIP Entrance, our new Premium Lifestyle Zone will be operational every day from 8 AM until the conclusion of the sporting events (varies between 7:30 PM – 8:30 PM).



# BOLESWORTH International

# Exhibiting at Bolesworth

**FRIDAY, JUNE 27 – MONDAY, JUNE 30**  
**THURSDAY, JULY 3 – SUNDAY, JULY 6**

These bookings are for a two-week period and require staff from 8:00am until the end of the sports activities on each of the dates above. The sports will finish between 7:30pm and 8:30pm, depending on the schedule.

## Exhibitor Pricing:

**5m x 5m Pagoda:** Choice of carpet or astroturf flooring depending on location.

**Price:** £3,000 + VAT

## Upgraded Sales Package:

**Price:** £3,950 + VAT includes:

- Option to host interactive talks or demos on your stand, included in our event promo schedule.
- Opportunity to invite guests for informal drinks receptions (exhibitors cover drink costs).
- Listing in our Business Directory in the event programme and official website.
- Promotion through two email blasts and two social media posts leading up to the event.

## Event Partner Package:

**Price:** Starting at £10,000 + VAT, which includes all upgraded sales package benefits plus:

- Exclusive VIP hospitality package.
- On-site branding opportunities throughout the venue.
- Product placement in key areas.
- Sponsorship and naming rights for an International Showjumping class.

Please note the event is a secure site with 24 security over the two week period.



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# Supercar Zone

**FRIDAY, JUNE 27 – MONDAY, JUNE 30**  
**THURSDAY, JULY 3 – SUNDAY, JULY 6**

Positioned adjacent to the Main Arena, this zone will operate everyday until the end of sport. There are limited spaces available for Sat / Sun trading only (additional 10% discount applies).

## 6M X 6M PAGODA:

**Early Bird Price:** (booked by 28th February 2025)  
£2,250 + VAT

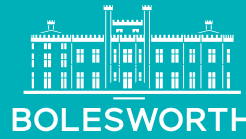
**Regular Price:** (from 1st March 2025)  
£2,800 + VAT

## 3M X 3M PAGODA:

**Early Bird Price:** (28th February 2025)  
£1,620 + VAT

**Regular Price:** (from 1st March 2025)  
£1,800 + VAT

Please note the event is a secure site with 24 security over the two week period.



# BOLESWORTH International



# Premium Open Space

We are offering a limited number of space only positions within the Main Shopping Village. These are premium locations and bookings for these spaces will only be accepted with a clear description, and/or photographs of the proposed layout/use of the space and structures that are intended to be built upon it.

All rates are quoted ex. VAT

They are available in the following sizes:

Size	Rate – 2 weeks	10% discount
Up to 25 sqm	£60 per sqm	£54 per sqm
25 sqm to 50 sqm	£56 per sqm	£50 per sqm
Over 50 sqm	£51 per sqm	£45 per sqm



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PRESENTED BY AL SHIRA'AA

27 JUNE – 6 JULY 2025



BOLESWORTH

Bolesworth Castle,  
Tattenhall, Chester CH3 9HQ

+44 (0)1829 307676

[bolesworth.com](https://bolesworth.com)

## Thank you

For further information and to secure your participation,  
please contact [tig.goodman@bolesworth.com](mailto:tig.goodman@bolesworth.com). Don't miss  
this opportunity to elevate your brand in a prestigious setting!

 **Tig Goodman**

 [tig.goodman@bolesworth.com](mailto:tig.goodman@bolesworth.com)