



AL SHIRAA

# BOLESWORTH International



**26TH JUNE - 5TH JULY 2026**  
**BOLESWORTH CASTLE, CHESHIRE**

# Bring your car to Bolesworth



WWW.BOLESWORTH.COM

# Join us for the Al Shira'aa Bolesworth International 2026

The stunning parkland of Bolesworth Castle in Cheshire sets the stage for the Al Shira'aa Bolesworth International from **26th June to 5th July**. Across two summer weekends, the event showcases world-class showjumping and exceptional automotive design, from timeless classics to modern supercars; a lifestyle event defined by relaxed elegance.

## EVENT DATES:

FRIDAY 26TH JUNE 2026 - MONDAY 29TH JUNE 2026

THURSDAY 2ND JULY 2026 - SUNDAY 5TH JULY 2026



It was so impressive and the hospitality was literally flawless. Food, drink, the horses, the showjumping, the cars, everything."

# 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

**13,500**

people on-site

**3,500**

VIP Hospitality guests

**250**

Classic Car and Supercars displayed

**1,420**

horses entered to ride at the show

## Engaged Audience

**5.9 M**

views across Instagram & Facebook

**330K**

received emails were sent across our databases

**39.8%**

Average open rate across emails

**5 M**

people reached through 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.

WOMEN IN BUSINESS LUNCH - FRIDAY 26TH JUNE 2026

EQUESTRIAN EXCELLENCE - MONDAY 29TH JUNE 2026

BUSINESS DAY - THURSDAY 2ND JULY 2026

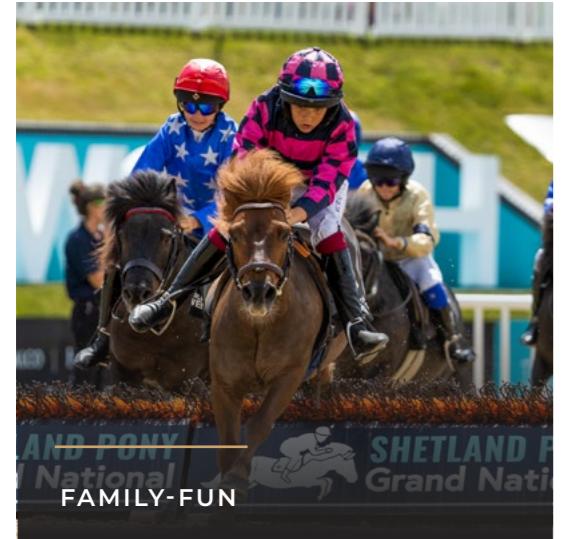


## Offering **bespoke opportunities** for brand activation

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

# With unparalleled action, premium shopping & entertainment

From world-class sport to curated retail and memorable entertainment, every element is thoughtfully brought together to create an exceptional day out.





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

MITCHELL GROUP, DIRECTOR

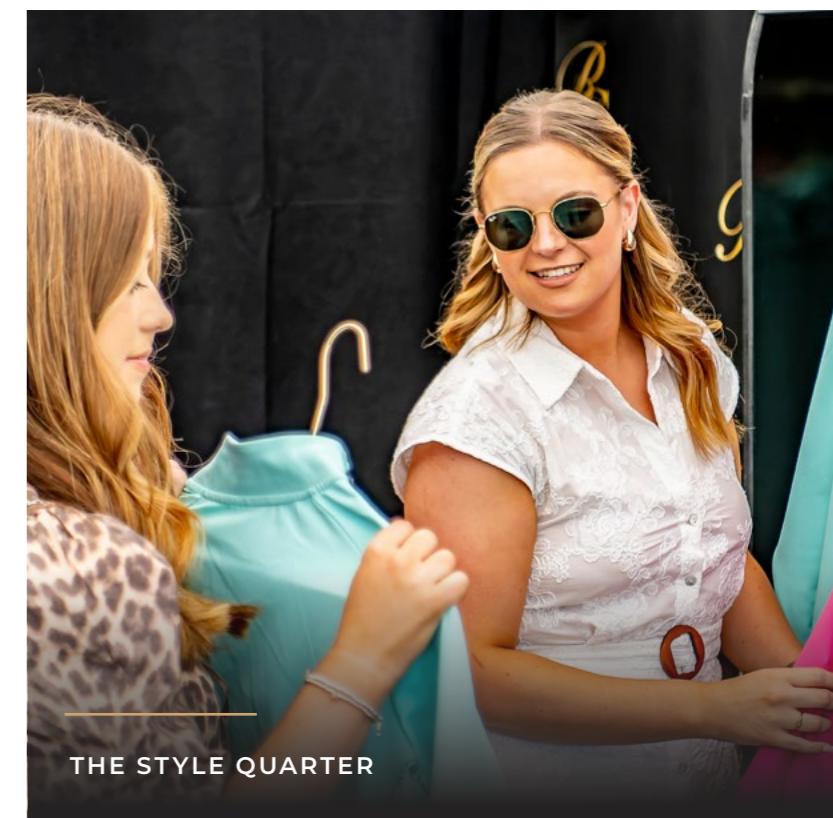


PARTNER WITH BOLESWORTH

# 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.

SPORTING STYLE DAY - FRIDAY 3RD JULY 2026



THE STYLE QUARTER

# Showcase your Car Club at the Al Shira'aa Bolesworth International



DRIVERS LAWN



CLUB TROPHIES



HOSPITALITY IN THE VIP PAVILLION



BOLESWORTH CONCOURS



# Classic Weekend

LAUNCHING BOLESWORTH CONCOURS - 26TH - 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 and Saturday
- Classic Car Clubs
- Classic Car Dealerships

Premium exhibition space available for brands & activations.



# Bolesworth Concours

THE ART OF HORSEPOWER - 26TH - 28TH 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 enjoy The Art of Horsepower in style, at this years show.





PARTNER WITH BOLESWORTH

# Supercar Weekend

# THE ART OF HORSEPOWER 3TH - 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.



# How you can get involved?

## Showcase Your Car

Bring your pride and joy to the Drivers' Lawn.

- Park in a prestigious setting
- Gather with your club and fellow collectors
- Enjoy a curated display environment with 24/7 security

## Relax in the Drivers' Lounge

An exclusive haven throughout the weekend.

- Front-row views of the International Showjumping Arena
- Exclusive hospitality and a place to unwind
- Live screening of the British Grand Prix
- The perfect base for you and your club

## Enter the Bolesworth Concours

The inaugural Bolesworth Concours celebrates the timeless beauty of classic cars.

- Expert judging across multiple categories
- Showcase of Cars of Distinction
- A refined Bolesworth Concours experience set against the iconic Bolesworth backdrop

## Activate Your Car Club

Bring your community to life on the Bolesworth stage.

- Host your members in a dedicated driver's zone
- Create unique experiences tailored to your club identity
- Run your own Club Trophy with winners recognised through the official Bolesworth Club Trophies

## Upgrade to the VIP Pavilion

The most exclusive way to experience Bolesworth.

- VIP hospitality throughout the day
- VIP parking for a seamless arrival
- Access-all-areas energy with balcony views over the International Arena
- Celebrate, connect, and enjoy the very best of Al Shira'aa Bolesworth International

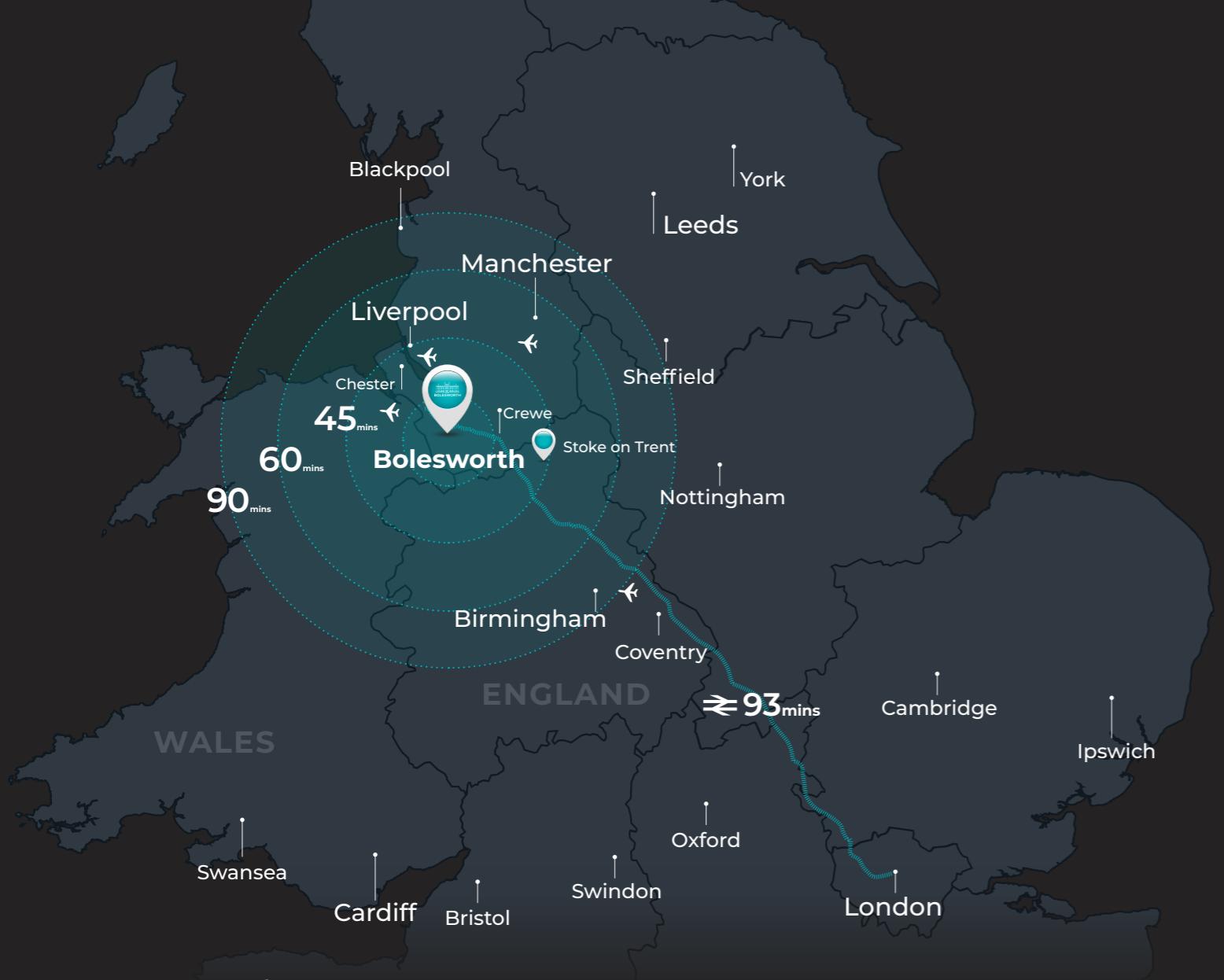
To see full package details and package breakdown - please contact [melanie@bolesworth.com](mailto:melanie@bolesworth.com) or [guy@bolesworth.com](mailto:guy@bolesworth.com) for more information.

# 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](mailto:guy@bolesworth.com).



## Getting to Bolesworth



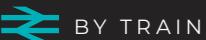
BY CAR

**20 minutes drive** from Chester

**45 minutes drive** from Liverpool

**60 minutes drive** from Manchester

**90 minutes drive** from Birmingham



BY TRAIN

**93 minutes by train** to London Euston

**55 minutes by train** to Manchester

**45 minutes by train** to Liverpool



BY PRIVATE JET

**3 International Airports** within a 60 minute drive

We can arrange bespoke pick up and drop off



BY HELICOPTER

**75 minutes by Helicopter flight** from London

Helipad available on site. Please contact us for landing fee information.

### 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 within a 30 minute drive from Bolesworth
- 42yrs the average age** of a Cheshire resident
- 457 residents** per square km
- 2.34 residents** per household



Connect, collaborate, and create lasting relationships.



## BOLESWORTH International



**26TH JUNE - 5TH JULY 2026  
BOLESWORTH CASTLE, CHESHIRE**

For more information, please contact:

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