



AL SHIRA'AA

BOLESWORTH
International



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

Partner with
Bolesworth

WWW.BOWLESWORTH.COM



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 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.

For brands, it offers a rare opportunity to engage with a discerning audience at the intersection of performance, craftsmanship and prestige.

EVENT DATES:

FRIDAY 26TH JUNE 2026 - MONDAY 29TH JUNE 2026

THURSDAY 2ND JULY 2026 - SUNDAY 5TH JULY 2026



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

ACCOUNTING PARTNER REVIEW 2025

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

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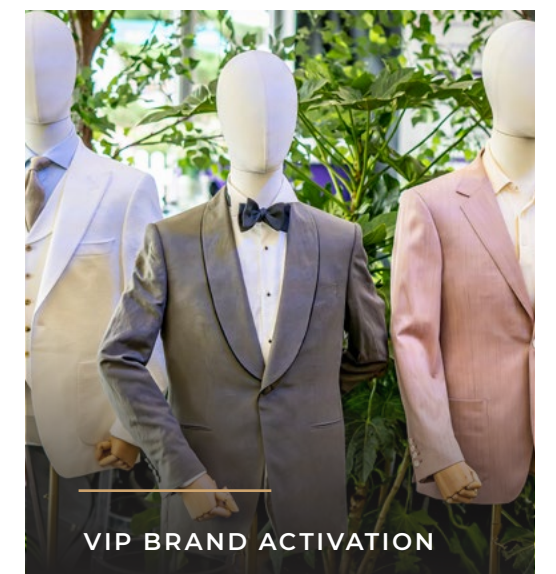
The perfect setting to entertain your clients

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

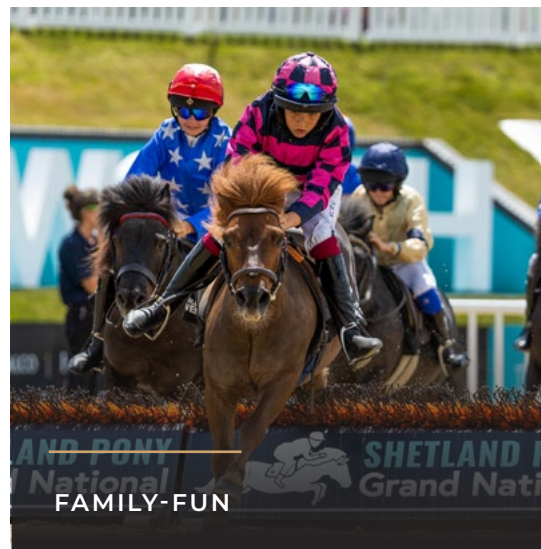


Offering bespoke opportunities for brand activation

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.



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

MITCHELL GROUP, DIRECTOR

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.



Supercar Weekend

THE ART OF 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.



Partner Opportunities

Bronze Package

Starting from £5,000

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

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
- 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
- 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
- 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
- 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.

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.



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 house hold



Connect, collaborate,
and create lasting
relationships.



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BOLESWORTH CASTLE, CHESHIRE

For more information, please contact:

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Partnership Manager

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