



30TH AUGUST 2026

Stamford Car Show 2026

Proposal for Sponsors & Partners

22 years | 500 cars | 10,000 visitors | Bank Holiday

- The Stamford Car Show is one of the region's most popular motoring events, organised by Stamford Round Table, bringing together classic, modern and specialist vehicles in the historic town of Stamford.
- Now in its 22nd year, the event has become a well established part of the local calendar.
- Each year the show attracts around 500 display cars and more than 10,000 visitors, creating a unique opportunity for local businesses to connect with an enthusiastic audience of car owners and motoring fans.
- Visitors travel from across Lincolnshire, Rutland, Cambridgeshire and Northamptonshire, including classic car collectors, performance car owners and families looking for a great day out.

Why Sponsor the Stamford Car Show?

The event audience includes:

- Classic car collectors
- Performance and supercar owners
- Car enthusiasts and clubs
- Families and visitors from across the region
- Opportunity to meet potential customers face-to-face



Sponsors benefit from:

- Direct access to 10,000+ engaged visitors
- Opportunity to display vehicles or promote services
- Brand exposure through event marketing and programme advertising
- Association with a well established community event
- Supporting local charities and causes

HEADLINE SPONSOR

from £2,000

Exclusive opportunity limited to one sponsor

- Event branding: "Stamford Car Show presented by [Sponsor]"
- Premium display space at the event
- Full page advert in the event programme
- Logo featured on marketing materials and website
- Recognition during event announcements



SCENIC TOUR PARTNER

from £1,000

"Scenic Tour in partnership with [Sponsor]"

- Lead vehicle for the scenic tour
- Branding associated with the scenic tour
- Prime display stand within the scenic tour vehicle area
- Half page programme advert
- Logo featured on the event website

Supporting Local Causes

- Event infrastructure
- Insurance and safety planning
- Public facilities such as toilets
- Temporary access structures including the bridge used to access the show site

Once the event costs are covered, all remaining funds are donated to local charities and community causes.

Many sponsors choose to support the event at higher levels than the standard packages, knowing that their contribution directly helps support both the event and local charitable causes.

The Stamford Car Show is organised entirely by volunteers from Stamford Round Table, a local charitable organisation.

Sponsorship helps fund the essential costs required to run the event safely and successfully, including:



SUPERCAR PARKING PARTNER

from £750

"Supercar Parking in partnership with [Sponsor]"

- Display stand positioned next to the supercar parking area
- Branding associated with the supercar display
- Opportunity to present the Best Detailed Car Award
- Half page programme advert
- Logo featured on the event website



EVENT DISPLAY SPONSOR

from £500

- Display space at the event
- Quarter page advert in the event programme
- Logo included in event programme
- Website acknowledgement

EVENT SPONSOR

from £100

- Business listing in the event programme
- Website acknowledgement

Event Partners

We are also looking to work with local partner organisations who can support the event through services, equipment or infrastructure.

Partner sponsorship helps us deliver the event safely and successfully while keeping costs down so that more funds can be donated to local charities.

Examples of partner opportunities include:

- Printing Partner
- Event programmes, signage and promotional materials
- Infrastructure Partner
- Event setup support, barriers, equipment or logistics
- Bridge Partner
- Supporting the installation of the temporary bridge used to access the show site
- Event Services Partner
- Support with equipment, staging, power or event infrastructure

Partner sponsors will receive recognition through:

- Logo placement in the event programme
- Website acknowledgement
- Recognition as an Official Event Partner
- Promotion where relevant to their involvement



Tailored Sponsorship Opportunities

Sponsorship packages can be tailored to suit your business, allowing you to maximise the value of your involvement.

This may include:

- Displaying vehicles or products
- Branded areas within the event
- Demonstrating services or products
- Programme advertising
- Cross promotion through social media and marketing channels

We are happy to work with sponsors to create bespoke opportunities that best showcase your business.

Marketing and Cross Promotion Opportunities

We are also keen to work with local businesses to promote the event through joint marketing and cross promotion.

Examples include:

- Promoting the event through social media
- Displaying event posters or flyers
- Joint competitions or promotions
- Featuring the event in newsletters or customer communications

Businesses supporting event promotion may also be recognised as Marketing Partners of the Stamford Car Show.

Limited Sponsorship Availability

Due to space limitations within the event, the number of display sponsors is limited. Sponsorship opportunities are allocated on a first come, first served basis, and early booking is recommended to secure your preferred package.

Become a Sponsor

Join us in supporting one of Stamford's most popular community events and showcase your business to thousands of visitors.

Email: info@stamfordcarshow.co.uk

Website: stamfordcarshow.co.uk



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