

# PARTNERSHIP BROCHURE

7TH JUNE 2026



RENN  
TAG.

LEIGHTON HALL ESTATE | LANCASHIRE

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# ABOUT WHEELS UP NORTH



Driven by a passion for all things engine-powered, Wheels Up North is a welcoming destination where enthusiasts and their families can enjoy a laid-back, inviting atmosphere. Our mission is to host regular events and shows throughout the year, showcasing a diverse range of vehicles - from supercars to timeless classics and everything in between.

At the heart of it all, we aim to build an amazing, friendly community of people who love to share their passion for cars, bikes, trucks or whatever it may be, bringing their unique vehicles to be admired and enjoyed by fellow enthusiasts.

Since launching our first event in 2021, we have hosted over 55 events.

The majority of these events have been our summer evening meets and weekend shows, but we have also hosted smaller coffee mornings as well as co-hosting events with our sponsors, partners, and friends, including The Motorist Hub, Tom Hardman Limited, The Detail Garage, and Porsche Centre South Lakes.

We have also exclusively booked multiple track evenings at Three Sisters Circuit in Wigan. On top of this, we raised money for the charity Lancashire Mind by hosting our first 'Winter Exclusives' series event with Amari Supercars at their beautiful and impressive showroom.

Next we introduced the Weekender, our flagship show with camping, live music & entertainment, guests and much more. This was an amazing experience, and we can't wait to grow bigger and better with the show in 2026, this being our fourth year already!

And finally, our newest edition to the calendar, Renntag, the event that you will be reading about in this brochure.

## EVENT DIRECTORS



**Harry Tagg**



**Matthew Owen**



**William Morris**



Introducing...

# RENNTAG 2026!

Renntag is an exclusive automotive event dedicated to the passion, performance, and heritage of Porsche. Bringing together an exceptional lineup of Porsche models, from classic air-cooled icons to cutting-edge modern supercars, Renntag offers a truly unique experience for enthusiasts and businesses alike. While Porsche takes centre stage, a limited selection of high-end performance and supercar brands such as Ferrari, Lamborghini, and McLaren, will also be represented, adding to the prestige of the event.



**The event will showcase a stunning variety of vehicles, including:**

- Porsche Classics & Modern Icons
- Supercars
- Race & Track-Prepped Cars
- Other rare and important vehicles

**Beyond the incredible display of vehicles, Renntag offers an immersive experience with:**

- Exclusive Club & Dealer Displays
- Live Demonstrations
- Premium Trade Village
- VIP Hospitality & Lounge Area
- High-Quality Food & Drink Options
- Special Awards & Presentations

The event will take place against the stunning backdrop of Leighton Hall Estate, Lancashire, a historic venue renowned for its picturesque landscapes and elegant surroundings.

Renntag is a celebration of automotive excellence, bringing together like-minded enthusiasts, collectors, and businesses in an environment designed for engagement and networking.

This is your opportunity to align with a premium audience, showcase your brand, and be part of an event that sets new standards for the automotive community.



# THE OPPORTUNITY

Renntag provides your brand or company with an exclusive and immersive platform to connect directly with a highly targeted audience of Porsche and high-performance vehicle enthusiasts. This is a prime opportunity to showcase your products and services in a high-engagement environment where passionate attendees can experience your brand firsthand. With a focused network of collectors, owners, and industry professionals, you'll have the chance to build valuable relationships, answer questions, and offer in-depth insights—ensuring your audience leaves with a lasting impression of what your business has to offer.

- 1 Meet & engage with your potential customer / target market
- 2 Talk to, get to know and understand your existing audience
- 3 Opportunity to create unique and real content
- 4 Talk to others in your industry and strengthen relationships
- 5 Grow your customer / potential customer database



# 2025 CAMPAIGN STATS

April 2025 - August 2025 (Renntag advertising and website info only)



832,511  
Total Paid Ad Impressions



68% Male Audience (Social)  
32% Female Audience (Social)



34,000+ Email Views  
64.5% Open Rate



Website Views: 8,165  
Unique Visitors: 5,804

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Renntag 2025 brought together up to 1,800 guests and over 250 Porsches, creating a unique celebration of Porsche and prestige motoring. While the event naturally attracts a strong community of Porsche owners and premium automotive enthusiasts, it also draws a wider public audience who come to enjoy the spectacle, atmosphere, and experience of the day.

This blend makes Renntag a powerful platform for partners. It delivers both direct conversations with a highly engaged, high-value market, and broad exposure to thousands of general visitors who see, experience, and interact with the event and its partners.

In addition, Renntag is promoted throughout the wider Wheels Up North network, including social media channels and our website, extending partner reach far beyond the event itself. This ensures exposure not only through paid campaigns, but also through our established and growing community platforms, therefore this above data is only a fraction of the total exposure

For brands looking to align with exclusivity while still benefiting from scale, Renntag offers the perfect balance.

# PACKAGES

Below are our outlined partnership packages. However, we understand that every business has different requirements and therefore we are more than open to discussions and custom setups. Please do not be afraid to open a discussion.

## HEADLINE SPONSOR **SOLD OUT!**

- Host of the hospitality area (Space to brand up how you like)
  - Logo on wristbands
  - Logo on main entrance banners
  - Large logo on promotional items (Up to date flyers etc)
  - Area on website dedicated to partnership. Home page space, 'Proudly in collaboration'
  - Logo on all email campaigns (Including specific campaign for your business to our list)
  - Social media post & stories + content collaborations & activations
  - Collaborated adverts via our Facebook & Instagram platform
  - Large trade/exhibition stand (Any size/multiple locations)
  - Speaking section on marquee stage to discuss your business
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## PRESTIGE PACKAGE

- Logo on main entrance banners
- Logo on promotional items (Up to date flyers etc)
- Logo & section on website
- Logo on all email campaigns (Including specific campaign for your business to our list)
- Social media post & stories + content collaborations & activations
- Collaborated adverts via our Facebook & Instagram platform
- Large trade/exhibition stand
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# TRADE STANDS

For businesses looking for exposure to their customers on a more basic level at the event only. We have a range of trade packages available.

All trade packages are space only and will be laid out for you on arrival.

If you need custom or larger spaces then please get in touch directly and we will be happy to help you out.

## EXHIBITOR STANDS

- 3m Frontage - £210 + VAT
- 6m Frontage - £400 + VAT
- 10m Frontage - £590 + VAT

*\*Depth of your stand can vary slightly but is around 8-10m*

- For larger, or custom size spaces, please get in touch
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## FOOD/DRINK VENDORS

- Pricing based on a fixed % of revenue
- £150 deposit secures your place
- Limited spaces available
- Your pitch on the lawn area of the event nearby the music marquee

# ALL PARTNERSHIP ENQUIRIES

If you are interested in discussing a partnership at Renntag 2026, please contact Harry, Matt or Will via the below details.

Spaces are limited and will fill up, so please don't hesitate to ask us some questions.

Please note that our sponsor packages go further than the event day, we want to do as much as we can with the companies we work with and are open to ideas.

 [www.wheelsupnorthrenntag.co.uk](http://www.wheelsupnorthrenntag.co.uk)

 [events@wheelsupnorthrenntag.co.uk](mailto:events@wheelsupnorthrenntag.co.uk)

