

# Weston Wheels

29<sup>th</sup> August 2004



**WESTON**  
**WHEELS**

The Southwest's  
**BIGGEST** car event

**MODIFIER**  
**ADVISORY**  
IT'S MUSTARD MATE

## 2004 Information

The modified car event of the year



# Weston Wheels 2004

[WWW.WESTONWHEELS.CO.UK](http://WWW.WESTONWHEELS.CO.UK)



Weston Wheels offers excellent opportunities for any company wishing to be associated with one of the most popular, prestigious and exciting motor events in the country. Since 2001 the event has grown from a local show into one of the nationally recognised modified car events of the year.



## Key Facts About Weston Wheels

- The South's largest gathering of modified cars
- Over 20'000 paying attendees in 2003
- Massive press and media exposure both locally and nationally



## Who Comes to Weston Wheels?

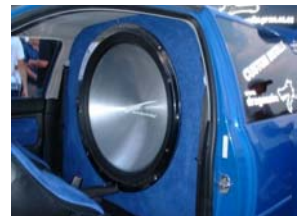
- 70% of attendees aged 17 - 35 years
- 65% male attendance with disposable income
- Local and national traders
- National car clubs
- Modified car owners



## The Company We Keep

The event attracts local and national sponsors and business exhibitors - here are just a few that have attended in the past.....

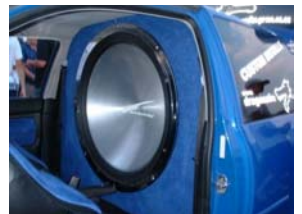
A&K Motorworld	L4 Leather	Rage Exhausts
AB Styling	Leeds Autostyling	Redline Magazine
Alpine	Longlife Exhausts	Revs Magazine
Amazing Events	Max Power Magazine	Richardsons Group
Ambersil	Media World	Sextons
Auto Trader	Meguiars	Smart Signs
Autovision Styling	MStation	Sony
Avon and Somerset Constabulary	Neoquip	South West Tyres
Avon Custom Engineering	Nintendo	Stealth Engineering
Carlton 2002 Ltd	Nitrous Solutions	Tech Distribution
Clevedon Auto Spares	Nitrox	The AA
Dom Lane Motorsport	NK Trading	Toad
Essex Racing	O2 (formerly BT Cellnet)	Total Car Audio Magazine
Fast Car Magazine	Orange Mobiles	Trilogy
Fuel	Performance Driven	Uplands Mobiles Ltd
Kicker	Pioneer	Vodka Kick
Koo	Playstation 2	Weston Motor Club
Kool Art	Pure Carma	Weston Motorsport





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## Media Coverage

The event attracts huge media interest from local newspaper coverage to national magazines and television.

## National Magazine Articles

Redline Magazine  
October Edition 5 pages

Fastcar Magazine  
October Edition 5 pages

Max Power Magazine  
November Edition 5 pages



## Television Coverage

HTV Evening News (local)  
BBC Points West (local)

## Newspaper Coverage

Western Daily Press several editions  
Bristol Evening Post several editions  
Weston and Worle News several editions  
Weston and Somerset Mercury several editions



## Website Coverage

Many websites contain reports and pictures from the event

Cruise Quest - Report  
CruiseSouthMids - Report and Pictures  
Badboycruisers - Report and Pictures  
Cruisewales - Report and Pictures  
Mental Motors - Report and images



For a full list of website and other media coverage check out our website,  
[www.westonwheels.co.uk](http://www.westonwheels.co.uk)



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## Opportunities

Weston Wheels offers many opportunities for companies and traders to promote and expand their business in the modified car industry.

## Sponsorship

Title sponsorship and individual activity sponsorship are available as a cost effect way to make your company or brand reach out to the attendees of the event.

Please see separate page for more details.

## Trading Space

Trade space is available for the sale or demonstration of goods and services. We offer an extremely competitive rate against other shows and events in this industry.

Prices start at £8 per square meter for grass.  
Prices start at £12 per square meter for tarmac.

## Advertising

We have advertising opportunities in the following areas:

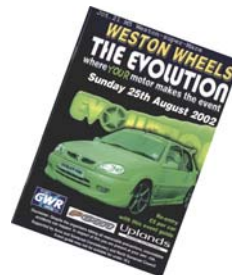
A4 Event Guide given FREE to the attendees on the day of the event

Prices start from £200

## Other Opportunities

From big screens and banner fencing through to merchandise we have opportunities in all areas to improve the awareness of your company or brand, please get in touch to discuss these in more details.

All prices quoted exclude VAT





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## Sponsorship

Sponsorship of the whole event or individual activities is a cost effective way to expand your brand or company profile to a large captive audience.

### Title Sponsor

Be the main focus of people's attention at the event and promote your brand even further with the event renamed after you.

- The event renamed The "your company name" Weston Wheels
- Branded dedicated flyers (distribution 15'000)
- Prime trade position (50 by 10 meters)
- Banner advertising throughout the event (sponsor provided)
- Event guide advertising
- Website advertising



Full details on request

### Main Stage Sponsor

The under cover centre piece to the event attracting large crowds all day long

- Exclusive banner advertising around the stage area
- Logo inclusion on all advertising material
- Inclusive trade space (30 by 10 Meters)
- Event Guide advertising
- Website advertising

Full details on request

### Show 'N Shine Sponsor

- Logo inclusion on all promotional material
- Exclusive Banner space in each of the show 'N shine arenas
- Inclusive trade space
- Company name on trophies
- Event guide advertising
- Website advertising



Full details on request

[Continued....](#)



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## Sponsorship continued

### Biggest Flame Sponsor

- Logo inclusion on all promotional material
- Exclusive Banner space in the Flame arena
- Inclusive trade space
- Company name on trophies
- Event guide advertising
- Website advertising



Full details on request

### Best I.C.E Install

- Logo inclusion on all promotional material
- Exclusive banner space in the I.C.E arena
- Inclusive trade space
- Company name on trophies
- Event guide advertising
- Website advertising



Full details on request

### Best Lit Car

- Logo inclusion on all promotional material
- Exclusive banner space in the best lit arena
- Inclusive trade space
- Company name on trophies
- Event guide advertising
- Website advertising



\*All banners are sponsor provided

Please contact us for more information on sponsorship opportunities.



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## Testimonials



"Well done on the event, you have our full support for any further events" [Wayne, AB Styling](#)

"Our first major show and a huge success" [Matt, Clevedon Auto Spares](#)

"It was like being at Glastonbury.. but without the crusties" [Fastcar Magazine](#)

"It was amazing. Bring on 2004." [Dave, Weston Motorsport](#)

"Top night, well done and here's hoping for more in the future" [Cruiseboard](#)

"One of the best and most profitable shows we have attended" [Paul Hooper, Uplands Mobiles Ltd](#)

"The event was without question, a total success" [Mental Motors](#)

"Legally blinding" [Maxpower Magazine](#)



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## Thank You

Thank you for taking the time to read through the Weston Wheels information pack. If you would like any more information please do not hesitate in contacting us.

*Tristan*

*Weston Wheels Events Ltd*

## Contacting Us

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