



National Weekend Brooklands

11-12 July 2026



Brooklands Sponsorship / Trader Packages

Over the weekend of Saturday 11 and Sunday 12 July 2026 the Jaguar Drivers' Club will be celebrating the 70th anniversary of the Club's founding in 1956 at a major event at the Brooklands Museum.

This event offers an unrivalled opportunity for traders and potential sponsors to reach one of the largest gatherings of Jaguar owners in the UK in 2026. We will have trade stalls in the paddock race bays and gazebos along the fence opposite, creating a high footfall area with members' Jaguars occupying the parking spaces in between.

Traders can opt to rent either single or multiple race bays (which benefit from corrugated roofing, supported on wooden frames) or select display areas opposite based on standard 3m x 3m or 3m x 6m gazebos.

As this is the highest-profile event in the JDC's calendar for 2026, this will be heavily covered in our monthly magazine, *Jaguar Driver*, and on social media channels, both in the run-up to July and afterwards. We will be printing 1000 copies of a souvenir programme, which will be handed to every car attending the event and any surplus programmes will be for sale at other JDC events throughout the rest of the year. Each attending car will be provided with a goody pack, which will include: the event programme; a reprint of the very first *Jaguar Driver* magazine, Issue 1, February 1958; a windscreen sticker with the JDC 70th logo; and more.

The potential audience for sponsors and traders is as follows:

- Approximately 240 people at the event dinner on the Saturday evening
- Between 500 and 1000 cars on the Sunday, with an average of two people per car
- *Jaguar Driver* magazine, sent either as hardcopy or via the website to more than 4000 members
- Monthly newsletter emailed to more than 4000 members
- Our main Facebook group has more than 35,000 members
- Our Instagram account has more than 35,000 followers

The full list of sponsorship options is shown overleaf.

SUMMARY

Extended visibility Sponsorship is not just for a single weekend – your brand will appear before, during and after the event

High-value audience Jaguar lovers, enthusiasts, collectors and lifestyle fans with strong purchasing power

Multi-channel reach Print, digital, in-person and hospitality placements create a 360° marketing experience.



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Item	Trader Stand Only £250	Bronze £500	Silver £1000	Gold £2000	Platinum £3000
All prices are subject to VAT					
Trade pitch	One race bay or 3m x 3m gazebo	One race bay or 3m x 3m gazebo	Two race bays or 3m x 6m gazebo	3m x 6m gazebo and extra parking	Prime display spot – to be agreed
Event programme		½ page advert	Full page advert	Inside front or rear covers (for 1 st 4 Gold sponsors)	Back page
Social media posts		For one month before	For two months before	For three months before	Regularly from signature
Goody pack			Option to include one page flyer	Option to include brochure	Name printed on bag and brochure inside
Brooklands page on JDC website				List of Gold Partners	Listing as main sponsor
E-newsletters				List of Gold Partners	Listing as main sponsor
Dinner menu					Listing as main sponsor

Other options:

- Concours sponsorship £5000 for Brooklands and trophies for next 4 years
- Welcome drinks

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