

Mathewsons LIVE 2026

Rally Stage Advertising & Sponsorship Opportunities

Mathewsons Live heads to the Great Yorkshire Showground, Harrogate on 22–23 August 2026, welcoming up to **25,000 visitors** across the weekend. The Rally Stage sits at the centre of the event and delivers continuous live action, creating one of the highest-footfall and longest-dwell-time areas on site.

We are offering a limited number of advertising and sponsorship opportunities around the Rally Stage using professionally installed vinyl banners on straw bale perimeter barriers.



Image for example purposes only



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HEADLINE OPPORTUNITY

Rally Stage Naming Rights Partner
– £3,750 (Exclusive)

A single exclusive opportunity to become the official naming rights partner of the Mathewsons Live Rally Stage.

Price is exclusive of banner design and print, installation will be carried out by the Mathewsons Live team.

Includes:

- Exclusive branding of the Rally Stage (e.g. “The [Brand Name] Rally Stage”)
- Full perimeter banner exclusivity around the stage (no other advertisers, apart from small mentions of our event partners Brian James Trailers and Footman James)
- Inclusion across official event communications relating to the Rally Stage
- Regular on-stage mentions by the event host throughout both days when the Rally Stage is referenced
- Dedicated visibility on large LED screens at the main stage throughout the event
- VIP tickets for the full weekend (number to be agreed)
- Exposure to over **250,000** combined social media audience and **100,000+** YouTube subscribers across Mathewsons channels in the run up to the event

PREMIUM PARTNER

Approx. 240m available of double-sided exposure.

Prime positioning surrounding the start of the Rally Stage with visibility from both spectator sides.

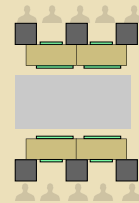
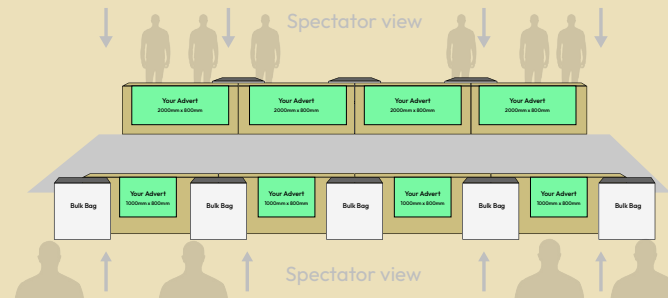
Price is exclusive of banner design and print, installation will be carried out by the Mathewsons Live team.

Pricing:

- 21m – **£325**
- 42m – **£675**
- 63m – **£925**
- 99m – **£1,300**
- 120m – **£2,100**
- Full Premium presence (240m) – **£3,000**

Includes:

- Double-sided banner exposure
- Premium perimeter positioning around the Rally Stage
- Maximum audience dwell-time visibility across the event
- Logo in event programme



Example of premium coverage

Featuring banners on both sides of the track and bale. Viewable by spectators from both sides of the track.

TRACKSIDE PARTNER

Approx. 85m available (single-sided exposure)

Visibility across key spectator-facing sections of the Rally Stage.

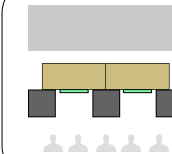
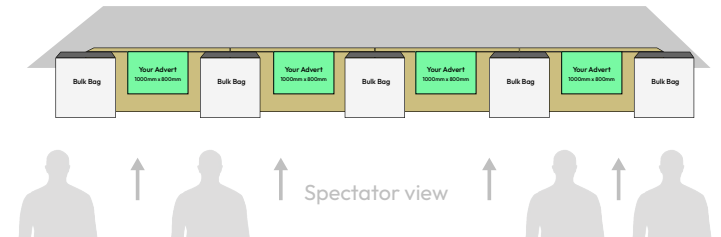
Price is exclusive of banner design and print, installation will be carried out by the Mathewsons Live team.

Pricing:

- 10m – **£100**
- 20m – **£200**
- 40m – **£400**
- 60m – **£550**
- Full allocation (85m) – **£750**

Includes:

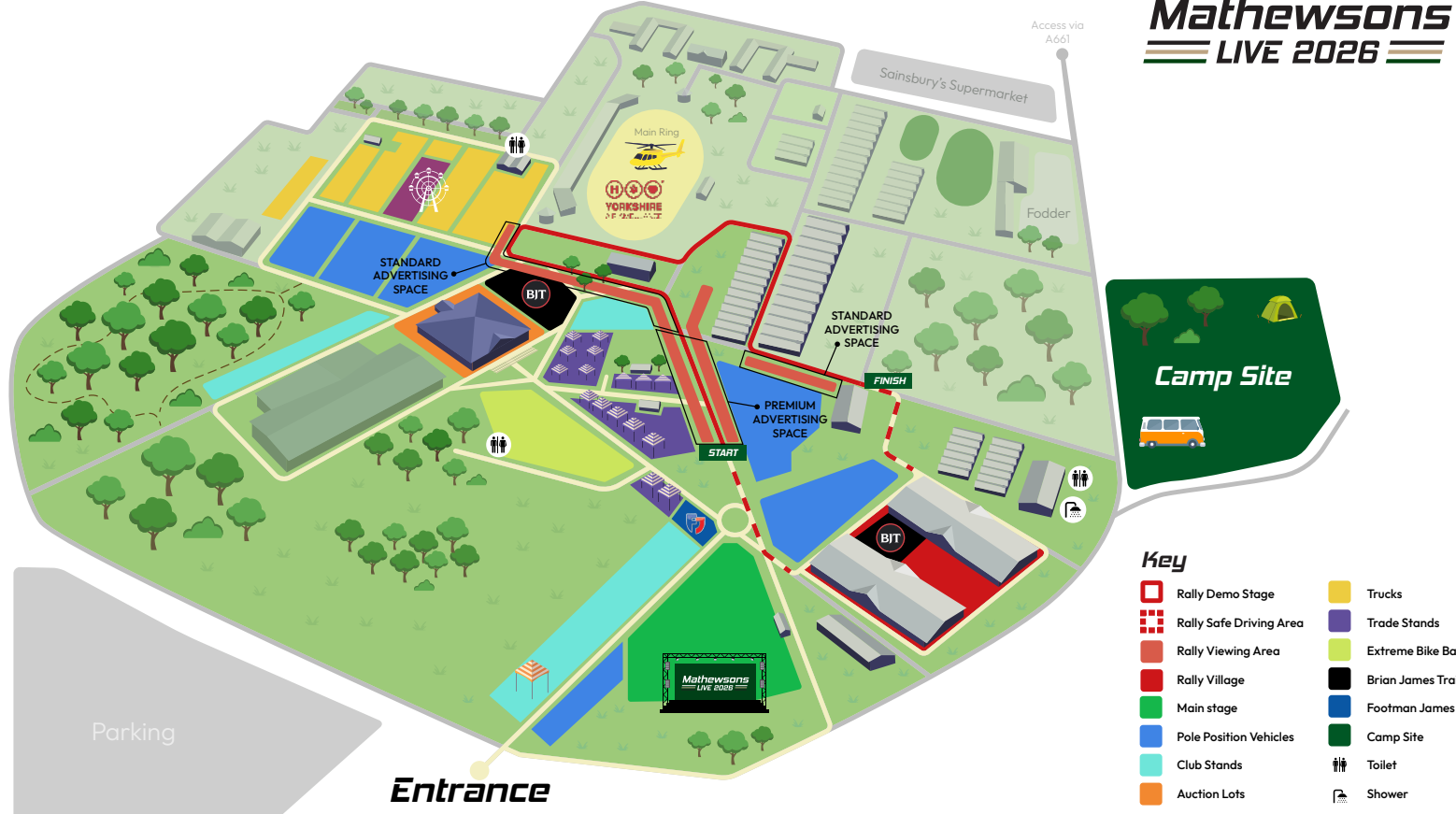
- Prominent trackside spectator visibility
- Continuous exposure throughout the weekend



Example of standard coverage

Featuring banners on one side of the track and bale. Viewable by spectators from one side of the track.

Example Site Map



IMPORTANT INFORMATION

- All banners must be supplied by the advertiser
- Deadline for delivery: Friday 7th August 2026
- Banner sizes: 2000mm x 800mm or 1000mm x 800mm each banner dependent on package chosen. Please confirm with the Mathewsons Live team before ordering
- Installation and removal included in package price
- Banners are non-returnable
- No social media posts included unless part of Headline Sponsorship package
- No ticket allocation included unless part of Headline Sponsorship package

All packages include:

- Exposure to up to **25,000** live event visitors
- Continuous branding during live Rally Stage demonstrations
- Possibility of your branding appearing in Mathewsons Live event coverage published across Mathewsons Classic Cars social channels with followers totalling over 350,000 people

Enquiries

To discuss availability or secure a package: events@mathewsons.co.uk

We are happy to arrange a short call to discuss positioning and availability around the Rally Stage.