2027

BVAC CLASSIC

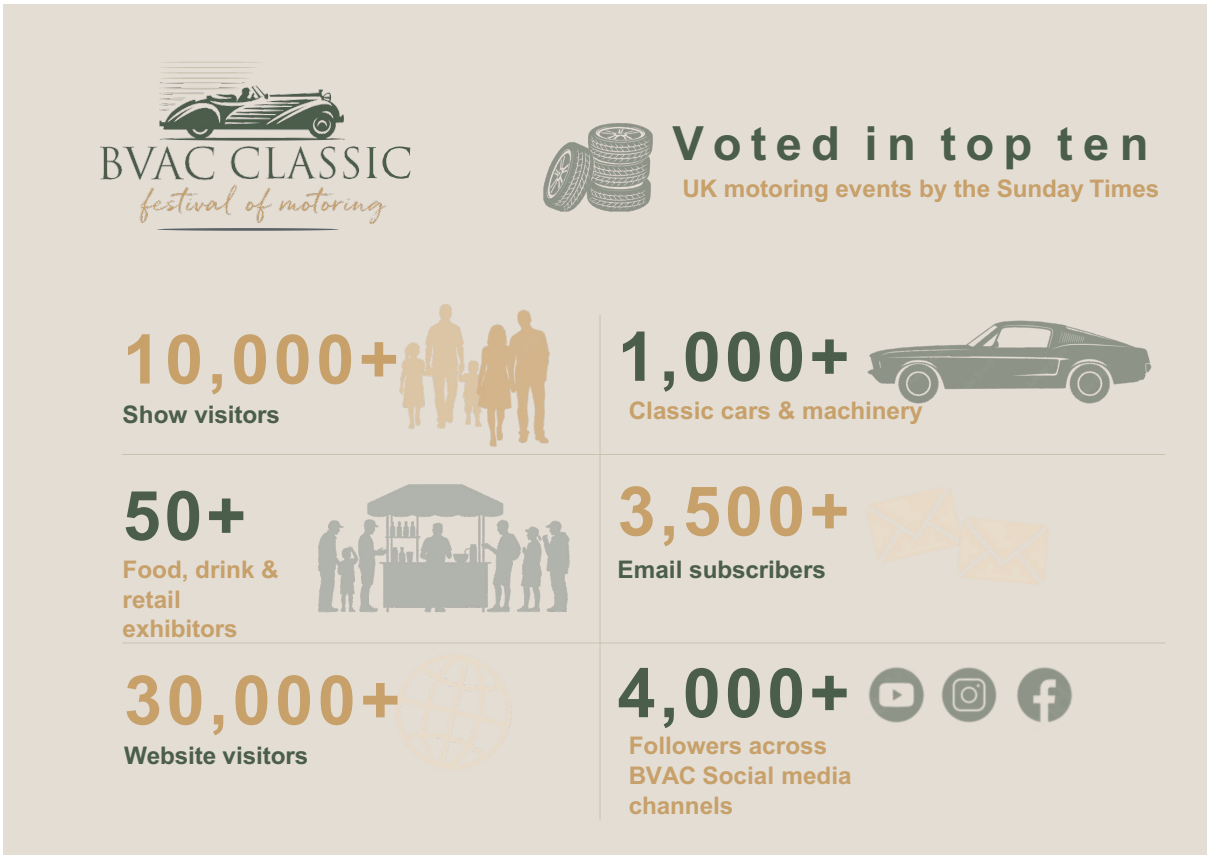
AT THIRLESTANE

festival of motoring

SUNDAY 6 JUNE 2027

2027 SPONSORSHIP & ADVERTISING INFO

Put your business in front of thousands of visitors at Scotland's premier classic car show. Our flexible sponsorship and advertising packages offer businesses an opportunity to promote themselves while supporting this established event.



To book or discuss sponsorship and advertising opportunities, please complete the contact form in the sponsorship section of the BVAC Classic website.

2027 SPONSORSHIP PACKAGES

All prices exclude VAT.

Package	Bronze *£275*	Silver *£450*	Gold *£600*	Platinum *£875*
Official Programme advert	Half-page	Half-page	Full-page	Full-page
Parade ring banner positions	1	2	3	4
Logo on event website	✓	✓	✓	✓
Show class sponsorship	1	1	1	2
Complimentary show tickets	4	6	8	12

- *Around 4,000 copies of the official programme are printed for the event and are distributed to attendees free at the gate.*
- *Class sponsorship includes your company being named in the programme as the relevant class sponsor + ringside PA announcement when your sponsored class is featured.*
- *Trade stand space can be negotiated at preferential rate.*
- *Sponsors are responsible for providing all artwork for adverts and logo placements.*
- *Sponsors are responsible for providing ringside banners to the agreed specification. There is an option for us to arrange production of these banners at an additional cost (see banner design and printing, at the end of this document).*
- *All banner locations, programme adverts and class sponsorships are subject to availability.*

OFFICIAL SPONSOR OPPORTUNITIES

We can also offer more comprehensive Official Sponsor and Headline Sponsor opportunities, which are created on a bespoke basis and can include rights such as; official designations, hospitality in the Castle, social media integration, prominent brand presence at the event and much more. Please contact us for more information.

PROGRAMME ADVERTISING & OTHER OPTIONS

As an alternative to sponsorship, we offer a selection of advertising opportunities, as detailed below.

All prices exclude VAT.

Advertising opportunity	Price
Half-page colour programme advert	£100
Full-page colour programme advert	£175
Standalone show class sponsorship	£100
Single parade ring banner position	£125

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BANNER DESIGN & PRINTING SERVICE

We offer a service to produce ringside banners for sponsors, with pricing detailed below. Sponsors are equally welcome to supply their own print-ready banners.

Service	Price
First banner, including design and production	£100 + VAT
Each additional banner using the same artwork	£75 + VAT

ARTWORK / BANNER SPECIFICATIONS

Asset	Spec
Full-page programme advert	• A5 portrait for full page • 3mm bleed • Full colour image. (.png or .jpg) - at least 300dpi.
Half-page programme advert	• A6 landscape • 3mm bleed • Full colour image. (.png or .jpg) - at least 300dpi.
Ringside banners	• 2300mm width, air mesh

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