www.classicsattheclubhouse.com

SPONSORSHIP

TWO EVENTS ONE WEEKEND

CLASSICS
AT THE CLUBHOUSE
VOLKSWAGEN | PORSCHE | COACHBUILT

20.06.27 | CLASSIC AIR COOLED

The event the air-cooled community has grown to know and love, bringing together some of the UK's finest air-cooled vehicles, leading brands and the culture surrounding them.

Widely regarded as one of the UK's favourite air-cooled events, Classics brings together a balanced mix of Porsche and Volkswagen, alongside a wonderful selection of other air-cooled marques.

Expect a high calibre of vehicles, incredible views and an atmosphere like no other.

LDC X THE CLUBHOUSE | PORSCHE AIR & WATER
LEGENDS
Drivers Club

19.06.27 | PORSCHE AIR & WATER

Classics at the Clubhouse welcomes Legends Drivers Club to the fairways for a new Saturday collaboration built around Porsche, people and shared enthusiasm.

It's a natural meeting of two like-minded communities. LDC will bring its own identity to the course, creating a day with its own distinct character while remaining part of the weekend.

Expect a fantastic mix of modern water-cooled, transaxle, GT and air-cooled Porsches and more.

If you'd like to know more about either event, or are interested in sponsorship or trade opportunities, please get in touch with our team at **info@classicsattheclubhouse.com**.

We look forward to hearing from you.

SPONSORSHIP

Single Day Sponsorship

What's included

Official Event Partner Status
Become a recognised part of Classics at the Clubhouse or Legends Drivers Club x The Clubhouse.

Dedicated Social Media Announcement
We'll introduce your involvement to the Classics community ahead of the event.

Exclusive Sponsor Content Session
Enjoy special access to the course ahead of the event, giving your team the freedom to create exceptional photography, film and social content amongst the tees, fairways, bunkers and lakes, all without the crowds.

Sponsor's Choice Award
Sponsors may choose to recognise a standout vehicle with a special award at Sunday's Classics at the Clubhouse event.

Presence on our Website
Your logo, business information and direct link featured alongside our event partners.

Event Branding
Your logo displayed prominently at the event entrance and within our partner signage.

Up to 10m x 10m Event Space
A generous pitch on the fairways, giving you plenty of freedom to create a presence that feels right for your brand. Pitch upgrades are available POA.

Early Access for Set-Up
Plenty of time to arrive, settle in and prepare before gates open.

4 Staff Passes (for your selected event)

6 Guest Passes (for your selected event)
For customers, friends, partners or invited guests.

Complimentary Staff Camping
Giving your team the option to stay on site the night before your selected event.

All of the above* is included in our **Official Sponsor Package** from...

£600.00 + VAT

Alternatively, for **£700.00 + VAT**, the package includes overnight accommodation on Friday or Saturday for two people at the comfortable and convenient four-star Sandford Springs Hotel, including breakfast.

**Sponsor's Choice Awards are available to Sunday sponsors only.*

SPONSORSHIP

Full Weekend Sponsorship

Be part of both Saturday's Legends Drivers Club x The Clubhouse event and Sunday's Classics at the Clubhouse, with your brand represented across the full weekend at a discounted combined rate.

What's included

Official Event Partner Status
Become a recognised part of both Classics at the Clubhouse and Legends Drivers Club x The Clubhouse.

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We'll introduce your involvement to the Classics community ahead of the event.

Exclusive Sponsor Content Session
Enjoy special access to the course ahead of the event, giving your team the freedom to create exceptional photography, film and social content amongst the tees, fairways, bunkers and lakes, all without the crowds.

Sponsor's Choice Award
Sponsors may choose to recognise a standout vehicle with a special award at Sunday's Classics at the Clubhouse event.

Presence on the Classics Website
Your logo, business information and direct link featured alongside our event partners.

Event Branding
Your logo displayed prominently at the event entrance and within our partner signage.

Up to 10m x 10m Event Space
A generous pitch on the fairways, giving you plenty of freedom to create a presence that feels right for your brand. Pitch upgrades are available POA.

Early Access for Set-Up
Plenty of time to arrive, settle in and prepare before gates open.

4 Weekend Staff Passes
Including access to Sunset Club.

6 Guest Passes Per Day
For customers, friends, partners or invited guests.

Complimentary Staff Camping
Giving your team the option to stay on site and enjoy the wider weekend.

All of the above is included in our **Official Weekend Sponsor Package** from...

£900.00 + VAT

Bespoke Packages and Hotel Packages are also available, with prices on application.

SPONSORSHIP



We understand that as an event partner, your time, money and energy all matter. You want to know that every event you support delivers something worthwhile, whether that's sales, engagement, content, new relationships or simply a great weekend with your team and customers.

That's why we try to make every partnership work around the people behind the business, not just the brand on the page. Take a look through the information below to see why we believe Classics at the Clubhouse could be the right fit for you.

Why Partner with Classics?

Classics at the Clubhouse offers brands the opportunity to become part of an established automotive event with a highly engaged and passionate audience.

Over the years, we've welcomed thousands of guests from across the UK and around the world: owners, collectors, enthusiasts, families and active members of the wider automotive community, all brought together by a genuine love of cars and the culture surrounding them.

Audience



For 2027, we anticipate welcoming over **2,000 guests across the weekend**, bringing together a highly engaged audience of owners, enthusiasts, collectors, families and members of the wider automotive community.

Classics at the Clubhouse has previously welcomed approximately 450 air-cooled vehicles onto the fairways in a single event.

While 2027 will mark our first collaboration with Legends Drivers Club, we expect Saturday's Porsche-focused gathering to attract a similarly strong field, creating a strong and engaged audience across the whole weekend.

Marketing & Reach

The majority of our marketing is digital, led through the established Classics at the Clubhouse Instagram and Facebook channels, supported by targeted paid campaigns across Meta.

This allows us to reach both our existing community and new audiences with an active interest in Porsche, Volkswagen, classic cars and wider automotive culture.



Direct Audience Access

Alongside social media, we have built a substantial audience through several years of ticket sales and previous events.

This gives us the ability to communicate directly with returning guests and supporters, alongside our growing subscriber base through dedicated newsletters and event updates.



The Sponsor Experience

For us, sponsorship is about more than simply allocating a pitch and adding a logo to the event.

Our partners are our guests for the weekend, and we want them to enjoy being part of Classics just as much as everyone else. From the moment you arrive, our aim is to help you settle in, make the most of the venue and feel properly looked after throughout the event.

Being part of Sandford Springs gives us the ability to offer much more than event space alone. On-site hotel accommodation, food and drink, private dining, hospitality and camping options can all be worked into your weekend, whether you're attending with a small team, hosting clients or bringing a larger group.



Exclusive Content Session

Ahead of the event weekend, sponsors will be invited to an exclusive afternoon and evening on the course, with access limited to event partners and a small number of selected creators associated with Classics.

With the course closed to the public, it gives brands the opportunity to bring vehicles into the setting and create photography, film and social content without the pressures of a live event around them.

It's a rare chance to make full use of the venue visually, while also spending time with the people and brands involved in the weekend.



Prime Event Locations

One of the real advantages of Sandford Springs is that no two locations on the course feel quite the same.
From elevated tee boxes and sculpted bunkers to open fairways and quieter, more secluded positions, each area offers its own character, outlook and photographic potential. It gives sponsors the opportunity to create a presence that feels genuinely considered rather than simply being allocated a standard pitch in a row.

We strongly encourage partners to visit the course with us in advance, explore the available locations and choose the setting that best suits their brand, vehicles and plans for the weekend.

Standard event space is included within our sponsorship packages, while a number of particularly distinctive premium positions are available separately and can be tailored around your requirements.

Premium locations POA.



On-Site Accommodation

Being based at Sandford Springs means sponsors have the convenience of a four-star hotel located within the event venue itself.

Our partners are given the first opportunity to reserve rooms for the weekend, allowing teams and guests to stay on site rather than travel to and from the event each day.

Alongside accommodation, the hotel also gives us the flexibility to arrange breakfast, dining, hospitality and guest entertaining, helping make the weekend as straightforward and enjoyable as possible for those involved.



A Unique Setting

Set across the fairways of Sandford Springs, Classics offers a genuinely distinctive way to experience automotive culture.

The relaxed atmosphere, carefully curated displays and unique golf-course setting give partners the chance to become part of the weekend in a way that feels natural and considered.

More Than Event-Day Exposure

For our partners, visibility begins well before the gates open.

Sponsorship can form part of the conversation in the build-up to the event, throughout the weekend itself and within the content that continues to be shared afterwards.



A Personal & Flexible Approach

We know that no two partners are the same, and we believe sponsorship should reflect that.

Having supported other events within the automotive community ourselves, we understand the importance of feeling genuinely welcomed, rather than simply being allocated a space and left to get on with it.

Whether you need help with accommodation, hospitality, set-up, additional space or something a little different, we'll work with you to make the weekend run as smoothly as possible.

Ultimately, we want our sponsors to feel like part of the event, not just another name on a list.



Easy to Reach

Despite its countryside setting, Sandford Springs is remarkably easy to reach. The venue sits directly on the A339 between Basingstoke and Newbury, with straightforward access from both the M3 and M4 and plenty of on-site parking.

For teams travelling from further afield, Heathrow is around an hour away by car, while the Channel crossings at Folkestone are approximately two hours away and Dover just over two hours, *depending on traffic*.

That makes the event particularly accessible for partners and guests travelling from both across the UK and continental Europe.



Get in touch

If you think your brand could be a good fit for our 2027 events,
we'd love to hear from you and explore what we could create together.

For all enquiries, please contact:
info@classicsattheclubhouse.com



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Located on the Lakes Course at Sandford Springs Hotel & Golf Club, Kingsclere, UK, RG26 5RT

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