

THE BIG YELLOW CAR SHOW



CHESHIRE SHOWGROUND
5-6 JULY 2025

***Join us for a car event
unlike any other in the UK***

Thousands of yellow cars are coming together for the biggest gathering of yellow cars on record. We anticipate this being a hugely popular show with the general public, in particular with car enthusiasts and families, due to the novelty factor – it is the first of its kind in the UK, has a record breaking nature, and availability at extremely low cost (just £1 per yellow car and all of its passengers) for the thousands of drivers who own yellow cars across the midlands and UK.

Expected footfall between 8000-12000 on Sunday 6th July



**A FANTASTIC TRADING OPPORTUNITY FOR SELLERS
OF CAR PARTS & ACCESSORIES, INSURANCE, TOYS,
CHARITIES, GAMES AND GIFTWARE, MOBILE PHONE
ACCESSORIES, HOUSEWARES, CLEANING PRODUCTS,
CLOTHING, DOG TOYS & ACCESSORIES, BREAKDOWN
RECOVERY, DEALERSHIPS, AUTOJUMBLE**

www.bigyellowcarshow.co.uk

***The Big Yellow Car Show will be marketed
to our established audience of car
enthusiasts: 32K Facebook followers
10K Instagram Followers | 12K eNewsletter
Subscribers | 20K Publication Readership***

SPONSORSHIP OPPORTUNITIES

Headline Sponsorship **£5000**
Bar & Live Music Sponsor **£3000**
Platform Sponsor **£3000**
Show Sponsor **£1000**

Show Sponsors will receive their logo on all marketing & publicity for the show; tags in all social media posts; a large premium trade position stand; solus social media post and newsletter promotion; banners at the event.

TRADE PRICES

£35 per metre frontage (5m depth)
£45 per metre for corner & premium positions
Autojumble £75 for 8x8m

Camping is free for all traders

All traders receive a free listing on our website and in our showguide

Trade stand bookings are for Sunday 6th July but you are welcome to start trading from 3pm on Saturday 5th July when gates open for yellow car owners.



EXPECTED AUDIENCE

Saturday: 1000-2000 car enthusiasts

Sunday: 8000-12000 car enthusiasts and families

DEMOGRAPHICS

Saturday: Primarily Male aged 35-60

Sunday: Couples and families with a higher number of male visitors

The Big Yellow Car Show is organised by Assignment Media who have more than twenty years experience in running automotive events and currently organise the Great British Land Rover Show three times a year. We publish Custom Car Magazine, 4x4 Magazine and The Landy newspaper. We are also organising The Great British Car Show which is set to take place in September 2025.

**To book your trade space
call 07766 316316 or email
your requirements to
kirsten.harber@
assignment-media.co.uk**