



SPONSORSHIP OPPORTUNITIES

VISIT
GREAT
YARMOUTH



SECURE YOUR BRAND AND BUSINESS IN FRONT OF ALMOST 70,000 PEOPLE



- The Great Yarmouth Wheels Festival has rapidly expanded to become a key event in the destination's summer programme
- Almost 70,000 people flocked to the seafront to enjoy last year's festival
- The amazing celebration of all things wheels brings together a kaleidoscope of wheeled vehicles, from classic, contemporary and the weird and wonderful to spectacular breathtaking displays
- The famous Golden Mile transforms into an extravaganza of trucks, cars and bikes
- Be part of the Wheels Festival 2026 on the weekend of 20th and 21st June.





JOIN US AS A SPONSOR

- Wheels Festival sponsors enjoy a prominent platform and exposure to a new audience of businesses, residents and visitors
- Sponsors become part of the public and media relations and marketing campaigns for the festival
- Sponsors are included in pre and post Wheels Festival coverage, press releases, website presence, email marketing and social media.



MAKE YOUR BRAND SEEN ON

- The Wheels Festival's dedicated pages on
www.visitgreatyarmouth.co.uk
- The Wheels Festival Facebook page
- Direct emails to our database
- Part of a comprehensive Wheels marketing campaign,
with dedicated local and national PR support and coverage
- A presence at the Festival
- In the wider activities to promote the Wheels Festival
by Visit Great Yarmouth.



GOLD SPONSOR 2026 - £10,000

- Use of the Wheels Festival logo
- Prominent presence on the Wheels Festival pages on the website with contact details and hyperlink to your website
- Coverage across our social media platforms
- Coverage in e-shots
- High visibility with logo appearing prominently across event marketing and publications
- Acknowledgement on event banners and posters
- Highlighted credit in event related press releases and radio coverage
- Prominent display space at the festival.





SILVER SPONSOR 2026 - £5,000

- Use of the Wheels Festival logo
- Presence on sponsors' section of the website with contact details and hyperlink to your website
- Coverage across social media platforms
- Coverage in e-shots
- Logo will appear across event marketing and publications
- Credit in event related press releases and radio coverage
- Display space at the festival.



BRONZE SPONSOR 2026 - £2,500

- Use of the Wheels Festival logo
- Presence on sponsors' section of the website
- Coverage across social media platforms
- Logo will appear across event marketing and publications
- Mentions in event related press releases
- Discounted display space at the festival.





Email:
wheels@gyta.com

Brought to you by

VISIT
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