



# DRIVERS | UNION



## Partner Opportunities 2025

# Welcome

This document provides details of events and publications that our Partners can take part in with the Drivers Union in 2025.

Please note that anything referred to as Sponsorship means that there may be a payment required. For example sponsorship of the Drivers Union Awards or Club Concours.

In the event of no Club Partner sponsoring an event, the opportunity will be offered to outside parties even if they are in the same industry as an existing Club partner.

If you require further information about the contents of this PDF, please contact Syeed via email or telephone.

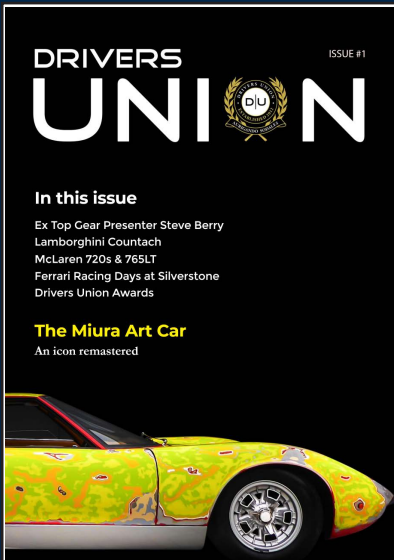
***telephone / whatsApp***

***07973 111 310***

***email***

***partnerships@thedriversunion.com***

# Publications & Advertising



## THE MAGAZINE

With a variety of automotive and lifestyle articles, the Drivers Union magazine is more than just a car club magazine. At over 200 pages, it includes features on new and classic cars, interviews with event organisers, specialists, industry professionals and much more.

The magazines are available to view for free on the ISSUU and MAGZTER distribution platforms and print copies available to purchase.



## THE BOOKS

We have expanded our publishing capabilities to create hard cover books for events such as the London Concours and the Concours of Elegance.

Recently released is a 310 page coffee table book covering the two Concours events and work is now underway on the concours books for the 2025 events.

Alos planned for 2026 are books on Ferrari, Lamborghini and McLaren

## OPPORTUNITY

### Partners have the opportunity to

- Half, full & double page adverts
- Back cover advert
- Advertorials
- Sponsor car features & reviews
- Partners receive a 30% discount on adverts



The Drivers Union are the exclusive partners of Brands Hatch at their *GT World Challenge*, *Festival Italia* and *Brands Britannia* events with our members receiving the following benefits:

- Free tickets for driver and passenger
- Dedicated club parking on Union Hill
- VIP viewing room with hospitality (*VIP members only*)

We also organise two demonstrations on the day at which fifteen of our members are invited to parade their cars in front of the Brands Hatch audience who then vote for their favourite automobile of the session.

***GT World Challenge*** - Sunday 4th May 2025

***Festival Italia*** - Sunday 10th August 2025

***Brands Britannia*** - Sunday 31st August 2025



## OPPORTUNITY

**Partners have the opportunity to:**

- Sponsor the Public Choice Trophy (2 per event)
- Promote your automobiles in the demo displays
- Have your customers bring their qualifying cars and receive free tickets



# The Charity Summer Ball

**Saturday 21st June 2025**

Our 2025 Viva Las Vegas Charity Ball is on track to be the biggest one yet, with three spectacular Vegas style acts attending and up to 200 guests.

As we will be catering for 180 guests, it's a perfect opportunity to showcase your business to a captive and receptive audience.

- Welcome glass of Prosecco
- Three course dinner with wines
- Charity auction
- Entertainment
- Play Casino

We call it a Summer Ball, but it's actually more like a Cabaret with an evening full of fun entertainment. This year the theme is Viva Las Vegas and our three acts are:

- The world's number one Frank Sinatra tribute singer
- Magic show
- The original star of the West End musical Jailhouse Rock, Mario Kombou as Elvis Presley



To be held at  
**Crowne Plaza Marlow**  
**Fieldhouse Lane, Marlow,**  
**Buckinghamshire, SL7 1GJ**

## OPPORTUNITY

- Sponsor the Summer Ball
- Purchase tickets for the Ball (£150 per person incl VAT)
- Purchase a table for £1,500 (incl VAT) and receive free adverts in the Drivers Union Magazine and Concours Book worth £2,000

# The Charity Summer Ball

Photos from the 2024 Charity Ball





# Drivers Union Awards

Launched in 2021, the Drivers Union Automotive Awards recognise the best UK dealers and specialists in the Supercar/Sportscar industry as voted for by our members and from 2025, the public.

Our trophies can be found in dealers and specialists across the United Kingdom as well as two very special trophies on display at the McLaren factory.

Our awards presentation will be held at the London Concours on Thursday 5th June 2025.

Winners will be published in the Drivers Union magazine and the London Concours Book.

In association with



## OPPORTUNITY

- Sponsor the Awards
- Sponsor a category



# Drivers Union Award Categories

## BEST DEALER AWARDS

- Aston Martin
- Bentley
- Ferrari
- Lamborghini
- Lotus
- Maserati (Voted by Maserati Club UK)
- McLaren
- Porsche

## BEST SPECIALIST AWARDS

- Aston Martin
- Bentley
- Ferrari
- Lamborghini
- Maserati (Voted by Maserati Club UK)
- Lotus
- McLaren
- Porsche

## AUTOMOBILE AWARDS

- Best Supercar currently on sale
- Best GT / Sportscar currently on sale
- Supercar Heritage Trophy\*
- Best Independent Dealer

## AUTOMOTIVE MEDIA AWARDS

- Best Automotive YouTube
- Best Automotive Magazine
- Best Automotive Instagram Channel

McLaren F1 - Winner of the Supercar Heritage Trophy 2024





# Drivers Union Award Winners 2024

**Supercar of the Year**  
Ferrari 812 Superfast

**Best GT / Sportscar**  
911 Carrera GTS

**Supercar Heritage Trophy**  
McLaren F1

**Supercar mker of the Year**  
Ferrari

**Best Aston Martin Dealer**  
Aston Martin Sevenoaks

**Best Ferrari Dealer**  
Jardine Ferrari Colchester

**Best McLaren Dealer**  
McLaren Hatfield

**Best Lamborghini Dealer**  
Lamborghini Pangbourne

**Best Porsche Dealer**  
Porsche East London

**Best Aston Martin Specialist**  
Nicholas Mee

**Best Ferrari Specialist**  
AV Engineering

**Best Lamborghini Specialist**  
Autofficina

**Best McLaren Specialist**  
V - Engineering

**Best Porsche Specialist**  
RPM Technic

**Best Independent Dealer**  
Autofficina

**Best YouTube Channel**  
Harry's Garage

**Best Car Magazine**  
Evo

**Best Instagram**  
Schmee

# Club Concours

**Sunday 25th May 2025**

**Worth School**

**Paddockhurst Rd, Turners Hill, Crawley RH10 4SD**

Supported by our club partners the Lamborghini Club UK, our Club Concours was voted by our members as the best Drivers Union event of 2024.

This exclusive event is invitation only and closed to the general public. Entry is free for Drivers Union, Lamborghini Club UK members and invited guests and we expect up to 300 automobiles on display at this event.

The Concours Classes for 2025 include:

- **Aston Martin**
- **Ferrari**
- **Lamborghini**
- **McLaren**
- **Porsche**
- **Lotus**
- **All Marques Class**
- **Public Vote**

**The top three overall winners will receive a special invitation to take part in the Concours of Elegance Club Trophy on 6th September 2025.**

## OPPORTUNITY

**Partners have the opportunity to:**

- Sponsor the Concours
- Take part as a Concours Judge
- Invite your clients with qualifying cars (Free entry)



# Club Concours Judge

Our Partners have the opportunity to take part in our Club Concours as a Judge for one of the Classes and to present the trophy.

## What happens on the day

The judging team comprise of a minimum of two people and their duty is to look at the cars in their chosen class, chat with owners and then decide which car they feel is the best on display.

At 1:30pm, the trophies will be handed out to the top three in each class with the Judges of each class presenting the award.

For example, judges of the Ferrari class will present the 1st, 2nd and 3rd trophies to that class.

## How to apply

To take part, please email [sy@thedriversunion.com](mailto:sy@thedriversunion.com) with the name of two people from your company that wish to be a Concour Judge on the day.





# Concours Car of Great Britain

The “Best In Show” winners from each of the Concours Events in the United Kingdom will be invited to take part in the Drivers Union Concours Car of Great Britain competition.

Judged by a select panel of automotive experts, who will decide who is the best of the best.

Best in Show winners from events such as:

- London Concours
- Concours of Elegance
- Drivers Union Concours
- More to be added

## OPPORTUNITY

**Partners have the opportunity to:**

- Sponsor the Trophy

