



DRIVERS | UNION



Partnership Opportunities in 2025

The Club

Founded in 2012, the Drivers Union is one of the largest mixed marque clubs in the UK with owners having the option of joining either the Supercar section or the Classic & Sportcar section.

Members can join us for coffee mornings, group drive outs, lunches, dealer visits, factory visits, test drives, concours events, our social events and much more.

Our partnerships with prestigious events such as the London Concours, Concours of Elegance and venues such as Brands Hatch provide our members with benefits not available to other clubs.

Companies are invited to find out more about the club and how they can get involved with our membership.



Photo by Khalid Bari

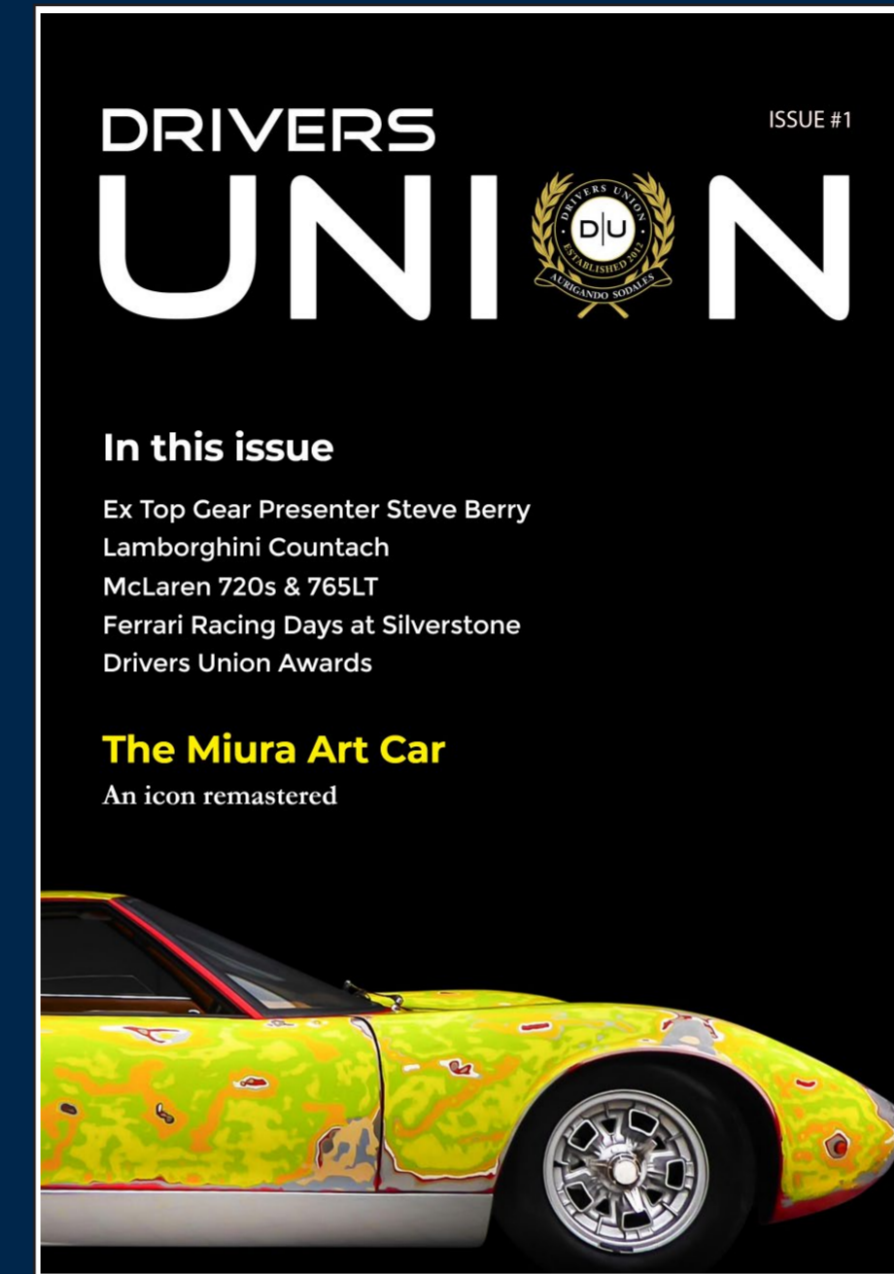
Our Publications



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 A4 size book covering the two 2024 Concours events and work is now underway on books for the 2025 events.



THE MAGAZINES

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, designers and much more.

The magazine is available to view for free on the ISSUU and MAGZTER distribution platforms.

Print copies are available for purchase and distributed to key people in the automotive industry.

OPPORTUNITY

- Half, full & double page adverts
- Advertorials
- Sponsor car features & reviews

Read our publications on



Concours Partners



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY
6-8 JUNE 2023

Every year the Drivers Union presents the Supercar Day at the London Concours at which up to fifty of our members take part in the Concours and are eligible to win their own concours trophies.

On the Thursday we also host our Annual Motoring Awards.



CONCOURS OF ELEGANCE
HAMPTON COURT PALACE

Our close relationship with the Concours of Elegance allows our members to park within the event venue at Hampton Court Palace on the Friday and Sunday.



Event Partner



The Drivers Union are the exclusive partners of Brands Hatch at their *GT World Challenge*, *Festival Italia* and *Brands Britannia* events

Our members receive the following benefits:

- Free tickets for driver and passenger
- Dedicated club parking on Union Hill
- VIP viewing room with hospitality

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.

OPPORTUNITY

Take part in our Brands Hatch demonstration displays with qualifying cars



2026 Calendar

Our event calendar is constantly evolving, with new events added regularly. Partners are welcome to attend these events and meet our members.

April

- Supercar Sunday at Silverstone

May

- Italian Car Day at Brooklands
- GT Challenge at Brands Hatch
- Supercarfest
- Drivers Union Club Concours

June

- Beaulieu Simply Porsche
- London Concours
- Nick Mason's Open House
- Masters of Motoring
- Supercars at Santa Pod
- Hever Castle
- Drivers Union Summer Ball
- Steelford Supercar Show

- Charlton Park
- Tonbridge Supercar Event

July

- Simply Aston Martin at Beaulieu
- Bromley Pageant of Motoring
- Discover the Solent

August

- Beaulieu Supercar Day
- Festival Italia at Brands Hatch
- British Motor Show
- Salon Privè
- Brands Britannia at Brands Hatch

September

- Concours of Elegance
- Caffeine & Machine

- Simply Italian at Beaulieu

October

- Brooklands Motorsport Day

Dates to be confirmed

- Coffee Mornings
- Frinton Chip Run
- Ferrari 360/430 Annual Meet
- Amberley Castle Lunch
- Dealer Visits
- Factory Visits
- Breakfast & Lunch Meets
- Social meets
- Weekend Drives
- and much more.....

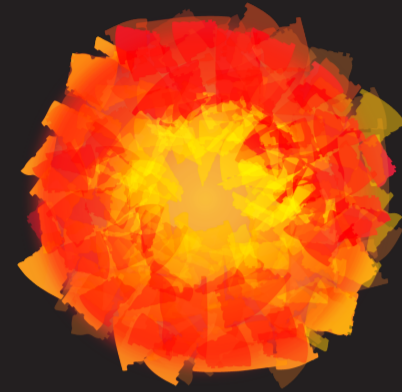
OPPORTUNITY

- Attend events & meet our members
- Promotion of your events
- Sponsor specific events



Charity Ball

In support of



THE UK
SEPSIS
TRUST

A favourite amongst the Drivers Union members is our annual Charity Ball which has raised over £20,000 for The UK Sepsis Trust.

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.

OPPORTUNITY

Sponsorship of the Charity Ball with all profits going to The UK Sepsis Trust



Drivers Union Awards

Our awards presentation will be held at the London Concours on Thursday 5th June 2025. This year, voting will be open to the public.

The 2024 Winners

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

OPPORTUNITY

- Headline sponsor
- Sponsor an award category



Entering the 2025 Awards

This year we will be changing the voting format of the awards.

In the past we asked our members to vote for the best dealers and specialists. In 2025, we will be opening up voting to non-members so companies can now ask their customers to vote for them.

Timeline

Nominations open ... 20th March 2025
Nominations close ... 9th April 2025
Voting opens 10th April 2025
Voting closes 18th May 2025
Winners notified..... 20th May 2025
Awards Ceremony ... 5th June 2025

Nominations

Anyone interested in taking part may nominate themselves by completing a form on the Drivers Union website from 3rd March 2025. Once nominated, they will be placed on the voting page.

Voting Procedure

All nominees will be provided with a link to the voting page that they can forward on to their clients who can vote for their preferences.

All Drivers Union members will also be sent the link to the voting page and will also be promoted on our social media channels.

Awards Ceremony

Winners will be notified on the 20th May 2025 and invited to attend the Awards Ceremony at the London Concours on Thursday 5th June 2025. The ceremony will take place at 2pm.

Media & Magazine

Details of the top three from each awards category will be sent out to the media via a press release the day after the event as well as sent out in the club newsletter to all club members.

Winners of each category will also be featured in the next Drivers Union magazine.

OPPORTUNITY

- Win the coveted Drivers Union Automotive trophy

The 2025 Award Categories

BEST DEALER AWARDS

- Aston Martin
- Bentley
- Ferrari
- McLaren
- Lamborghini
- Lotus
- Porsche

BEST SPECIALIST AWARDS

- Aston Martin
- Bentley
- Ferrari
- McLaren
- Lamborghini
- Lotus
- Porsche

VEHICLE AWARDS

- Best Supercar
- Best GT / Sportscar
- Supercar Heritage Trophy

AUTOMOTIVE MEDIA AWARDS

- Best Automotive YouTube
- Best Automotive Magazine
- Best Automotive Photographer

OTHER

- Best coffee morning venue

Club Concours

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
- Carburetor Class
- V12 Class
- Pre 1960
- 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.

Opportunities

- Headline Concours Sponsor
- Concours Class Sponsor
- Display your automobiles
- Take part as a Concours Judge



The 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 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

Opportunities

- Concours Sponsor



Club Partnership

Companies have the opportunity to promote their goods and services directly to our members by creating a Trade Account with the club.

Discount Partner

Discount Partners provide our members a discount or other benefit on products and/or services which is placed in our Club Discounts page.

Club Partner

Club Partners receive:

- Logo (with hyperlink) in all Club Newsletters
- Introduction to members in Club Newsletter
- Profile page with contact form on Club Website
- Promotion of your events / special offers
- Logo on the Drivers Union Website
- Trade directory listing on the Website
- Access to classifieds listings
- 30% discount on Club Magazine adverts
- Lanyards and "Partner" cards to wear at our events
- Attend Drivers Union meets
- Logo in all event confirmation emails
- Logo in event information PDFs
- Logo and directory listing in publications
- Dealer Connect option for dealers & specialists

Exclusive Partner

Includes "Club Partner" benefits plus:

- Sole Partner within industry sector
- Logo in all event confirmation emails
- Prime placement of logo on members Dashboard
- Single page advert in club magazines
- Invitation to join our Concours Committee

Qualifying Supercars

Apollo Automobile

All models

Aston Martin

DBS / Vanquish / Zagato
One-77 / Valhalla

Bugatti

All models

Chevrolet

Corvette C8

Dodge

Viper

De Tomaso

Pantera / Mangusta

Ferrari

All Models (except Purosangue)

Ford

GT / GT40

Honda

NSX

Jaguar

XJ220 / XJR-15

Koenigsegg

All models

Lamborghini

All models (except URUS)

Lexus

LFA

Lotus

Esprit / Evija

Maserati

Merak / Bora / MC12 / MC20

McLaren

All models

Noble

All models

Pagani

All models

Porsche

Carrera GT / 911 Turbo / 918 / 959
911 GT2 / 911 GT3 / 928

Spyker

All models

Toyota

2000GT

TVR

Sagaris

Ultima

All models

Zenro

All models

Founders Invitation

A personal invitation from the club founder for owners of cars not in the qualifying list.



Qualifying Classic & Sportcars

AC

Cobra

Alfa Romeo

4C / 6C / 8C / SZ / Montreal
1900 CSS

Alpine

A110 GT

Ariel

All models

Aston Martin

All models (except SUV)

Audi

R8 / Quattro Turbo

Austin Healey

All models

BAC

All models

Bentley

All 2 door models

BMW

2002 / 3.0 CSL / Z Cars / E30 M3

Bristol

All models

Caterham

All models

Chevrolet

Corvette

DeLorean

All

Dodge

Challenger

Facel Vega

All

Ford

Mustang (except Mustang E)

Iso

All

Jaguar

All 2 door models

Jensen

Interceptor

Lotus

All models

Maserati

All 2 door models

Mazda

RX7

Mercedes

SL / SEC / Pre 1970

Morgan

All Models

Nissan

240Z / 280Z / GTR

Noble

All models

Porsche

All 2 door models

Rolls Royce

All 2 door models

Spyker

All models

TVR

All models

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Contact Us

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