

CLASSIC CAR **DRIVE IN** *Weekend* 18-20 SEP 2020 | **BICESTER HERITAGE**

A weekend of Classic motoring, movies and memorabilia

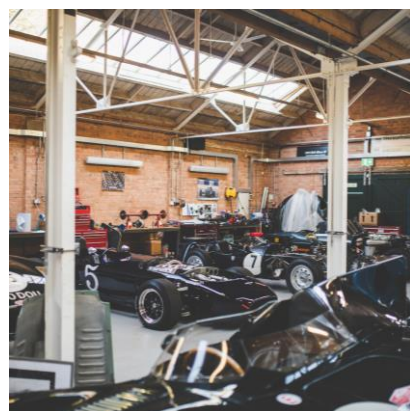
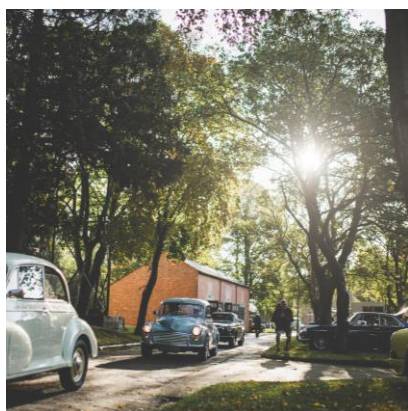
Dear Car Club,

Brand Events, the organisers of The London Classic Car Show, have created **The Classic Car Drive In Weekend** to be held at Bicester Heritage, Oxfordshire, from the 18-20th September 2020.

As you would expect, our operational teams are working very hard to ensure the government rules are met, so rest assured we will have a COVID Compliant event - ensuring both you and the event visitors are safe.

The event will be a much welcomed oasis for what has been a dry landscape over the past five months, featuring a drive in cinema showing a selection of the most iconic car movies ever made, motoring exhibitors, classic car dealers, a classic car auction hosted by Bonhams MPH, a live track show featuring the very best of road and motorsport cars, 30 car club stands and club parades.

We are pleased and excited to invite your club to join us for a fabulous weekend to remember! Each Car Club is invited to **showcase 10-20 cars** per club stand (although we can be flexible for smaller clubs).



What we're offering our visitors...
cars, cars and even more cars

THE CLASSIC CAR
DRIVE IN *Weekend*

The Classic Car Drive In Weekend will offer all car lovers the chance to finally get out and about, admire some of the most beautiful and iconic classic cars, shop all things car related and enjoy the spectacle of over 100 cars in our daily parades and demos...

Car Parades:

- Car Club displays
- Scheduled moving car displays/parade along the Bicester Test Track

The Auction:

- In partnership with Bonhams MPH Auctions to host a weekend sale

Feature Displays:

- Showcase of historic and important cars of the past
- Celebrating the ultimate Classic Car fans with displays from at least 30 of the UK's leading Car Clubs & Motorsport Clubs



**The Drive-In Classic Car
Movie Experience**

As well as great motoring content, the Classic Car Drive In Weekend will offer visitors the chance to enjoy a daily screening of one of the greatest classic car movies at our drive-in cinema.

GET INVOLVED...
BOOK TODAY!

THE CLASSIC CAR
DRIVE IN *Weekend*



There is **no charge to attend** and we will provide **2 complimentary** show only tickets per display car plus agreed tickets for stand managers.

To confirm your attendance please email. Please also include the number of camping pitches you wish to book. debsb@brandevents.co.uk

We will need confirmation of the number of cars on your stand as soon as possible please.

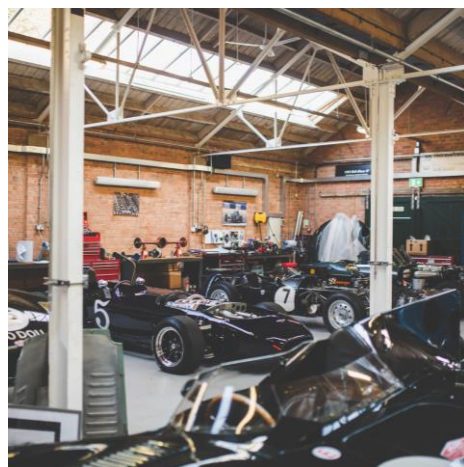
MARKETING SUPPORT

As we work together to breathe life back into motor events, we will market your club and special news stories across all our social media platforms in the run up to the event.

Please send the following information to:

[**hollym@brandevents.co.uk**](mailto:hollym@brandevents.co.uk)

- your club logo (hi res png file)
- a brief write up about your club
- A selection of high resolution images (as jpgs)
- All your social handles



In return we ask that you market the event to your club members with a special ticket discount code. You will receive regular updates on your ticket sales.

We will provide you with a marketing toolkit with a selection of images, social posts and a dedicated promo code to use for members who would like to join us at the event.

WITH OVER 20 CAR CLUBS ALREADY CONFIRMED DON'T MISS OUT ON THIS EXCITING OPPORTUNITY!

For further information and to book your space contact:
[**debsb@brandevents.co.uk**](mailto:debsb@brandevents.co.uk)

IMPORTANT INFORMATION

THE CLASSIC CAR
DRIVE IN *Weekend*

THE PRACTICAL STUFF

You will be able to **swap cars over daily** if your members only wish to attend one day.

- All clubs will be asked to provide proof of public liability insurance, minimum cover must be £2 Million
- All Car Club stands will be on grass and you are allowed to bring your own gazebos, awnings and banners for your allocated areas
- We will be providing a **campsite** for motorhomes/camping on site at the event - creating an opportunity to catch up with fellow club members and we will be laying on lots of social activities for you to enjoy during each evening. There will be a **nominal fee of £150 + VAT per pitch**. The campsite will have shower and toilet facilities, but no power hook-up.

Please could you confirm at time of booking your stand whether and how many pitches you would like to reserve, so we can send you the necessary booking and payment form.

Payment must be made by **1st September 2020 to confirm your space.**

Ensuring a safe exhibitor and visitor experience

Our priority is to ensure that in these challenging times we create a safe and secure environment for exhibitors and visitors alike. Our Operational Team have been working hard to ensure that all events meet with government guidelines at all times.

Our socially distanced, Covid-safe show will include:

- From arrival to departure, the visitor experience will reassure and deliver a safe and smooth experience
- Contactless registration upon arrival
- Touch free catering facilities with prepacked but delicious 'grab-and-go' meals created by onsite chefs
- Directional visitor flow to minimise crowding and on site signage to remind visitors of social distancing rules
- Deep, regular cleaning of visitor toilets
- High level facilities for hand washing and hand sanitizer
- Minimum 2m spacing between exhibits
- All onsite staff fully trained on social distancing and new hygiene measures



18-20 SEPTEMBER 2020