

4 Shows - 1 Weekend



# MODIFIED *Nationals*

## TRADE & SPONSOR PACK

**ONE WEEKEND. FOUR AUDIENCES. THOUSANDS OF CUSTOMERS**

NATIONAL  
**Hot Rod** CUSTOM  
& AMERICAN  
CAR SHOW

Ink &  
TAHOE CONVENTION  
**Oil**

**LINCS WHEELS**  
RACING



No Limits Events & Promotions

25,000+ Visitors | 7,500+ Campers | 2500+ Cars | Lincolnshire Showground | 26-28 June



# 4 Shows | 1 Weekend

## **MODIFIED NATIONALS**

The UK's premier modified car and music festival, bringing together thousands of enthusiasts for a weekend of show builds, club displays, live DJs, motorsport, aerial stunt displays and high-energy automotive culture. A must-attend event for fans of performance, styling and cutting-edge car trends.

## **HOT ROD, CUSTOM & AMERICAN CAR SHOW**

A celebration of classic Americana, hot rods and custom craftsmanship. Featuring beautifully built classics, muscle cars and vintage lifestyle culture, this show attracts passionate enthusiasts who appreciate heritage, design and attention to detail.

## **INK & OIL TATTOO CONVENTION**

Partnering with the Hot Rod Show - This is where tattoo artistry meets custom culture. Talented tattoo artists, alternative brands and creative communities come together in a vibrant convention celebrating individuality, self-expression and the crossover between body art and automotive design.

## **LINCS WHEELS**

The ultimate family focussed immersive event that connects the entire weekend. Lincs Wheels creates one of the UK's largest automotive lifestyle gatherings and delivering a diverse audience for exhibitors and traders. Targeted for the local community it cements this show as the 'pinnacle' for Lincolns Car Show Calendar.

Each show has it's own dedicated yet connected website / email data base / Instagram and Facebook page for exponential social reach, combining in clear and concise targeted marketing messages for further sponsorship opportunities to showcase your brand even more to your exact audience.

[www.modifiednationals.co.uk](http://www.modifiednationals.co.uk)  
[www.hotrodandcustomshow.co.uk](http://www.hotrodandcustomshow.co.uk)  
[www.lincswheels.co.uk](http://www.lincswheels.co.uk)



**25,000+ Visitors || 7500+ Campers || 2500+ Cars || Lincolnshire Showground || 26-28 June**

# THE COMMERCIAL OPPORTUNITY

**MODIFIED NATIONALS IS MORE THAN A CAR SHOW — IT IS A WEEKEND DESTINATION EVENT WHERE VISITORS STAY LONGER, EXPLORE MORE AND ACTIVELY ENGAGE WITH TRADERS.**

With 7,500+ **campers** staying onsite and thousands of additional day visitors, the event creates a constant flow of footfall across the showground throughout the entire weekend. This environment allows traders to build brand awareness, connect with highly targeted audiences and generate strong sales.

## HIGH FOOTFALL

25,000+ visitors across the weekend

Thousands of enthusiasts actively exploring cars, displays and trader areas.

## A FULL WEEKEND AUDIENCE

7,500+ people camping onsite

Visitors return to trader areas multiple times across the weekend.

## MULTIPLE MARKETS IN ONE EVENT

Four connected shows bring together:

- Modified car enthusiasts
- Classic car collectors
- Tattoo & alternative culture followers
- Families and local community visitors

## A TARGETED BUYING AUDIENCE

Visitors regularly attend the event looking for:

- Automotive parts
- Car detailing products
- Clothing & streetwear
- Garage tools & equipment
- Artwork & collectibles
- Tattoo culture products
- Lifestyle brands



## PROVEN TRADER SUCCESS

*Many traders return year after year thanks to strong sales, excellent engagement and the unique festival atmosphere that keeps visitors on site throughout the weekend.*



# Four Shows. Four Audiences. One Powerful Marketplace



Modified Nationals creates one of the UK's largest automotive lifestyle marketplaces, bringing together four powerful automotive audiences across a single weekend at Lincolnshire Showground - a powerful, diverse audience for exhibitors and traders.

## THE MODIFIED GENERATION

18 - 40 | Social-first car culture

Performance enthusiasts, show car builders and styling fans who live and breathe modern car culture.

Highly engaged on social media and actively shopping for automotive parts, detailing products, clothing and lifestyle brands.

## THE CLASSIC & AMERICANA MARKET

40 - 75 | Collectors & heritage enthusiasts

Owners and collectors of classic and American vehicles with strong disposable income.

This audience values craftsmanship, specialist products and premium automotive brands.

## THE CREATIVE & ALTERNATIVE COMMUNITY

20 - 50 | Tattoo culture & design

A vibrant audience passionate about self-expression, artwork and custom culture.

Strong overlap with the custom vehicle scene and a natural fit for fashion, art and lifestyle brands.

## THE FAMILY & COMMUNITY VISITOR

Local audience | Weekend day visitors

Lincs Wheels introduces a broader audience of families and casual enthusiasts attending for a one-day experience on Saturday or Sunday.

This expands the reach of the event beyond core car culture into the wider local community.

- Primarily car enthusiasts
- Aged 18 - 40
- Heavy social media users
- Value quality, style, and unique experiences
- Weekend revellers who embrace camping.

- Classic car lovers, vintage enthusiasts
- Aged 40 - 75
- High spenders more disposable income
- Value custom builds / Americana.

- Alternative lifestyle enthusiasts
- Aged 20 - 50
- Tattoo culture lovers
- Cutting edge trends in cars & culture.

- Family fun seekers
- Aged 12 - 75
- Value for money
- local markets and community.

By exhibiting at Modified Nationals, brands gain access to four highly engaged automotive audiences within one integrated marketplace, creating powerful opportunities for visibility, engagement and direct sales. This ability to integrate your brand across these connected platforms offers a multi-faceted marketing approach, creating greater visibility, deeper brand connections, and lasting loyalty.

# WHY TRADE WITH US

Our attendees and traders are the heart of our success - diverse, connected, and curious.

**ONE WEEKEND. FOUR AUDIENCES. THOUSANDS OF CUSTOMERS**

- **25k+ annual event attendees**
- **7500 + weekend campers onsite**
- **2 x full trading days + Friday arrival day**
- **4 x events in one location**
- **2500 + vehicles visiting**
- **Highly targetted audience**
- **Proven trader success**
- **Huge social media presence**
- **High interest in lifestyle, tech, and culture.**



# Trade Packages

Each package is designed to maximize your ROI while offering flexibility and creative exposure.

For **indoor** pricing please email to discuss:  
[nolimitseventsuk@gmail.com](mailto:nolimitseventsuk@gmail.com)

## 3 x 3m Pitch

- 3m W x 3m D outdoor pitch
- Includes 2 x tickets
- Weekend trading with early access from Friday set up
- Priority spaces available on allocation.

**£157**

## 6 x 3m Pitch

- 6m W x 3m D outdoor pitch
- Includes 4 x tickets
- Weekend trading with early access from Friday set up
- Priority spaces available on allocation.

**£262**

## 6 x 4m Pitch

- 6m W x 4m D outdoor pitch
- Includes 4 x tickets
- Weekend trading with early access from Friday set up
- Priority spaces available on allocation.

**£315**

## 6 x 6m Pitch

- 6m W x 6m D outdoor pitch
- Includes 4 x tickets
- Weekend trading with early access from Friday set up (essential)
- Priority space can be specified
- Location to suit market.

**£378**

## 6 x 10m Pitch

- 6m W x 10m D outdoor pitch
- Includes 4 x tickets
- Weekend trading with early access from Friday set up (essential)
- Priority space can be specified
- Location to suit market.

**£472**

## 10 x 10m Pitch

- 10m W x 10m D outdoor pitch
- Includes 6 x tickets
- Weekend trading with early access from Friday set up (essential)
- Priority space can be specified
- Location to suit market.

**£525**

# Sponsorship Opportunity

Maximise your opportunity with trust built from the ground up, organically exposed - before you even set up your trading space.

## Digital Banner

- Logo added to our website of your choice
- Logo links through to your webpage.

**£65**

## Website Banner +

- Same as above +
- 1 x Social media grid post + 2 x stories from most suitable channel + direct links to a web page of your choice (stories).

**£95**

## Programme Print

- **1/4 Page advert** in 'Official Show Programme' given to first 15000 attendees.

**£75**

- **1/2 Page advert** in 'Official Show Programme' given to first 15000 attendees.

**£95**

## Full Reach

- Logo added to our website of your choice
- Logo links to your webpage
- 3 x Social media grid posts + 2 stories showcasing your band + direct links to a web page of your choice (stories)
- Shout outs throughout the weekend from our live stages
- 1 x **Full Page advert** in our A5 'Official Show Programme' given to the first 15000 visitors on arrival.

**£345**

\*all prices to include VAT / 16A single phase electric £160



# GET IN TOUCH

We'd love to discuss how we can bring your brand into our experience.

Contact - Mark Needham

**No Limits Events & Promotions Limited**

**Managing Director: Mark Needham**

**Email:** [nolimitseventsuk@gmail.com](mailto:nolimitseventsuk@gmail.com)

**Mobile:** 07376 257168 / 07958 232366

- Over 20 years in event production
- 40 + Successful events completed
- Trusted by leading industry brands

Thank you for your time.

