

CONCOURS DES LÉGENDES

CLASSIC & COLLECTOR CAR SPECIALISTS



19-21 JUNE 2026



→ **ADDRESS**

Wilton House
Wilton,
Salisbury
SP2 0BJ

→ **WEBSITE**

www.concoursdeslegendes.co.uk

WHY CONCOURS DES LÉGENDES?



WILTON HOUSE & THE EARL OF PEMBROKE

Wilton House, near Salisbury in Wiltshire, is one of England's great historic estates and home to the Earls of Pembroke for over 400 years.

William Herbert, 18th Earl of Pembroke, pairs stewardship of this architectural legacy with a lifelong passion for cars. A committed enthusiast with proven experience hosting distinguished automotive events, he champions motoring for its design, engineering and cultural significance, bringing fresh energy to Wilton's historic setting.



HISTORY FESTIVAL

A concours like never before – bringing to life the stories behind the masterpieces.

Concours des Légendes blends the elegance of a traditional concours with the intimacy of a cultural festival. Across three days, 3,000 visitors per day will experience exceptional cars presented not just as static exhibits, but as expressions of design, engineering and human ambition.

Through curated displays, talks and live storytelling, the people behind the machines reveal the ideas, risks and vision that shaped them.



SKILLS, CRAFT, CONVERSATION

Beyond the concours lawn, master craftspeople demonstrate traditional skills - from coachbuilding to watchmaking - alongside an art exhibition and Literary Quarter of authors and historians.

Sunday introduces a curated supercar run-in, bringing notable modern performance cars and their owners into the estate.

Refined hospitality runs throughout, providing elegant spaces to meet, dine and engage - making the event as considered socially as it is visually.



CLASSIC & COLLECTOR CAR SPECIALISTS - WHY EXHIBIT?



Direct Access to Qualified Buyers

- Engage serious collectors who are actively buying and selling - not general event traffic, but informed owners with purchasing intent.
-

Premium Context for Premium Stock

- Present your cars within the Wilton House setting, reinforcing rarity, provenance and the justification behind strong asking prices.
-

Time for Proper Conversations

- A curated two-day format creates space for meaningful engagement, follow-up and genuine relationship building — not hurried interactions.
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Credibility Through Association

- Position your business alongside historically significant cars, respected marques and knowledgeable collectors, strengthening both brand perception and commercial opportunity.
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CLASSIC & COLLECTOR CAR SPECIALISTS

Collector Car Lawn

A curated lawn display where leading specialists present interesting collector cars to a knowledgeable and affluent audience. Designed to encourage conversation rather than transactions.



Display space on the collector car lawn



Discreet dealer branding



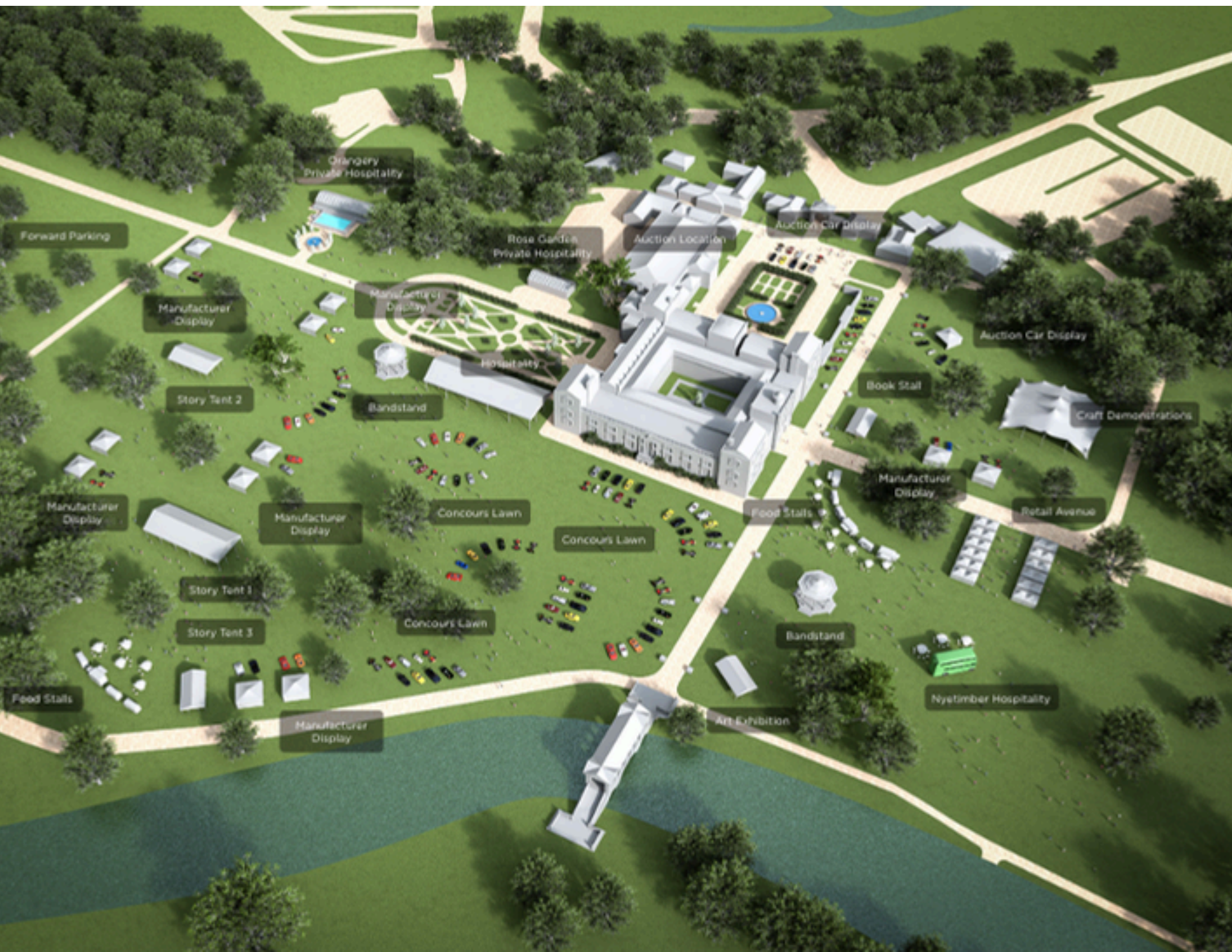
Listing in the event guide, invitation to exhibitor drinks reception, exhibitor profile on event website,



2 staff passes and 2 standard passes for clients per day

Cost: £1500 + VAT per car

Site map for illustration purposes only



CLASSIC & COLLECTOR CAR SPECIALISTS



Showcase Partner

- 3m x 3m Pagoda with solid floor within a 5m x 6m fenced area
- 2 car display
- Listing in the event guide, invitation to exhibitor drinks reception, exhibitor profile on event website,
- Opportunity to have 30 minute interview on stage to discuss the history of exhibited cars (subject to the story)
- 4 staff passes and 5 standard passes for clients per day
- Cost: £6,000 + VAT

Site map for illustration purposes only

CLASSIC & COLLECTOR CAR SPECIALISTS - OPPORTUNITIES



Hospitality Partner

- 5m x 5m Pagoda with solid floor within a 7m x 10m fenced area
- 4 car display
- Listing in the event guide, invitation to exhibitor drinks reception, exhibitor profile on event website,
- 10 VIP Guest passes (total) with advance parking and hospitality
- 10 standard passes per day
- 6 staff passes per day
- Opportunity to have 60 minute interview on stage to discuss the history of exhibited cars (subject to the story)
- Cost: £12,000 + VAT

ADDITIONAL OPPORTUNITIES



- **Sponsorship of the Daily Newspaper | £4,000 + VAT per day**
Unique to Concours des Légendes, a daily newspaper for visitors to navigate around the event. Exclusive sponsorship opportunity

- **Audience and Data Access | £2,000 + VAT**
Opt-in lead capture integration via email in advance of the event
Post-event email to all attendees

- **VIP Hospitality | £245.00 per person inc VAT**
Forward parking for guests
Breakfast pastries, lunch and afternoon tea
Complimentary drinks throughout the day

- **Content package | £2,400 + VAT**
Professional photography package
Short-form event video
Interview edit of round table discussion

CONCOURS DES LÉGENDES EVENT TEAM

All the contacts you'll need in the events team at Houthouse Media



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THANK YOU

