



Santa Pod
RACEWAY

CATERING PARTNER OPPORTUNITIES 2026

FEEL THE NOISE. FEED THE CROWDS. FUEL THE ATMOSPHERE.



THE SANTA POD STORY...

As the years roll on, it's hard to believe that Santa Pod Raceway has been organising, running and promoting drag racing events for **60 years!**

When RAF Podington, a second World War airfield was decommissioned in 1960, the disused runway was converted into a dragstrip and Santa Pod Raceway was established as Europe's first permanent drag racing venue.



Santa Pod opened its gates in 1966. What started back then as a fledgling facility and a fledgling sport for that matter, has today become a major motor racing venue and part of a global motorsport.

The events that we host today at Santa Pod have reached a very different level from those of 1966 and those early drag racing pioneers could never have envisaged just how far their hobby and passion has come today.



The current calendar is impressively diverse and might seem to exceed the definition of "motorsport" as perceived by many people. In many ways it seems far removed from the straightforward, drag racing-only schedule of the early years yet it remains true to the pioneering "Santa Pod spirit" of those first days. That perhaps is the secret of Santa Pod's success. It is a central part of a sport in which it has played a key development role.



"Santa Pod is a place that you could call 'off the wall' – 'street cool' even – a venue that invites levels of experience, participation and involvement that stretch beyond the realms of mere spectatorship."

Santa Pod Raceway CEO, Keith Bartlett

Today, Santa Pod is a wide-ranging entertainment venue with a dragstrip at its heart, offering a diverse weekly programme of events running from February to November. The present management team, headed by CEO Keith Bartlett, has been in charge for 20 years. Over 400,000 visitors pass through the gates annually to attend an array of lifestyle, motor-enthusiast and family events in addition to the 'conventional' drag races which remain the venue's core.



YOUR AUDIENCE AWAITS...

400k
ANNUAL FOOTFALL

35.9M
IMPRESSIONS IN 2024

750k+
FOLLOWERS ACROSS
SOCIAL PLATFORMS

1.2M+
ENGAGEMENT IN 2024

157k
NEWSLETTER
SUBSCRIBERS

2M+
LIVESTREAM VIEWS



THE EVENTS...



FIND OUT MORE BY CLICKING HERE



WHY CATER AT SANTA POD?

CONSISTENT CROWDS, INCREDIBLE REACH AND OPPORTUNITIES YOU CAN TASTE

- One of the UK's busiest live event destinations with hundreds of thousands visitors from across the country and Europe.
- Events running nearly every weekend from March to November, providing consistent, high-volume footfall.
- A diverse audience spanning families, enthusiasts, festivalgoers and race fans
- Huge digital presence with the UK's largest motorsport social following, 3.5M+ annual website visits and 2M+ livestream views, giving caterers exceptional online exposure
- Multiple premium catering zones with steady flow from morning to evening
- Free on-site staff camping at every event, making multi-day trading easy and cost-effective
- A long-established venue with loyal returning crowds and a strong community atmosphere



TRADING, SUPPORT & OPERATIONS

FLEXIBLE TRADING & STRONG OPERATIONAL SUPPORT

- Trade across the full season or select key events - from high-energy festivals to family-friendly and niche enthusiast gatherings shown in our event packages.
- Extensive catering infrastructure with 26 core pitches for the biggest events plus 20 more for specialist weekends.
- 16 amp and 32 amp power supplies available to buy (or use your own generator), arranged in advance to ensure smooth, uninterrupted service.
- Soft drinks supplied directly by Santa Pod for consistency, with simple pre-order and main-gate collection.
- Pre-event health & safety checks ensure every unit meets standards and is ready to serve high volumes from gates open.
- **Please note:** Santa Pod Raceway manages all burger concessions, luxury coffee units, and licensed bars in-house.



QUALITY, COMMUNITY & YOUR 2026 OPPORTUNITY

QUALITY, VARIETY & A PASSIONATE FOOD COMMUNITY

- Santa Pod works closely with caterers to deliver great food and strong value across the venue.
- Menus with vegetarian, vegan, gluten-free and halal options are encouraged to ensure every visitor is catered for.
- Multiple concepts or additional units can be proposed where demand is high.
- A safe, professional and supportive environment ensures an enjoyable experience for both caterers and guests.

JOIN THE 2026 CATERING TEAM

- A community built on creativity, quality and passion - from street food to artisan menus, desserts and festival classics.
- We welcome all types of units, pop ups, trailers, containers and converted vehicles.
- Huge crowds, high-energy weekends and one of the UK's most varied motorsport calendars provide unmatched brand-building opportunities.
- Share your concept, preferred events and photos of your unit - we'll help match you to the perfect 2026 package.



QUALITY, COMMUNITY & YOUR 2026 OPPORTUNITY

YOUR 2026 EVENT PACKAGES.

- Five packages covering the full spectrum of motorsport and enthusiast culture.
- Major Championships attract European teams and huge crowds; premium summer festivals approach capacity.
- Specialist events celebrate German, Japanese, Hot Rod and nostalgia culture.
- Club and sportsman meetings keep racing active all season, with major attractions like Monster Truck Nationals and Firework Frenzy drawing strong family audiences.
- Every weekend brings a fresh crowd and new opportunities to grow your brand.



2026 EVENT PACKAGES

PACKAGE 1 - FLAGSHIP EVENTS

Estimated attendance: 15,000–25,000 per event

- Santa Pod's biggest motorsport events with large multi-day crowds.
- High footfall from families, race fans and weekend campers.

2026 Dates

- 3–5 April: Festival of Power
- 22–25 May: FIA Main Event
- 26–28 June: Dragstalgia
- 10–13 September: FIA Euro Finals
- 31 October: Flame and Thunder



2026 EVENT PACKAGES

PACKAGE 2 - SUMMER FESTIVALS

Estimated attendance: 25,000+ per event

- Two of Europe's largest lifestyle automotive festivals.
- Huge all-day and late-night trading potential.

2026 Dates

- 24–26 July: Bug Jam 39
- 31 July–2 August: Ultimate Street Car



2026 EVENT PACKAGES

PACKAGE 3 - CAR SHOWS & ENTHUSIAST EVENTS

Estimated attendance: 7,000–12,000 per event

- Popular themed weekends with strong enthusiast communities.
- Consistent footfall and engaged visitors.

2026 Dates

- 18–19 April: Fast Show
- 9–10 May: Jap Show
- 15–17 May: VW Breakout and Doorslammers
- 20–21 June: BMW Show
- 4–5 July: Pull Up
- 18–19 July: Ford Show, Transitmania, Mustang Nationals
- 4–6 September: VW Action
- 18–20 September: Hot Rod Drags
- 3–4 October: Jap Show Finale



2026 EVENT PACKAGES

PACKAGES 4 - CLUB & SPORTSMAN RACING EVENTS

Estimated attendance: 3,000–7,000 per event

- Regular racing weekends attracting clubs, teams and families.

2026 Dates

- 12 April: GTI Spring Festival
- 24–26 April: Spring Speed Nationals
- 1–3 May: Nostalgia Nationals
- 30–31 May: Vauxhall Show
- 4–7 June: Street Weekend and Truck Takeover
- 13–14 June: Sportsman Nationals
- 10–12 July: Summer Nationals
- 7–9 August: Mopar Nationals
- 15–16 August: GT-R Festival
- 22–23 August: Green Light Nationals
- 25–27 September: National Finals
- 10–11 October: DAS GTI Show



2026 EVENT PACKAGES

PACKAGES 5 - COMMISSION BASED EVENTS

(25% Commission)

- High family footfall

2026 Dates

- 17–18 August: Monster Truck Nationals
- Early November: Firework Frenzy



HOW TO APPLY FOR 2026

[CLICK HERE TO COMPLETE APPLICATION](#)

- TELL US YOUR FOOD CONCEPT AND THE TYPE OF CUISINE YOU OFFER
- LET US KNOW WHICH EVENT PACKAGE YOU WOULD LIKE TO ATTEND
- INCLUDE AN OVERVIEW OF YOUR MENU WITH PRICING AND ANY DIETARY OPTIONS YOU PROVIDE
- ATTACH A COUPLE OF RECENT PHOTOS OF YOUR CATERING UNIT
- SHARE YOUR CONTACT DETAILS AND ANY RELEVANT LINKS (WEBSITE OR SOCIAL MEDIA)
- SEND EVERYTHING TO THE SANTA POD CATERING TEAM FOR REVIEW
- WE WILL REVIEW YOUR APPLICATION AND HELP MATCH YOU TO THE MOST SUITABLE EVENTS FOR THE 2026 SEASON

Contact Us:

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CATERING PARTNER INVITATION