Santa Pod

RACEWAY

CATERING PARTNER OPPORTUNITIES 2027

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 over **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, with a management team, headed by CEO Keith Bartlett, that 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

126.4M
IMPRESSIONS IN 2026

999.4K+
FOLLOWERS ACROSS SOCIAL PLATFORMS

3.7M+
ENGAGEMENT IN 2026

195K
NEWSLETTER SUBSCRIBERS

1.6M+
LIVESTREAM VIEWS



THE EVENTS...

SPRINGSPEED NATIONALS

The Fast Show

FESTIVAL OF POWER

NOSTALGIA NATIONALS

Jap Show

VW BREAKOUT

DOOR SLAMMERS

THE MAIN EVENT

STREET WEEKEND

TRUCK TAKEOVER

PodStock

SPORTSMAN NATIONALS

PULLUP

Dragstalgia

SUMMER NATIONALS

BMW SHOW

MUSTANG NATIONALS

THE FORD SHOW

BUG JAM FESTIVAL

USC ULTIMATE STREET CAR

MOPAR EURO NATIONALS

GT-R FESTIVAL

UK MONSTER TRUCK NATIONALS

GREENLIGHT NATIONALS

VW ACTION

THE EURO FINALS

The Original HOT ROD Drags

Jap Show FINALE

NATIONAL FINALS

DAS GTI SHOW

FLAME & THUNDER

FIREWORKS FRENZY

FIM EUROPE

FIA EUROPEAN DRAG RACING CHAMPIONSHIP

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 1.6M+ livestream views, giving caterers exceptional online exposure.
- Multiple premium catering areas serving guests throughout the day, from morning to evening.
- Free on-site staff camping at every event, making multi-day trading easy and cost effective. Dedicated staff parking near the main entrance.
- 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, accommodating 10–26 pitches depending on the event.
- 16 amp and 32 amp power supplies available to buy (or use your own gas/diesel 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.
- Site-wide Wi-Fi is available for an additional charge.
- **Please note:** Santa Pod Raceway manages all burger concessions, luxury coffee units, and licensed bars in-house.



QUALITY, COMMUNITY & YOUR 2027 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 2027 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 2027 package.

QUALITY, COMMUNITY & YOUR 2027 OPPORTUNITY

YOUR 2027 EVENT PACKAGES.

- Seven 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.



2027 EVENT PACKAGES
PACKAGE 1 - SUMMER FESTIVALS



Estimated attendance: 30,000+ per event

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

2027 Dates

- 22nd –25th July: Bug Jam 40
- 29th July–1st August: Ultimate Street Car

2027 EVENT PACKAGES
PACKAGE 2 - FIA ROUNDS

Estimated attendance: 25,000–30,000 per event

- Santa Pod’s biggest motorsport events with large multi-day crowds.

2027 Dates

- 28th –31st May: FIA Main Event
- 9th –12th September: FIA Euro Finals



2027 EVENT PACKAGES
PACKAGE 3 - FAMILY EVENTS

Estimated attendance: 15,000–20,000 per event

- High footfall from families, race fans and weekend campers.

2027 Dates

- 23rd –25th April: Festival of Power
- 25th –27th June: Dragstalgia
- 30th October: Flame and Thunder



2027 EVENT PACKAGES
PACKAGE 4 - CAR SHOWS

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

- Popular themed weekends with car club communities.
- Consistent footfall and engaged visitors.

2027 Dates

- 4th April: Fast Show
- 9th May: Jap Show
- 19th –20th June: Pull Up
- 11th July: BMW Show
- 26th September: JapShow Finale



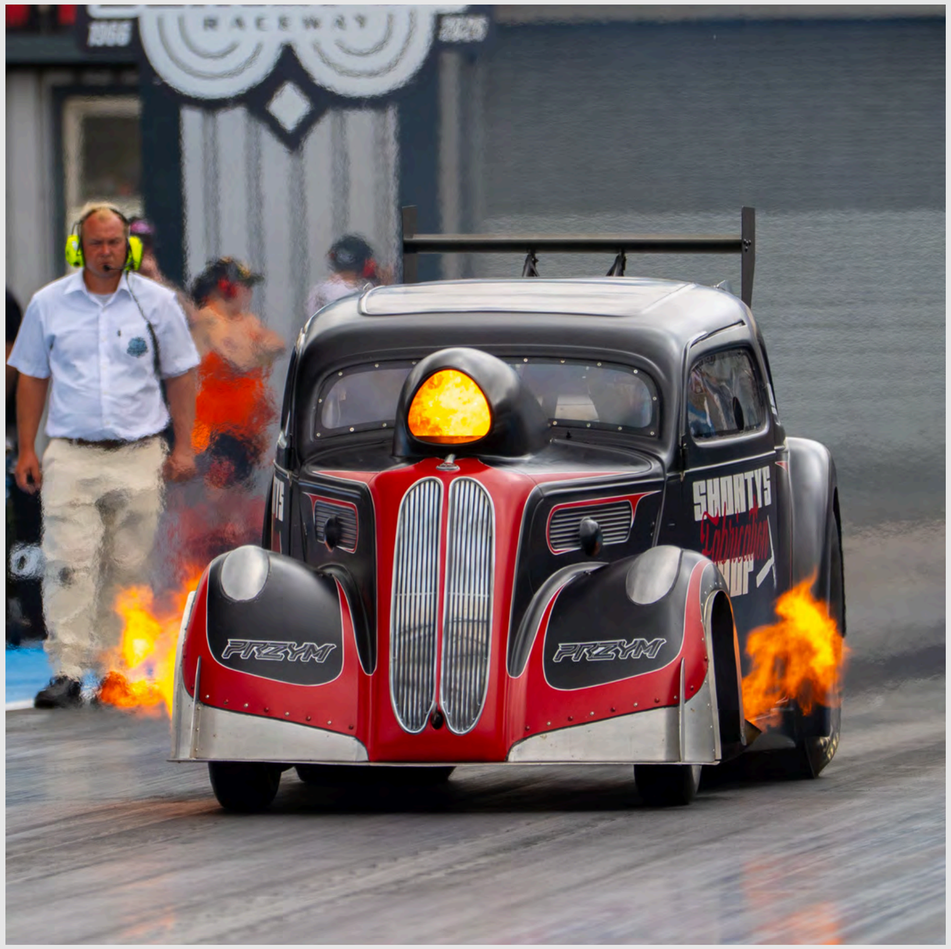
2027 EVENT PACKAGES
PACKAGE 5 - ENTHUSIAST EVENTS

Estimated attendance: 3,000–8,000 per event

- Popular enthusiast communities.
- Consistent footfall and engaged visitors.

2027 Dates

- 1st –2nd May: Nostalgia Nationals
- 21st –23rd May: VW Breakout and Doorslammers
- 17th –18th July: Ford Show/Mustang Nationals
- 6th –8th August: Mopar Nationals
- 14th –15th August: GTR Festival
- 3rd –5th September: VW Action
- 17th –19th September: Hot Rod Drags
- 10th October: DAS GTI Show



2027 EVENT PACKAGES
PACKAGE 6 - NATIONAL ROUNDS

Estimated attendance: 2,000–7,000 per event

- Regular racing weekends attracting clubs, teams and families.

2027 Dates

- 27th–28th March: Springspeed Nationals
- 4th –6th June: Street Weekend/Truck Takeover
- 12th –13th June: Sportsman Nationals/Podstock
- 2nd –4th July: Summer Nationals
- 1st –3rd October: National Finals



2027 EVENT PACKAGES
PACKAGE 7 - INVITATION ONLY EVENTS

- High family footfall

2027 Dates

- 21st –22nd August: Monster Truck Nationals/Greenlight Nationals
- Early November: Firework Frenzy



HOW TO APPLY FOR 2027

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 A 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 2027 SEASON

Contact Us:
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CATERING PARTNER INVITATION