



SNEAX

WEEKEND

PARTNERSHIP OPPORTUNITIES 2026

What is Sneax Weekend?

The UK's Only Sneaker & Sportswear Fetish Weekend

Now entering its fourth year, Sneax Weekend is the UK's only event dedicated exclusively to sneaker, sock, and sportswear fetish. What started as an ambitious debut has evolved into an internationally recognised annual gathering, attracting hundreds of gay and bi men from across the UK, Europe, and beyond.

More Than a Party—A Targeted Experience

Sneax Weekend offers a full 72-hour program designed for maximum engagement. From high-energy club nights and dedicated sex parties to relaxed socials, brand activations, and the prestigious Mr Sportswear UK contest, we create a high-tension, sex-positive environment where the gear is the centre of attention.

Proven Growth & Loyalty

Since welcoming 150 attendees to our 2023 inaugural event, Sneax Weekend has seen consistent, year-on-year growth. To date, we have hosted over 600 visitors, maintaining a high rate of returning attendees and an ever-expanding international reach.

Direct Access to a Niche, High-Spending Demographic

We offer brands more than just impressions; we offer presence. Sneax provides a rare opportunity to meet a highly engaged community face-to-face. Our attendees are deeply invested in the brands they wear, making this the ideal environment to showcase products, build authentic brand loyalty, and generate awareness within a dedicated fetish space.

Sneax Weekend 2026: Our Biggest Stage Yet

Building on three consecutive years of success, 2026 will be our most ambitious event to date. We are expanding our program, our venue capacity, and our partnership opportunities. Join us in Manchester and put your brand at the heart of the UK's biggest gear weekend.

Sneax Stats

- **The UK's only event** dedicated exclusively to **sneaker and sportswear fetish**.
- **Now entering its 4th year**.
- **Over 600 ticketed visits** have been recorded across the first three Sneax Weekend events, with attendance increasing every year since launch.
- **Attendance has increased by 17.1%** since the first event in 2023.
- **36.2% year-on-year returning** attendee rate.
- **Nearly 23% of bookings** include multiple tickets.
- **6,000+ people** are reached through Sneax Weekend's social and email channels.
- **Three successful annual events delivered since 2023**.

Official Guide Advertising

SneaX Weekend Official Guide

Promote your business directly to the SneaX Weekend community with a full-colour advertisement in the **Official Guide**—the essential companion to the weekend.

Distributed to every attendee on arrival and available throughout all official SneaX Weekend venues, the Official Guide is referenced all weekend long and remains a popular keepsake long after the event has ended.

In addition to the printed edition, the guide is published online, giving your brand year-round visibility beyond the event weekend.

With advertising opportunities starting from **just £150**, it's one of the most cost-effective ways to reach one of the UK's most engaged sportswear, sneaker and fetish audiences.

Why advertise in the Official Guide?

- ✓ Guaranteed distribution to every attendee
- ✓ Permanent presence throughout the weekend
- ✓ Online edition extends your reach beyond the event
- ✓ A high-quality publication many attendees keep as a souvenir
- ✓ Affordable advertising from just £150

Pricing

Position	Price
Inside Front Cover	£200
Inside Back Cover	£200
Centre Spread	£350
Full Page	£150
Back Cover	£250



Reserve Your Space

Advertising opportunities are limited to maintain the quality of the Official Guide. Early booking is recommended to secure your preferred position.

Guide Specification

Size: A6, Front/Back Cover: 350gsm silk coated gloss, Front/Back Inner: 350gsm silk coated, Inner Pages: 120gsm silk coated

The Clubhouse Partner Opportunities

The Clubhouse at Sneax Weekend

The Clubhouse is the heart of Saturday daytime at Sneax Weekend – a relaxed, welcoming space where attendees can unwind, socialise and immerse themselves in the Sneax community.

Hosted at Club Tropicana, The Clubhouse brings together hundreds of guests throughout the afternoon to enjoy a complimentary brunch, drinks from the bar, the ever-popular Sneax Swap Shop, and a laid-back atmosphere before the evening's events begin.

Rather than a traditional exhibition, The Clubhouse offers a limited number of opportunities for brands to become part of the experience. Selected partners can showcase and sell their products from informal display tables, giving attendees the chance to discover new brands, browse the latest sportswear and accessories, and chat directly with the people behind them.

It's an affordable and effective way to put your brand in front of one of the UK's most engaged sportswear, sneaker and sock communities, while becoming part of one of the weekend's most popular social gatherings.

Whether you're launching a new product, promoting your brand or simply looking to connect with potential customers, The Clubhouse offers a relaxed environment where genuine conversations happen and lasting relationships are built.

Display spaces are intentionally limited, helping to create an enjoyable experience for attendees while ensuring every participating brand receives excellent visibility throughout the afternoon.

Partner Package

For just **£100**, you'll receive:

- ✓ 1 display table in The Clubhouse
- ✓ Trading from **12:00–17:00**
- ✓ Direct access to hundreds of attendees
- ✓ Opportunity to sell products on-site
- ✓ Listed in the Official Guide
- ✓ Included on the Sneax Weekend website

Why become a Clubhouse Partner?

- ✓ Hundreds of engaged attendees throughout the afternoon
- ✓ Face-to-face conversations with your target audience
- ✓ Sell products directly to customers
- ✓ Affordable entry point for brands of all sizes
- ✓ One of the weekend's most popular social events

Mr Sportswear UK Prize Sponsorship

Support the UK's Premier Sportswear Title

The **Mr Sportswear UK** competition is one of the headline events of Sneax Weekend, attracting contestants from across the UK who compete for one of the community's most respected titles.

Judged by an esteemed panel of former Mr Sportswear UK and European titleholders, alongside special guest judges, the competition celebrates confidence, personality and a passion for sportswear culture in front of a packed audience.

The winner receives the prestigious **Mr Sportswear UK** sash together with an exclusive prize package generously donated by our sponsors.

We're inviting a select number of brands to become **Official Prize Sponsors** by donating products, gift vouchers or experiences that will form part of the winner's prize collection.

It's a simple but highly effective way to place your brand at the centre of one of Sneax Weekend's most anticipated events while demonstrating your support for the sportswear and sneaker community.

Official Prize Sponsor Benefits

As a Prize Sponsor, your brand will receive:

- ✓ Company logo displayed on the venue's LED screens throughout the competition
- ✓ Recognition in the **SneaX Weekend Official Guide** on the Mr Sportswear UK Sponsors page
- ✓ Acknowledgement by the competition host during the live event
- ✓ Company logo featured on the **Mr Sportswear UK** website
- ✓ Association with one of Sneax Weekend's most prestigious competitions

Why become a Prize Sponsor?

- ✓ Put your brand in front of hundreds of highly engaged attendees.
- ✓ Gain exposure both during the competition and long after the event through the Official Guide and website.
- ✓ Associate your business with one of the most prestigious titles in the UK sportswear fetish community.
- ✓ Support and celebrate the community that makes Sneax Weekend unique.

Book Your Advertising or Sponsorship

Become part of Sneax Weekend 2026

Whether you're looking to advertise in the **Official Guide**, become a **Clubhouse Partner**, sponsor **Mr Sportswear UK**, or discuss a bespoke partnership, we'd love to hear from you.

With a limited number of advertising and sponsorship opportunities available, early booking is strongly recommended to secure your preferred package.

Get in touch

Email: office@sneaxweekend.com

We'd be happy to discuss the best way to showcase your brand and help you connect with one of the UK's most engaged sportswear, sneaker and fetish communities.

Limited Opportunities. Maximum Exposure.

Join the brands that are helping shape Sneax Weekend 2026.
