



SNEAX WEEKEND 2025 ADVERTISING AND SPONSORSHIP

What is SneaX Weekend?

SneaX Weekend – The Ultimate Celebration of Sportsgear!

Now entering its third incredible year, SneaX Weekend has firmly established itself as *the* unmissable event for sportsgear, sneakers, socks, and fetish enthusiasts. More than just a party, SneaX Weekend is a full-throttle experience packed with thrilling sex parties, welcoming social events, and the much-anticipated Mr Sportswear UK competition – a highlight that draws the crowd every year.

From its debut in 2023, which brought together over 250 guys from across the globe, SneaX Weekend has skyrocketed in popularity. The 2024 edition saw even greater numbers and energy, with fetish fans coming together to celebrate, connect, and indulge in a weekend like no other – filled with camaraderie, fun, and an unforgettable vibe.

With its unique mix of fetish-friendly vibes, buzzing atmosphere, and a welcoming international crowd, SneaX Weekend 2025 promises to be the boldest and most exciting edition yet. Whether you're here to compete, explore, or simply soak in the electric energy, SneaX Weekend is the ultimate playground for sportsgear lovers and sneaker fetish fans alike.

Advertising Opportunities

SneaX Weekend Official Guide

Put your business in front of hundreds of passionate attendees with an advert in our pocket-sized Official Guide — the essential companion to the weekend. Not only is it a must-have for every ticket holder (distributed on arrival), featured at all SneaX Weekend venues, the guide also enjoys extended reach through its digital version available online. Many visitors even keep it as a collectible souvenir, giving your brand ongoing visibility long after the event. Full-page adverts start from just £125 — an unbeatable way to reach your target market.

Why advertise?

- Guaranteed placement directly in the hands of every attendee
- A high-quality, lasting publication that people take home
- Both print and online exposure to your ideal audience

Advertising Rates

Inside Front Page: £175

Inside Back Page: £175

Inner Pages: £125

Back Page: £225

Centre Spread: £300

Guide Specification

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

SneaX Weekend Market

Social events are truly at the heart of SneaX Weekend, bringing people together to celebrate, connect, and enjoy the culture. This year, Saturday's daytime lineup is packed with even more excitement as *The Market* makes a highly anticipated return — offering the perfect opportunity for you to showcase your unique products, engage directly with enthusiastic attendees, and build meaningful connections within this passionate community.

We invite you to join us at the vibrant Club Tropicana, where *The Market* will run all day alongside the ever-popular SneaX Swap Shop. To keep everyone energised and socialising, we'll be serving a complimentary buffet-style late breakfast between midday and 2pm. And, of course, the bar will be open, ensuring the atmosphere stays lively and welcoming well into the afternoon.

Don't miss your chance to be part of this dynamic marketplace — a unique platform designed to elevate your brand and put your products in front of a highly engaged, sportsgear-loving audience. Secure your spot today and make your mark at SneaX Weekend's most exciting social event!

Market Information

- **Trading Set-up:** 11:00 – 12:00
- **Trading Hours:** 12:00 – 17:00
- **Take-down:** 17:00 – 18:00

Market Rates

Extra Large Booth - £200

Standard Booth - £150

Small Table - £50

***Extra Large Booth* hire includes:**

A 6 ft (1.8 m) table

Large *U shape* sofa seating

***Standard Booth* hire includes:**

A 6 ft (1.8 m) table

Comfortable sofa seating

***Small Table* hire includes:**

A small round table

Space for a popup banner

Mr Sportswear UK Prize Sponsorship

The Mr Sportswear UK Competition is not only a standout highlight of the Sneax Weekend — it's a celebrated event that draws enthusiastic contestants from across the UK and Europe, all eager to represent their vibrant community with pride.

The competition is judged by an esteemed panel of previous titleholders from the UK and Europe, who bring their expertise, insights, and mentorship to ensure every participant shines on stage.

The ultimate winner is awarded a handcrafted sash and an impressive vault of prizes — and this year, **we're offering you the chance to contribute by donating a prize** (or prizes!) to the winner. It's a fantastic way to align your brand with one of the most talked-about events of the weekend while supporting the community spirit that Sneax celebrates.

What you'll get as a prize sponsor:

- Your company logo displayed on TV screens throughout the competition.
- Your company logo featured on the 'Mr Sportswear UK Sponsors' page in the Sneax Weekend Official Guide.
- Your company announced as an official sponsor by the competition host.
- Your company logo displayed under Sponsors on the Mr Sportswear UK website.

Book Your Advertising or Sponsorship

Ready to showcase your brand at Sneax Weekend? Whether you want to advertise in our Official Guide, sell at The Market, or donate a prize for the Mr Sportswear UK Competition, we'd love to collaborate with you!

Drop us a line:

- **Email us:** office@sneaxweekend.com
- **Call us:** 0161 818 8383

With limited opportunities available, now is the perfect time to reserve your advertising or sponsorship package.