

11TH - 14TH MARCH

2025 Cheltenham Festival

Digital out of home
advertising

ELONEXTM

Guaranteed odds of success!

Back a winner and advertise with Elonex in and around Cheltenham this March as The Festival comes to town!



The Cheltenham Festival is one of the UK's most prestigious sporting events, attracting over 250,000 attendees each year. And, it's not just about the horse racing! It's a cultural phenomenon, drawing affluent, engaged audiences who are ready to connect with brands that really stand out!





DigiVan Domination

Get your brand on the move and reach big audiences at racecourse entrance and exit points, transport hubs and in Cheltenham town centre during The Festival this year!

Book your DigiVans now and broadcast stand-out, real-time messaging to a create buzz and drive immediate engagement at this iconic event.



100% airtime



Perfect for big brands



Full motion video / TV advertisements

Festival days:

100% air time

8 hours

9am-1pm / 4pm-8pm

£1,500

per DigiVan, per day

Special offer:

5 DigiVan Convoy

100% air time · All 4 days

11th - 14th March

ONLY

£25,000

Book today!

hello@elonex.com

0121 270 8550





Shared DigiVans

Achieve excellent exposure for your brand and establish a strong presence at one biggest sporting events of the year by booking your DigiVan advertising now!

Elonex DigiVans will be unmissable in and around Cheltenham during all 4 days of The Festival, so jump on now and make your mark on huge, lucrative audiences.

-  **Constant presence**
-  **Perfect for local business**
-  **Mass coverage**

Every minute:

All 4 days · 1 x10 second advert every minute

8 hours per day:
9am - 1pm · 4pm - 8pm

£2,000 per DigiVan

Every 2 minutes:

All 4 days · 1 x10 second advert every 2 minutes

8 hours per day:
9am - 1pm · 4pm - 8pm

£1,400 per DigiVan

Special offer:

3 DigiVans · All 4 days
9am - 1pm · 4pm - 8pm

1 x10 second
advert every 2 minutes

ONLY £3,500

Book today!

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7 day **Big** Screen Advertising



Advertise on the Elonex Big Screen throughout the entire week of the festival, including before and after!

Positioned just 3 minutes away from the main entrance to Cheltenham Racecourse, on one of the main routes into town, this D48 screen will guarantee exact targeting of thousands of racegoers!

Long dwell times, as traffic queues to enter and exit the racecourse, promise advertisers maximum exposure and a unique opportunity to reach big audiences where no other competition exists!

Big screen package:

7 day duration
10th - 16th March
12 hours per day
1 x 10 second advert every minute

-  Real-time messaging
-  Full motion video
-  A435, Evesham Road
-  3 minutes drive away

£3,250

Book today!

hello@elonex.com

0121 270 8550





Midlands Domination

Get your brand in the running as Cheltenham fever takes over...and target race goes as they head towards The Festival!

Advertise on digital billboards across Birmingham, Coventry and the wider Midlands as mass audiences' journey through city centres and major transport hubs to and from one of the biggest sporting events of the year!

 4 day packages available

 City centres

 Commuter hubs



Book today!

hello@elonex.com

0121 270 8550





Special Builds & Brand Activation

Get ahead of the competition with special build digital billboards and interactive brand activations during Cheltenham week and create memorable, immersive, and engaging experiences that resonate with target audiences.

-  **Grab attention & enhance memorability**
-  **Creating positive & personal brand associations**
-  **Deliver tangible ROI**

Book today!

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0121 270 8550





ELONEX™

Book today!

hello@elonex.com

0121 270 8550