



The International Historic Motoring Awards

Presented by Lockton

The Peninsula, London

13 November 2026

Celebrating the people, businesses and organisations shaping the world's historic motoring community.



HOthouse
MEDIA

historicismotoringawards.co.uk



Legendary car designer Giorgetto Giugiaro won the Lifetime Achievement Award in 2025

International Historic Motoring Awards

2011

Founded in London

30+

Countries Represented

400+

Guests Attending

300+

Annual nominations

80+

Shortlisted finalists

The only truly international awards dedicated to the historic motoring world.

Recognising excellence across every sector of the classic car industry.



"What a brilliant evening. You upped the game considerably, and it shined brightly in all areas."

Barry Toepke

Director Weathertech Laguna Seca Raceway

Recognising Excellence

Recognising excellence across every part of the historic motoring world...

Automotive

Bespoke Car
Restoration
Specialist

Events

Motoring Event
Motorsport Event
Race Series
Rally or Tour
Breakthrough Event

Community

Youth Initiative
Club
Industry Supporter
Museum / Collection

Media

Book
Digital Media

Honours

Car of the Year
Lifetime Achievement



The Judges

A truly international panel of more than 30 respected figures from across the historic motoring world has been assembled to judge the International Historic Motoring Awards.

The panel includes leading collectors, event organisers, journalists and previous winners, each bringing deep knowledge and experience from their particular area of the industry, as well as an understanding of the standards that define excellence within the historic motoring world.

To ensure expertise and balance, each award category is judged by a panel of no more than five specialists in that field, carefully selected for their authority, independence and breadth of experience. This structure ensures that every shortlisted nominee is assessed fairly and that each winner represents the very best in their category.



Tim McGrane



Rob Kauffman



Jay Ward



Jay Leno



Amanda Stretton



Derek Bell



Peter Stevens



Sandra Button

Why Partner with the International Historic Motoring Awards?

For more than a decade, the International Historic Motoring Awards has brought together the people and organisations that shape the global historic motoring world. Partnering with the Awards places your brand alongside the world's leading collectors, specialists and organisations.

- **Prestige** – Align your brand with the world's leading historic motoring awards.
- **Access** – Meet 400+ collectors, manufacturers, specialists and industry leaders from over 30 countries.
- **Visibility** – Benefit from year-round exposure through digital, social, editorial and event branding.
- **Engagement** – Create content around award nominees, winners and industry stories.
- **Hospitality** – Entertain clients and celebrate with colleagues at one of the most prestigious evenings in the collector car calendar.



'HUGE congratulations for a sensational event on Friday night - very impressive and very enjoyable.'

Duncan Wiltshire - Chairman - Royal Automobile Club

Partnership Opportunities

Whether you're looking to entertain clients, build brand awareness or align with excellence, there's a partnership designed to suit your objectives.

In addition to the Presenting Partner, a range of exclusive partnership opportunities are available, offering brands the opportunity to associate themselves with excellence across every sector of the historic motoring world. Each package has been designed to provide meaningful visibility on the evening itself, while also offering access to an influential audience of collectors, industry leaders and enthusiasts.

Every partnership has been designed to provide meaningful exposure while connecting brands with one of the world's most influential collector car audiences.



'Our whole team was really appreciative. Thank you for your meticulous attention to detail that made the evening so special.'

Miles Collier – Collector and founder Revs Institute

Partnership Opportunities

Major Experience Partners

Award Category Partners

Partnership of key categories at the Awards

- ‘Category of the Year, presented by [Sponsor]’
- Recognition in all marketing materials relating to the category
- Presentation of the trophy
- Branding at the event including logo on stage during category presentation and on the step and repeat wall
- Association with the shortlist including in social media and website
- Premium table for ten at the Awards

Investment: £8,000



“Thank you so much for a superbly hosted and delivered event. It provided us with an extremely valuable, insight into the feel of the historic car community.”

Jon Walsh – Head of PR Genesis Europe

Partnership Opportunities

Major Experience Partners

Car of the Year Partner

The International Historic Motoring Awards' only publicly voted category, engaging enthusiasts across the global collector car community.

- 8,000+ public votes
- Promoted through Octane and Magneto
- Website, newsletters and social media
- Extensive exposure before the Awards evening

Partnership Benefits

- 'Car of the Year, presented by [Partner]'
- Branding on all voting communications
- Branding on the voting page
- Presentation of the award
- On-stage and step & repeat branding
- Premium table for ten guests

Investment: £15,000



“The Car of the Year vote really engages the whole community. It’s a brilliant way to celebrate the cars everyone is talking about.”

Simon Kidston – Kidston SA

Partnership Opportunities

Major Experience Partners

Lifetime Achievement Partner

Each year the Awards recognise an individual who, over the course of their life, have made a significant contribution to the classic and collector car world. Past recipients include Giorgetto Giugiaro, Murray Walker, Peter and Merle Mullin, Bill Warner, Sir Stirling Moss, Evert Louwman and Lord Montagu.

- 'Lifetime Achievement presented by [Sponsor]'
- Recognition in all marketing materials relating to the category
- Presentation of the trophy
- Opportunity to present a gift to the recipient
- Branding at the event including logo on stage during category presentation and on the step and repeat wall
- Advertorial in Octane as part of a feature on the Lifetime Achievement recipient
- Premium table for ten at the Awards

Investment: £12,000



"We are so proud for this prize with, in addition, the presence of our sons and friends. The secret has been very well kept! One of our life highlights"

Sylviane and Patrick Peter

Partnership Opportunities

Major Experience Partners

Reception Partner

Sponsorship of the drinks reception ahead of the Awards

- Naming rights
- Welcome remarks
- Branding on reception bars
- Premium table for ten at the Awards

Investment: £8,000

Celebration Partner

Official partner of the post-awards celebration.

- Naming rights
- Branding on bars
- Signature cocktail
- Premium table of ten at the Awards

Investment: £6,000



'You rarely get this many influential people from the historic car world in one room. An event not to be missed'

Ian Callum - Callum Designs

Partnership Opportunities

Table Partnerships

Patron Table

A Patron Table offers premium seating for ten guests at the Awards, recognising the host as a supporter of the International Historic Motoring Awards and the wider historic motoring community.

- Sparkling wine reception
- Premium table for ten at the Awards
- Awards ceremony
- After-party
- Recognition as IHMA Patron

Investment: £5,000

Standard table

Table for ten guests at the Awards

Investment: £3,500



'A wonderful evening and exactly the right audience. We're proud to be associated with the Awards'

David Sculthorpe – Castrol Oils



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