

# Race Sponsorship Package

# Wetherby Racecourse

Wednesday 18 October 2023

## Promote your brand while supporting Spinal Research

Sponsoring a race at Wetherby Racecourse has many benefits and is one of the most cost effective ways of increasing your brand awareness in the sporting arena, as well as helping raise funds for Spinal Research.



### Package 1: £1750

- Race Sponsorship Package, see benefits overleaf
- Champagne reception
- Three-course luncheon and reserved table of 10 for the day in the Spinal Research marquee



### Package 2: £950

- Race Sponsorship Package only, see benefits overleaf



### Package 3: £1000

- Be the exclusive sponsor of the champagne reception at the start of the day. Includes an advert in the race brochure, a banner in our marquee and a public thank you in follow-up communication



### Package 4: £500

- Exclusively sponsor the floral centre-pieces for each table. Includes an advert in the race brochure and a public thank you in follow-up communication



## Benefits of sponsoring a race

**Personalised Race Title** - Your brand name in the race title - i.e. 'Your Company Name Hurdle Race.' Receive exposure via national, regional and racing press both pre and post raceday.

**Live Coverage of your Race** - All races are broadcast live on Racing UK satellite channel (45,000 subscribers) and into 9000+ betting shops throughout the UK and the Republic of Ireland. Certain feature races are broadcast live by Channel 4.

**Banner Site** - Awareness to attending racegoers and to those watching live coverage of the day. Banners you provide displayed in a prominent trackside position.

**Race Programme Advertisement** - Promote your company to racegoers, including all our corporate clients. Free full-page, full colour advert to place an offer, discount or run a competition. This can also be reproduced on the on-course TV.

**On-Course Publicity and Promotional Opportunities** - Via the Racecourse Public Address and the on-course TV systems. Bring along a trade stand or promotional vehicle from which to distribute literature.

**Marketing opportunity within the Spinal Research marquee** - Pop ups, literature stand, product display area. Your logo in the Spinal Research brochure.

**Best Turned Out Horse Award** - This is a fantastic opportunity to get involved in the day. Bring a party into the Parade Ring to judge this award.

**Presentation to the Winning Team** - You will be able to present a memento to the winning owner, trainer and jockey. Our commentator will use this forum to provide your company with further PR. Photograph and a DVD of your race.

**Take  
advantage  
of this fantastic  
opportunity  
by contacting:**

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