

Race Sponsorship Packages

Wetherby Racecourse

Wednesday 16 October 2024

Promote your brand while supporting Spinal Research

Sponsorship has many benefits and is one of the most cost-effective ways of increasing your brand awareness. As well as sponsoring one of the races there is also the opportunity to exclusively sponsor the flowers or champagne reception. Take a look at the four options below.



Package 1: £1,750

- 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: £1,000

- 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:**

Suzanne Redding, Spinal Research,
201 Borough High Street, London, SE1 1JA
Tel: 020 3824 7400
Email wetherby@spinal-research.org