

GET YOUR BUSINESS SEEN
IN 2020

PACKAGES	Premium Gold Package	Premium Package	Corporate Package	Private Package**
SPONSORSHIP FEE	£5,000 + VAT	£2,500 + VAT	£1,000 + VAT	£500 + VAT
SPONSORSHIP BENEFITS:				
Race Programme Sponsorship	Up to x 3 races Total minimum value £10,000	Up to x 2 races Total minimum value £5,000 - £9,999	1 race total minimum value below £5,000	1 race total minimum value below £5,000
Racecourse Branding Sites*				
Annual permanent advertising hoarding/s - Parade Ring	✓✓	✓	N/A	N/A
Temporary (raceday only) advertising hoarding space allocation at:				
Presentation Podium	✓	✓	✓	N/A
Parade Ring	✓✓	✓	✓	N/A
Trackside	✓	✓	N/A	N/A
Entrances	✓	✓	N/A	N/A
Starting Gates	✓	N/A	N/A	N/A
Public Enclosures	✓	N/A	N/A	N/A
Raceday programme advertising (racecard)	✓✓✓	✓✓	✓	✓
Discount on any additional permanent advertising hoardings (see applicable rate card)	30%	20%	10%	N/A
Best Turned Out Horse cash prize to the winning stable lad/lass	✓	✓	✓	✓
NB* BRANDING/HOARDING/ADVERTISING BOARD PRODUCTION COSTS ARE NOT INCLUDED				
Premier Badges & Hospitality Benefits				
VIP Car Parking	All Guests	All Guests	All Guests	All Guests
Complementary Premier Enclosure Badges with Racecards, OR	50 Guests	25 Guests	10 Guests	6 Guests
Discount on Hambleton Stand Private Box Hire (Discounts are not applicable to catering), OR	50%	30%	20%	10%
Discount on Hambleton Stand 'All Inclusive Hospitality' Packages*	30%	25%	20%	10%
Complimentary Thirsk Annual Premier Badges for the season	4 Guests	2 Guests	N/A	N/A
NB* SUBJECT TO AVAILABILITY				
Public Relations				
Racing UK and Turf TV race coverage	✓	✓	✓	✓
Pre-racing Press releases & media coverage	✓	✓	✓	✓
Post-racing Press results & media coverage	✓	✓	✓	✓
Raceday public address and PA announcements	✓	✓	✓	✓
Outdoor product exhibition space	✓	✓	N/A	N/A
Public merchandising / promotional give away	✓	N/A	N/A	N/A
Post race Trophy Presentation*:				
Winning Owner	✓	✓	✓	✓
Winning Trainer	✓	✓	✓	✓
Winning Jockey	✓	✓	✓	✓
Complimentary Presentation Photo	✓	✓	✓	✓

NB* PLEASE NOTE ONLY THE WINNING OWNER PRIZE IS INCLUDED

**The Private Package is not available for commercial sponsorship and is limited to private individuals commemorating a special occasion.