

# The Partnership Opportunity

## Headline brand awareness partnerships – Themed race nights & family fun days – Royal Windsor Racecourse.

### What is Royal Windsor Racecourse?

Founded in 1862, Royal Windsor Racecourse is famous for delivering atmospheric and relaxed "Monday Night" Summer horse racing with a garden party feel.

Situated on a Thames island in the shadow of Windsor Castle, Royal Windsor Racecourse is the only racecourse in the country served by a regular river boat taxi service offering visitors a truly unique start to their evening's enjoyment.

Owned by Arena Leisure Plc, the course has developed themed race nights and family fun days to widen the demographic of visitor, add value to the customer experience and retain customers on site after racing.

There are 26 flat turf racing fixtures between April and October. 12 of these are themed; Family fun days introduce younger audiences and families to our mix whilst highlights such as Ronnie Scott's All Stars and Ladies Night add to the evening's excitement for all.

### The partnership

All of our events provide a wealth of link-up partnership opportunities for your brand, from travel, to food, clothing, and family focused brands plus many more.

- 2010 Summer themed nights partnerships available: Best of British Sausage Festival, South Africa Night, Irish Night, Down Under Night, Ronnie Scott's All Stars, Ladies Night, Caribbean Night, Cider Festival and Sounds of Motown Summer Celebration.
- Family fun day partnerships available: Dora the Explorer, Ben & Holly, Football goes Racing - Football Furlong.

### The facts

Royal Windsor Racecourse will welcome over 120,000 race day visitors in 2010; each can expect thrilling racing action, a high level of customer service and added value experiences during their average 4 hour stay. In addition non-raceday corporate events including the British Leisure Show will ensure 60,000+ additional non-raceday visitors to the course per annum.

- ATR ("At The Races" on "Sky" platform) achieve televised coverage of circa 130,000 viewers per race meeting, Talksport Radio cover 12 fixtures per season with Monday night a feature firmly in their calendar.

- Website visits 200,000 per annum. Time on site 3+ minutes, page views per visit 4.45
- Database currently 10,000+ active corporate / public purchasers.

### Visitors (Havas Sports research 08)

- 55% A/B, 58% male 42% female, 52% age 25-44
- 30% visitor journey time to course of 15 - 30 minutes.
- 32% visitor journey time to course 30 minutes to 1 hour.

### Where?

Royal Windsor Racecourse is in the Royal Borough of Windsor & Maidenhead just outside the M25 on the M4 corridor. The course is 20 minutes from Heathrow and just 18 minutes by rail from London Paddington (Slough).

### The opportunity

- 2 race naming sponsorships with national press coverage
- VIPs hospitality for sponsors and guests
- Branding and media opportunities via headline sponsorship and satellite TV coverage
- ATR interview and trophy presentations
- Your brand in marketing campaigns
- Big screen/ on course screen commercials
- On course banners
- Web banners
- Data capture competitions and links via regular e-newsletters
- Event Microsite links
- Public Promotional space
- Complimentary tickets

Traditional race sponsorship includes race name, presentation of trophy, Directors hospitality, and entrance tickets.

This opportunity is restricted to non-gaming partners only.

**Partnership fee per themed night circa £12,000 + VAT**

### Additional opportunities

Headline sponsorship of Royal Windsor Racecourse

- 2 year deal 2011 to 2012

