



Race Sponsorship

www.windsor-racecourse.co.uk

Advertising & brand awareness by way of Race Sponsorship... it works!

“William Hill were delighted with our 2008 Monday Night campaign at Royal Windsor racecourse. We secured significant data capture and the click through traffic ensured significant brand awareness and new business.” William Hill

A typical race sponsorship package includes:

- Name of race – in all race carrying national press
- Directors' hospitality during race
- Racecard advertisement – artwork spec attached.
- 2 banner sites on the running rail 24ft x 3ft max
- Announcements regarding your sponsorship throughout the meeting
- Acknowledgment in our racecard welcome section
- Presentation of best turned out horse award
- Presentation of trophy to winning connection
- Souvenir photograph.

The perfect advertising and promotions opportunity

Over 120,000 people will visit Royal Windsor Racecourse throughout a season.

Racing at Royal Windsor is televised by “ATR” on Sky, reaching over 100,000 viewers. It is also broadcast to a nationwide network of betting shops. Name a Race and your identity is seen by hundreds of thousands, in national newspapers, on television and across the race course. Your banner on the running rail gets you immediate national coverage. And your important clients never forget the privilege of presenting the winner's trophy.

Sponsorship and advertising opportunities at Royal Windsor Racecourse include: headline sponsorship for the entire season, grandstand and weighing room sponsorship, individual race sponsorship, entire card sponsorship, racecard advertising, big screen coverage, on-course banner advertising and promotional areas.

Please call Matthew Foxton-Duffy on 01753 498 442 for availability and opportunities.

All sponsorship and advertising includes website links along with monthly reports on click through data. You also enjoy frequent and complimentary on course coverage by race and course commentators.

