



Race Sponsorship

www.windsor-racecourse.co.uk

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

“Our sponsorship of summer racing at Royal Windsor Racecourse played an integral part in the Sportingbet.com flat racing campaign. As headline sponsor we were delighted with their professionalism and attention to detail for the whole sixteen weeks of the season. Monday evening racing at Windsor attracts a high quality crowd, combining the excitement of racing and betting with a great social atmosphere. Sportingbet.com are proud supporters of British Horse Racing at Royal Windsor Racecourse.”

Andrew McIver Chief Executive Officer Sportingbet.com

A typical race sponsorship package includes:

- Name of race – in all race carrying national press
- Directors' hospitality during race
- Racecard advertisement
- 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 Eimear Chance on 01753 498409 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.

