



Sponsorship & Advertising Opportunities



# A fabulous venue to promote your business



After a £34 million investment, the new-look Doncaster racecourse complex has been dramatically transformed into one of the most modern and exciting racing, exhibition and conference venues in the country, offering highly effective sponsorship opportunities for all types of businesses.

Doncaster's top class fixture list guarantees to keep it under a worldwide media spotlight. On-course branding is promoted to millions of terrestrial television viewers during Channel 4 Racing's coverage of key races, while comprehensive coverage on Sky Sports' racing channel, At The Races, brings businesses international exposure.

Visit the website at [www.doncaster-racecourse.co.uk](http://www.doncaster-racecourse.co.uk) for details of our forthcoming fixtures.



## Be seen in all the right places

### Did you know?

Over 6.1 million of the British population watched horse racing on television in 2007.

Around 28% of racegoers are affluent customers with proven buying power?

On average around 2.5 million adults visited British racecourses and attendances continue to increase.

Source: SCOM Research Ltd.



Remember, we can tailor make your sponsorship package to suit your needs.

*"The Crown Hotel was keen to be part of the excitement surrounding the St Leger's return to Doncaster and to maintain its strong connection with the UK's premier racecourse and Arena Leisure plc, and was a proud sponsor on Frenchgate Ladies' Day."*

Craig Dowie, Director, Crown Hotel, Bawtry.

## Over 30 days of racing throughout the year



Promoting your business through horseracing sponsorship is one of the most innovative and cost-effective ways of marketing your business.

An exciting range of sponsorship and advertising opportunities are available at Doncaster Racecourse - home of Britain's oldest Classic, the Ladbrokes St Leger. Packages can be tailored for a wide range of organisations from blue chip multi-national companies to small businesses.

As a sponsor, your company will benefit from television coverage, exposure in local and national newspapers and significant brand awareness on the racecourse.

*"We at Ladbrokes regard it as an honour to underwrite such a prestigious and historical event as England's oldest Classic the Ladbrokes St Leger."*

Mike Dillon, PR Director, Ladbrokes



For further information telephone 01302 304200 and ask for the Sponsorship Manager or email [sponsorship@doncaster-racecourse.co.uk](mailto:sponsorship@doncaster-racecourse.co.uk)

## Sponsorship packages from as little as £1,000 plus VAT

### Sponsorship opportunities include:

#### Race Sponsorship

Race names are featured on television, as well as in national newspapers, the industry's own paper the Racing Post and in the day's racecard. Company names also receive a mention in PA announcements, on-course CCTV messages and in betting shops nationwide.

#### Best Turned-out Awards

Many businesses involve their guests in their own race by inviting them to the parade ring to judge the best turned out horse, and make a presentation to the winning groom.

#### Winner's Presentations

Handing over the trophy to successful and often high profile racing connections on the winner's podium after the race offers the perfect photo opportunity, an unforgettable VIP experience for those valued customers and invaluable brand exposure.

#### Banner Locations

Companies can effectively improve awareness by placing banner advertising at prime locations around the Racecourse, including the winning post, parade ring, winner's enclosure and main entrance.

#### Horse Rugs

Many businesses present a branded horse rug to the winning connections to put over the horse as soon as it arrives in the winner's enclosure. Sponsoring companies can also have their names or logos on the number cloths carried by every runner in their own race.

#### Trade Stands

At Doncaster, sponsors are welcome to bring along trade stands to market products face to face to thousands of racegoers.



*"The stunning new development at Doncaster Racecourse is a great example of Doncaster's recent renaissance. Our 5 year sponsorship of the Urban-i Stand demonstrates our on-going commitment to the town and the belief that the current boom will continue."*

Michael Murray, Managing Director, Lazarus Properties.



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## Annual branding site and racecard advertising



### Annual Branding – Sites

A variety of annual branding sites are available both on and off the course. Your branded banner could be positioned and viewed by all racegoers, television cameras and visitors at non-racing events.

We are able to offer a wide range of branding sites available from as little as £2000 plus VAT.

### Racecard Advertising

For really effective advertising ensure that your company branding appears within the racecard. Full colour messages displayed within racecards are yet another highly successful way of generating new business and can be obtained, subject to availability, from as little as £175 plus VAT.

Racecard advertising provides excellent value for money and can be purchased separately or in addition to the standard race sponsorship.

For information about our highly competitive rates call the Sponsorship Manager on 01302 304200.



Remember, we can tailor make your sponsorship package to suit your needs.

## Client hospitality

First class food, excellent service and panoramic views of the racing! That's what you and your guests can experience when dining in one of our fabulous restaurants, or exclusive private boxes overlooking the impressive course.

The Lincoln Restaurant is situated in the imposing Premier Suite, which extends across the entire third floor of the magnificent new Urban-i Stand, offering the finest à la carte cuisine.

On the 2nd floor of the Urban-i Stand is the 200 seat County Bistro, with its al fresco terrace, offering a varied menu of hot and cold dishes. Alternatively you can enjoy your own private box in either the tastefully refurbished Leger Stand or within the sumptuous facilities of the new Urban-i Stand.



Hospitality packages can vary and may depend upon the level of sponsorship agreed, hospitality can be included within your sponsorship agreement or, if preferred, purchased separately.

Contact our dedicated sponsorship and events team to discuss a hospitality package to suit you.



*"Doncaster hosts top class racing combined with excellent private facilities making it a superb choice of venue for corporate entertaining and sponsorship."*

Ben Turnbull, Sponsorship and Events Executive, Tote Sport.

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Doncaster Racecourse, Leger Way, Doncaster DN2 6BB  
Tel: 01302 304200 Fax: 01302 323271 Web: [www.doncaster-racecourse.co.uk](http://www.doncaster-racecourse.co.uk) Email: [info@doncaster-racecourse.co.uk](mailto:info@doncaster-racecourse.co.uk)

Doncaster Racecourse is one of the Arena Leisure PLC group of companies

