



CENTRAL COAST

RACEDAY

Sponsorships  
& CORPORATE MEMBERSHIP



## WELCOME TO THE ENTERTAINMENT GROUNDS

Previously known as Gosford Race Club, The Entertainment Grounds is the premier events location on the Central Coast. The Entertainment Grounds is an indoor and outdoor, multi-purpose facility available for functions, conferences, events, festivals, weddings, exhibitions as well as horse racing.

The Entertainment Grounds offers a variety of different ways for businesses to utilise our venue by way of corporate events, charity fundraisers, business networking, product launches, sponsorship opportunities, individual and corporate memberships and race day functions.

Our recently refurbished function rooms are equipped with modern, audio visual equipment as well as a dedicated in-house catering and events team who can tailor a package to suit your needs.

All race meetings at The Entertainment Grounds are directly telecast through the SKY and Thoroughbred channel's, both nationally and internationally, providing businesses with unprecedented exposure through the use of sponsorship opportunities.

No matter the involvement, The Entertainment Grounds look forward to welcoming you.











## **SPONSORSHIP BENEFITS**

Sponsoring a race at The Entertainment Grounds offers unique opportunities to provide you with direct access to your target market where racegoers can not only see your company's branding but can feel the excitement associated with your brand.

There are many different reasons to become involved with The Entertainment Grounds whether you are looking to hold a corporate event, fundraising, business network, create brand awareness or to simply have a day out with your team.

All race meetings at The Entertainment Grounds are directly telecast through the SKY Channel and Thoroughbred Channel networks on a national and international level. The races are broadcast through 2KY and it's nationally affiliates. This coverage gives unprecedented exposure for your brand.

It is our aim to ensure that your race sponsorship and hospitality is matched with your aims and objectives which is why all of the packages at The Entertainment Grounds can be specifically tailored to suit your needs.

## RACE DAY SPONSORSHIP

### SINGLE RACE SPONSORSHIP WITH HOSPITALITY

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- Naming rights to a single race
- Company logo displayed on the winning post leading up to & during your race
- On course signage opportunities
- Entry to the Parade Ring to present the trophy to winning connections of your sponsored race
- A professional photo of your race presentation will be sent to you as a memento
- Enjoy a celebratory beverage with winning owners and connections of your sponsored race in the Chairman's Lounge
- Name recognition on all advertising for your race including newspaper & TAB form guides, radio 2KY & national affiliates
- Live coverage of the event through SKY and Thoroughbred Channel with over 2m viewers. Races are telecast both nationally and internationally.
- Logo recognition on The Entertainment Grounds website

#### Note:

Category B = Midweek Racedays

Category A = Saturday & Picnic Racedays

#### LAKEVIEW PACKAGE

**Category B Race Day \$1,425**

**Category A Race Day \$1,680**

Exclusive hospitality package for ten (10) guests including:

- Racecourse admission
- Racebooks x 10
- Reserved table in the Lakeview Room overlooking the winning post
- Delicious buffet or plated luncheon
- Five (5) hour standard beverage package including Tooheys draught beer, De Bortoli red and white wine, sparkling wine, soft drinks, juice and water

Price is inclusive of GST.

*Note: Depending on the raceday, the buffet may be changed to a three (3) course plated menu in the Panorama Lounge.*

*Our events team will notify you at the time of booking as to the options available.*

#### PANORAMA PACKAGE

**Category B Race Day \$805**

**Category A Race Day \$1,000**

Exclusive hospitality package for six (6) guests including:

- Racecourse admission
- Entry to the Members Lounge
- Racebooks x 6
- Reserved table in the Panorama Lounge overlooking the winning post
- Delicious three (3) course Gold Plated luncheon

Price is inclusive of GST.

## RACE DAY SPONSORSHIP

### FULL RACE DAY SPONSORSHIP WITH HOSPITALITY AND NAMING RIGHTS

There are endless benefits to sponsoring a full race day at The Entertainment Grounds. Including the opportunity to invite clients, staff, potential business partners and suppliers to an enjoyable day of hospitality, networking and live racing.

All the basic inclusions of a single race sponsorship are included in the full race day sponsorship package, plus:

- Naming rights to the entire event including eight (8) races
- Point of sale advertising across the entire venue
- Digital advertising on The Entertainment Grounds social platforms and website for up to two (2) months prior to raceday
- Advertising on our LED pylon sign located on Central Coast Hwy
- Fundraising opportunities
- Option to host a pre-race conference on the morning of your chosen raceday (additional charges may apply)

#### Note:

Category B = Midweek Racedays

Category A = Saturday & Picnic Racedays

**Category B Race Day \$10,600**

**Category A Race Day \$12,480**

Exclusive hospitality package for eighty (80) guests including:

- Racecourse admission
- Racebooks x 80
- Reserved area in the Lakeview Room
- Delicious all you can eat buffet lunch
- Five (5) hour standard beverage package including Tooheys draught beer, De Bortoli red and white wine, sparkling wine, soft drinks, juice and water.

Any additional guests will be charged:

Category B \$99 per person

Category A \$120 per person

Premium beverage package may be applied at an additional charge

Price is inclusive of GST.









RACE DAY SPONSORSHIP

FEATURE RACE DAY SPONSORSHIP WITH HOSPITALITY

FULL DAY RACE SPONSORSHIP

Includes all the inclusions of a regular full day sponsorship with hospitality in the Lakeview for 80 guests + additional advertising including radio advertising & more!

DATE	LAKEVIEW	
Tuesday 6 November (Melbourne Cup Race Day)	\$11,550 Additional guests \$140PP	<i>Note: Naming rights to Star FM</i>
Saturday 24th November (‘Twas the Month before Christmas)	\$14,640 Additional guests \$145PP	
Saturday 15th December (Christmas Picnic Race Day)	\$12,750 Additional guest \$155PP	
Monday 31st December (New Years Eve Family Race Day)	\$11,020 Additional guests \$125PP	

SINGLE RACE SPONSORSHIP

Includes all the inclusions of a regular single race sponsorship including hospitality package for 10 guests. (Beverage package does not apply to Panorama packages.)

DATE	LAKEVIEW	PANORAMA	OPEN TERRACE	PAST THE POST MARQUEE
Tuesday 6 November (Melbourne Cup Race Day)	\$1,550 Additional guests \$140PP	\$740 Additional guests \$95PP	<i>SOLD OUT!</i>	Not Available
Saturday 24th November (‘Twas the Month before Christmas)	\$1,950 Additional guests \$145PP	\$1,000 Additional guests \$95PP	\$1,950 Additional guests \$145PP	\$1,780 Additional guests \$140PP
Saturday 15th December (Christmas Picnic Race Day)	\$1,700 Additional guests \$155PP	\$770 Additional guests \$99PP	\$1,550 Additional guests \$140PP	\$1,600 Additional guests \$150PP
Friday 28th December (Gosford RSL Belle of the Turf Race Day)	\$1,999 Additional guests \$145PP	\$1,049 Additional guests \$95	\$1,999 Additional guests \$145PP	Not Available
Monday 31st December (New Years Eve Family Race Day)	\$1,600 Additional guests \$125PP	\$850 Additional guests \$95	\$1,800 Additional guests \$145PP	Not Available
Thursday 17th January (Gosford Quarries Gosford Gold Cup Race Day)	\$1,999 Additional guests \$145PP	\$1,049 Additional guests \$95	\$1,999 Additional guests \$145PP	Not Available

Refer to our website for full hospitality offering.



## CORPORATE MEMBERSHIP THE ENTERTAINMENT GROUNDS

BENEFIT	LEVEL 1 \$440	LEVEL 2 \$1,250
Fully transferable memberships including course entry and access to the Members lounge for all race days (non-voting rights)	2 passes	2 passes
Business name listed in The Entertainment Grounds corporate partners section of the racebook and on our website for the year	Yes	Yes
10% discount on room hire for functions and corporate events	Yes	Yes
Two (2) tickets for the Gosford Gold Cup Raceday on Thursday 17th January, 2019 (food and beverage included)*	Yes	Yes
Additional racecourse entry and members lounge passes on application for designated race meets (exclusions apply)	5 passes	10 passes
Raceday sponsorship (category B) for a midweek raceday including**:	No	Yes
<ul style="list-style-type: none"> <li>• Exclusive hospitality package for six (6) guests</li> <li>• Racecourse admission &amp; entry to Members Lounge</li> <li>• Racebooks x 6</li> <li>• Reserved table in the Panorama Lounge overlooking the winning post</li> <li>• Company logo displayed on the website and on the winning post leading up to and during your race + on course signage opportunities.</li> <li>• Entry to the Parade Ring to present the trophy to winning connections of your sponsored race - a professional photo of your race presentation will be sent to you as a memento</li> <li>• Enjoy a celebratory beverage with winning owners and connections of your sponsored race in the Chairman's Lounge</li> <li>• Name recognition on all advertising for your race including newspaper &amp; TAB form guides, radio 2KY &amp; national affiliates</li> <li>• Live coverage of the event through SKY and Thoroughbred Channel</li> </ul>		

\* If you are unable to attend this raceday, a similar function on another date will be offered.

\*\* Limited racedays available, please contact our office to arrange your preferred date.

Dress Regulations apply for functions and the Members Lounge.









CENTRAL COAST

4 Racecourse Road, Gosford NSW 2250

PO Box 127, Gosford NSW 2250

+61 2 4325 0461 | [www.theentertainmentgrounds.com.au](http://www.theentertainmentgrounds.com.au)

ABN 26 003 846 124

