

FULL RACE DAY SPONSORSHIP & NAMING RIGHTS



Sponsorship Proposal

FRIDAY 22 NOVEMBER, 2019



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.



Benefits

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 however 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 coverages 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.

FULL RACE DAY SPONSORSHIP WITH HOSPITALITY & NAMING RIGHTS

SPRING CARNIVALE RACE DAY - FRIDAY 11 NOVEMBER, 2019

- Naming rights to the entire event including eight (8) races
- Company logos displayed on the winning post leading up to & during each race
- On course signage opportunities
- Entry to the Parade Ring to present the trophy to winning connections of each race
- A professional photo of each race presentation will be sent to you as a memento
- Enjoy a celebratory beverage in the Chairman's Lounge with winning owners & connections of each race
- Name recognition on all advertising 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
- 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)

Exclusive hospitality package for eighty (80) guests including:

- Racecourse admission for 80 guests
- 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: \$125 per person

Premium beverage package may be applied at an additional charge

Total Cost: \$12,000

Price is inclusive of GST.



CANCELLATION POLICY

In the event of a scheduled race meeting being cancelled due to inclement weather after 11.00am on the scheduled raceday, a phantom meeting will be held and the Gosford Race Club (The Entertainment Grounds) will meet its commitments in relation to pre-booked food and beverage packages.

No refunds will be given in relation to food and beverage packages if the meeting is cancelled after 11.00am on the scheduled raceday.

Sponsors will be required to pay for the food and beverage component of their agreed sponsorship package if the meeting is cancelled after 11.00am on the scheduled raceday.

If the scheduled race meeting is cancelled before 11.00am on the scheduled raceday, full refunds will be given and the meeting will be deemed abandoned.

ACKNOWLEDGEMENT

Please be advised that accept the sponsorship proposal for Friday 22 November, 2019

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Signed by Sponsorship Representative

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Date

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Co-signed by Gosford Race Club

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Date



CENTRAL COAST

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