



CENTRAL COAST



# RACE DAY

*Sponsorship*

2022/2023





## **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 community facility for functions, events, festivals, weddings, exhibitions as well as horse racing.

The Entertainment Grounds offers a variety of different ways for individuals and businesses to become involved through corporate events, charity fundraisers, business networking, product launches, sponsorship opportunities, individual and corporate memberships and race day functions.

All race meetings at The Entertainment Grounds are also directly telecast through the SKY Channel and TVN networks, both nationally and internationally, providing businesses with unprecedented exposure through the use of sponsorship opportunities.

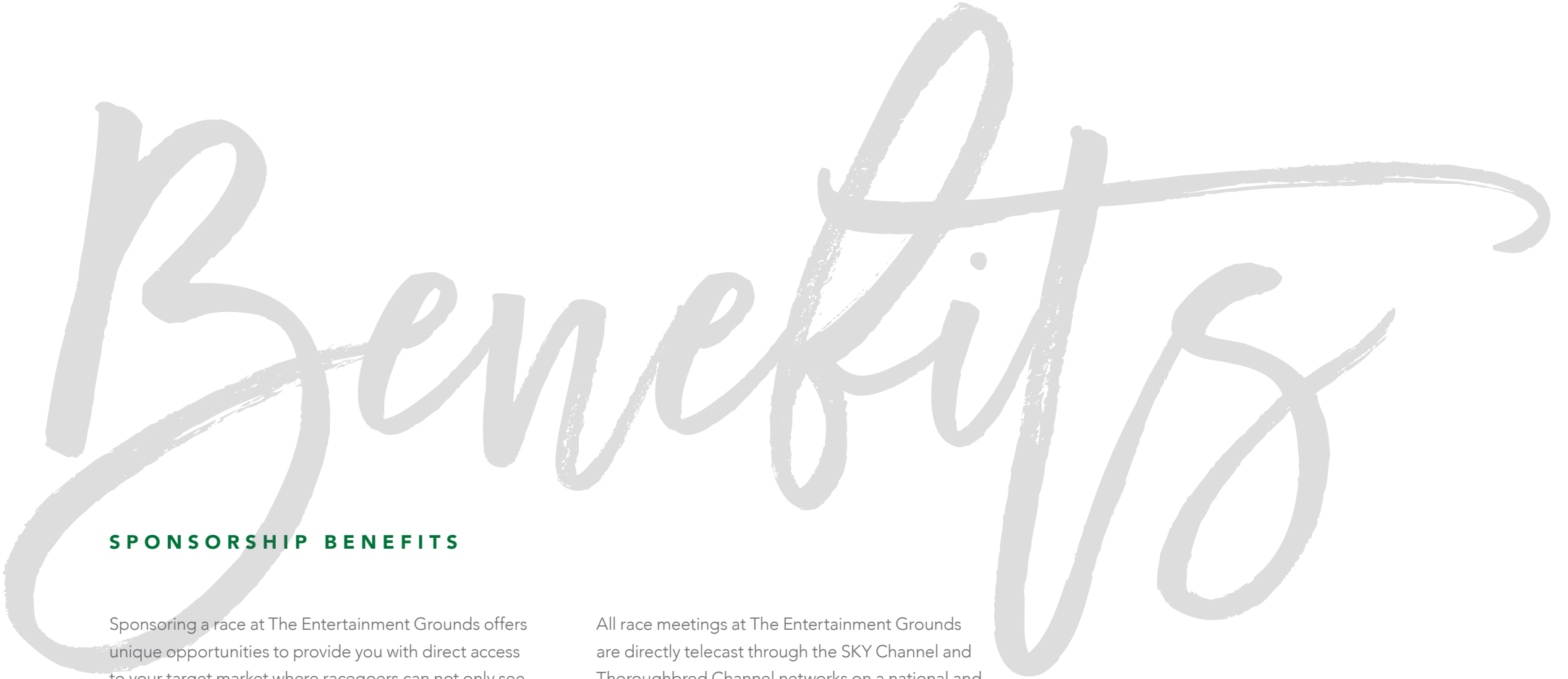
No matter the involvement, The Entertainment Grounds look forward to welcoming you.











## **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 its 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.

## SINGLE RACE SPONSORSHIP WITH HOSPITALITY

Midweek Race Day from \$925

Friday & Saturday Race Day from \$1,070

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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 watch your sponsored race and get a photo with the winning horse and connections. A professional photo will be sent to you as a memento (*Dependent on COVID restrictions*)
  - Enjoy a celebratory beverage with winning owners and connections of your sponsored race
  - Point of sale advertising across the entire venue
  - Name recognition on all advertising for your race including newspaper & TAB form guides, radio 2KY & national affiliates
  - Live coverage of the event through SKY Channel and TVN networks with over 2m viewers. Races are telecast both nationally and internationally.
  - Logo recognition on The Entertainment Grounds website

Exclusive hospitality package including;

- Racecourse admission
- Racebooks
- Reserved table
- Delicious lunch
- Beverage package (Not available in the Panorama Package)

Additional guests may be included at an additional charge

*Price is inclusive of GST.*

## FULL RACE DAY SPONSORSHIP WITH HOSPITALITY

Midweek Race Day from \$11,600

Friday & Saturday Race Day from \$14,000

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All the basic inclusions of a Single Race Sponsorship, plus:

- Naming rights to the entire event including eight (8) races\*
- Digital advertising on The Entertainment Grounds social platforms and website for up to two (2) months prior to raceday
- Advertising on our 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
- Racebooks
- 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.

Additional guests may be included at an additional charge

*Price is inclusive of GST.*

## 2022/2023 RACE CALENDAR

2022					
<b>July 14</b> Thursday  Men of League	<b>July 23</b> Saturday  Sponsorship Available	<b>August 26</b> Friday  Terrigal Wamberal Sharks Race Day	<b>October 6</b> Thursday  The Coast Shelter Race Day	<b>October 27</b> Thursday  Sponsorship Available	<b>November 8</b> Tuesday  Sponsorship Available
<b>November 19</b> Saturday  Central Coast Basketball Race Day	<b>November 30</b> Wednesday  Sponsorship Available	<b>December 22</b> Thursday  Westpac Rescue Helicopter Race Day	<b>December 28</b> Wednesday  Belle of the Turf Race Day	<b>December 31</b> Saturday  Red Bus Services Race Day	
2023					
<b>January 13</b> Friday  Twilight Race Day Sponsorship Available	<b>January 25</b> Wednesday  Sponsorship Available	<b>February 2</b> Thursday  Sponsorship Available	<b>February 18</b> Saturday  Sponsorship Available	<b>March 11</b> Saturday  Provincial Championships Qualifier Sponsorship Available	<b>March 30</b> Thursday  Sponsorship Available
<b>April 25</b> Tuesday  ANZAC Day Race Day Sponsorship Available	<b>May 6</b> Saturday  The Coast Race Day Sponsorship Available	<b>May 25</b> Thursday  Gosford Race Day Sponsorship Available	<b>June 8</b> Thursday  Sponsorship Available	<b>June 22</b> Thursday  Sponsorship Available	

Tier 3 Race Days	Tier 2 Race Days	Tier 1 Race Days
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**Note:** Tier 3 = Midweek Race Days | Tier 2 = Friday & Saturday Race Days | Tier 1 = Feature Race Days





## FUNDRAISING OPPORTUNITIES

From our experience, hosting a race day can be a fantastic opportunity to raise funds for a charity partner or local sporting club. Below are a few ideas and tools that can help you achieve your fundraising targets;

- **Lucky Squares or Lucky Numbers:** Use The Entertainment Grounds 'One Hundred Board' to sell numbers to your guests. Write the purchaser name on the number of their choice and once all numbers have been sold, draw a random number from 1 to 100 and the winner receives a prize. *No cost involved. Prize supplied by organiser.*
- **Virtual Punters Challenge:** Have your guests pay an entry fee to join. Once registered no money is exchanged, it's all virtual! Guests use their mobile devices and the link provided to bet on races throughout the day. The guest or table with the highest winnings receives a prize. *The Entertainment Grounds will organise the virtual platform and the terms and conditions, for a fee of \$550. Prize supplied by organiser.*
- **Raffle / Auction:** Collect prizes from sponsors or partners and sell raffle tickets or host an auction on the day.<sup>1</sup> *No cost involved.*
- **Lucky Balloons:** Similar to a raffle, sell a number of helium balloons stuffed with a number or details of a prize. The participant ties the balloon to their chair and before the end of the day is asked to pop to reveal their prize. *Cost of balloons*

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<sup>1</sup> The Entertainment Grounds would be delighted to donate a raffle prize. Please contact your Event Coordinator for more information.

EXAMPLE RACE DAY BUDGET

ITEM	QUANTITY	INCOME	EXPENSE
Race day package for 80 pax	1		\$11,600
Additional tickets (\$115pp)	160		\$18,400
Virtual Punters Challenge (Entry fee \$20pp)	240	\$4,800	\$550
Sponsorship & table for 10 pax (Sell for \$2,000)	8	\$16,000	
Individual ticket sales (Sell for \$130pp)	160	\$20,800	
Lucky Squares (Sell numbers for \$5 each)	100	\$500	
Raffle (Sell tickets for \$20 each)	240	\$4,800	
TOTAL		\$46,900	\$30,550
TOTAL PROFIT		\$16,350	

## **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 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.





**CENTRAL COAST**

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