



MOMENTS WITH
WINNERS.

THE COAST RACE DAY PROPOSAL



*The Coast Race Day
Saturday 9 May 2026*



WELCOME TO THE ENTERTAINMENT GROUNDS

The Entertainment Grounds is the premier events location on the Central Coast. The Entertainment Grounds is an indoor and outdoor, multipurpose 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 Channel 7, SKY Channel and Thoroughbred Channel 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 also 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 Channel 7, SKY Channel, and Thoroughbred Channel networks on a national and international level. The races are broadcast through 2KY and its national affiliates. The Entertainment Grounds will also make use of a number of digital, social and traditional methods of advertising to target a specific audience and ensure your business receives unprecedented exposure.

It is our aim to ensure that our partnership aligns and is mutually beneficial, creating a strong relationship that also meets the changing market. All sponsorship packages at The Entertainment Grounds can be specifically tailored to suit your needs, whether it's naming rights, event partnerships, activations or client events, the possibilities are endless!





Single Race Sponsorship The Coast Stand Alone Race Day 9 May 2026

- Naming rights to a stand-alone race on Coast Race Day
- Company logo displayed on the winning post and big screen LED leading up to & during your sponsored race
- Temporary on-course signage opportunities
- Point of sale advertising across the entire venue
- Race book advertising
- Logo recognition and link on The Entertainment Grounds website
- Logo recognition on the digital LED on Central Coast Highway
- Name recognition on all advertising including newspaper & TAB form guides, radio 2KY & national affiliates
- Live coverage of the event through Channel 7, SKY and Thoroughbred Channel with over 2m viewers. Races are telecast both nationally and internationally.
- Entry to the Parade Ring to present the trophy and congratulate winning connections of your sponsored race
- A professional photo of your presentation will be sent to you as a memento
- Enjoy a celebratory beverage with winning owners & connections following the race
- Ten (10) additional general admission passes for your distribution on The Coast Race Day
- Two (2) tickets to our all-inclusive Member's Cocktail Party leading up to Coast Race Day
- Ten (10) tickets valued at \$249pp in Lakeview All Inclusive

TOTAL SPONSORSHIP COST: \$9,494.00 including GST

HOSPITALITY & PROGRAMME

LAKEVIEW PACKAGE

Ten (10) guests included with race sponsorship and additional guests may be added for \$249 per person

- Racecourse entry
- Race books
- Reserved table in the Lakeview sponsors and corporate members function with panoramic views of the racecourse
- Cocktail on arrival
- Six-hour premium beverage package including Tooheys draught beer, cider, De Bortoli red wine, white wine and sparkling wine, soft drink, juice and water
- Three-course luncheon
- Afternoon tea including tea and coffee
- Live entertainment after the last race with DJ Aria and DJ Moody Tiger Pants



OPTIONAL EXTRAS

CUSTOM SADDLE CLOTHES & BIBS - \$2,450.00

- Includes branded saddle cloths and strapper bibs (1 - 24)
- Saddle cloths and bibs can be re-used for other events.

PERMANENT SIGNAGE – limited quantity available - \$ 6,000 per annum

- Permanent signage on the billboard located on the corner of Racecourse Road and Central Coast Highway.
- This signage placement puts brands front and center to local businesses and consumers.
- Winning straight signage can be purchased without sponsorship for an annual fee of \$6,000.

WINNING STRAIGHT SIGNAGE -\$15,000 per annum

- Between our race and non-race events we attract circa 150,000 patrons annually.
- This signage placement puts brands front and center to local businesses and consumers as well as exposure across racing channels via our 24 race meetings a year.
- The Coast Race Day is also broadcast on Channel
- Winning straight signage can be purchased without sponsorship for an annual fee of \$15,000. Book in a tour of the venue to discuss other opportunities.



MARKETING

Forming part of the overall 'Coast' carnival, a strategic marketing campaign will promote The Coast Race Day via the following channels;

- On site advertising at The Entertainment Grounds through printed collateral, POS screens and big screen
- Advertising on the digital LED located on the Central Coast Highway (70,000+ vehicles pass this sign daily)
- Advertising on Sky Racing
- Social Media adverts on Facebook and Instagram with your logo on
- Public relations through media releases direct to key media outlets including mention of your company
- EDM to The Entertainment Grounds database of over 14,000
- A post-race result and video is posted on X with over 2.6k followers
- The Coast's Facebook launch ad campaign reached 16,136 people with 1,360 link clicks through to our webpage with sponsors' logos featured



CANCELLATION POLICY

In the event of a scheduled race meeting being cancelled due to inclement weather after 11.00am on the scheduled race day, 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 race day.

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 race day.

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

ACKNOWLEDGEMENT

Please be advised that the sponsorship proposal for The Coast Race Day, single race sponsorship on Saturday, 9 May 2026, has been accepted.

Signature of Sponsorship Representative

Date

Co-signed by Gosford Race Club

Date

*Moments made at the Central Coasts'
premier racing venue.*



MOMENTS
MADE.

theentertainmentgrounds.com.au