



CENTRAL COAST

THE COAST CLUB

MORE THAN A MEMBERSHIP, WHERE BUSINESS AND
ENTERTAINMENT MEET ON THE CENTRAL COAST

THE COAST CLUB

Introducing The Coast Club is an exclusive new membership from Gosford Race Club, designed to connect Central Coast businesses through premium brand exposure, meaningful partnerships, and memorable race day experiences.

Gosford Race Club has been a valued part of the Central Coast's sporting and racing tradition for over 100 years and is one of New South Wales' leading provincial race clubs. The club is known for its competitive racing and strong connection to both metropolitan and regional racing. Hosting 23 race meetings annually, including the Central Coast's largest race day, Coast Race Day.

The Coast Club provides more than just race day exposure, delivering exclusive access to premium events, premium sponsorship benefits and opportunities to showcase your brand across a wide range of channels such as radio, SKY and Thoroughbred Channel. Through social media promotions, digital campaign, and eye-catching on-course and external signage, your brand will be front and centre, reaching over 23,000 online viewers and more than 150,000 through outdoor exposure.

The Coast Club also presents the opportunity to build strong connections within the local business community, with year-round exposure and involvement in some of the Central Coast's most exciting and well-attended events.

More than a membership, where business and entertainment meet on the Central Coast.



THE COAST CLUB

The Coast Club is a premium business membership program created by Gosford Race Club to connect local businesses with the racing, hospitality, and high-value brand exposure. Designed as an exclusive offering, it provides members with unique access to racing sponsorships, corporate entertainment and meaningful partnerships. With only 24 individual sponsorship opportunities available for the 2026/2027 year, The Coast Club is ideal for local businesses looking to network and provide brand exposure alongside like-minded professionals on the Central Coast.

For \$2,900 per annum (valued at \$10,874), Coast Club members receive exposure through Gosford Race Club's digital and print channels all year round. Each Coast Club member gets a single race and premium hospitality experience for 10 guests on our dedicated Coast Club Race Days, on either Thursday, 4 February 2027, Thursday, 25 March 2027 or Thursday, 8 April 2027. Signage opportunities include on-course and digital signage, access to the Parade Ring and national media exposure through SKY and the Thoroughbred Channel.

Your membership also includes two tickets to the exclusive Coast Race Day Draw in the Chairman's Lounge, on Saturday, 20 February 2027, to win naming rights to a race on Central Coast's largest race day, Coast Race Day on 8 May 2027 (valued at \$10,450).

Members also enjoy year-round perks, including tickets to the Members' Annual Cocktail Party, social media promotion, website visibility, function hire discounts and complimentary race day tickets for staff and guests.



THE COAST CLUB INCLUSIONS

THE COAST CLUB AT GOSFORD RACE CLUB: \$2,900 per annum (valued at \$10,874) including GST

- One regular Membership and one Guest Badge. This includes course entry and access to the Members' Lounge for all race days (non-voting rights)
- Business name and logo with a link on The Entertainment Grounds website for the year
- Business logo in the Corporate Partners section of the racebook for the year, as well as racing emailers and membership EDMs to over 18,000 subscribers
- 15% discount on room hire for functions and corporate events
- 10 racecourse entry and Members Lounge passes (on application) for designated race meets (exclusions apply)
- Two tickets for Coast Race Day on 8 May 2027 (food and beverage included) in Lakeview
- 10 general admission entry tickets for staff or associates for any race day (non-accumulative)
- Two tickets to the members' annual cocktail party on 6 May 2027
- Two social media posts on Facebook and Instagram promoting your business
- Two tickets to the official Coast Race Day draw on 20 February 2027 in our Chairman's Lounge with the board and Coast Club Members
- Race sponsorship on either Thursday, 4 February 2027, Thursday, 25 March 2027 or Thursday, 8 April 2027 and stand a chance to win a race on Coast Race Day, 8 May 2027
- Hospitality package for 10 guests at a reserved table in the Lakeview (food and beverage included) on the sponsored race day
- Company logo displayed on the website and the winning post leading up to and during your race, as well as on-course signage opportunities viewed by over 150,000 patrons a year
- Entry to the Parade Ring to watch & congratulate 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 the winning owners and connections of your sponsored race
- 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 2 million viewers

SPONSORED RACE INCLUSIONS

NETWORK WITH THE COAST CLUB MEMBERS ON THURSDAY, 4 FEBRUARY 2027, THURSDAY, 25 MARCH 2027 OR THURSDAY, 8 APRIL 2027 AT A DEDICATED RACE DAY

As part of your Coast Club membership, enjoy exclusive access to three dedicated race days, Thursday, 4 February 2027, Thursday, 25 March 2027 or Thursday, 8 April 2027 at The Entertainment Grounds, alongside fellow members.

RACE NAMING RIGHTS

Full naming rights to a single race at Gosford Race Club. This race will be advertised on The Entertainment Grounds website, race book, media releases, form guides, newspapers, race caller mentions and live coverage of the event through SKY and Thoroughbred Channel on a national level.

TABLE IN LAKEVIEW WITH AN ALL-INCLUSIVE PACKAGE FOR 10 GUESTS

Enjoy a three-course luncheon and a five-hour beverage package in Lakeview overlooking the winning straight for 10 guests.

ON-COURSE BRANDING OPPORTUNITIES

Company logo displayed on The Entertainment Grounds website and the winning post leading up to and during your sponsored race, point of sales screens throughout the venue, as well as additional temporary on-course signage opportunities.

OFFICIAL PRESENTATION

Entry to the Parade Ring to watch and congratulate 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 the winning owners and connections of your sponsored race.

VALUED AT \$1,940 INCLUDING GST

COAST RACE DAY INCLUSIONS

As part of The Coast Club experience, the sponsorship draw for Coast Race Day will take place on Saturday, 20 February 2027, at Gosford Race Club. Offering a premium hospitality experience for invited Coast Club members. Each member will receive two tickets to the Chairman's Lounge to enjoy a three-course luncheon and a five-hour beverage package alongside the Gosford Race Club Board Members and Coast Club members, overlooking the parade ring and winning straight. On the day, one Coast Club member will be drawn and receive naming rights to a single race on the Central Coast's biggest race day, Coast Race Day, held on Saturday, 8 May 2027.

RACE NAMING RIGHTS

Full naming rights to a single race on Coast Race Day. This will be advertised on The Entertainment Grounds website, race book, media releases, form guides, newspapers, race caller mentions and live coverage of the event, through SKY and Thoroughbred Channel on a national and international level.

TABLE IN LAKEVIEW WITH AN ALL-INCLUSIVE PACKAGE FOR EIGHT GUESTS

Enjoy a three-course luncheon and a six-hour beverage package in Lakeview overlooking the winning straight for eight guests on Saturday, 8 May 2027

ON-COURSE BRANDING OPPORTUNITIES

Company logo displayed on the website and the winning post leading up to and during your race, point of sales screens throughout the venue, as well as additional on-course signage opportunities.

OFFICIAL PRESENTATION

Entry to the Parade Ring to watch and congratulate 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 the winning owners and connections of your sponsored race.

VALUED AT \$10,450 INCLUDING GST

OPTIONAL EXTRAS

You can increase your brand exposure with our range of optional extras. Custom saddle cloths and bibs provide a distinctive presence on race days, while permanent on-course signage ensures ongoing visibility for your business throughout the year.

CUSTOM SADDLE CLOTHES & BIBS - \$2,450.00

- Includes branded saddle cloths and strapper bibs (1 - 24).
- Saddle cloths and bibs can be reused for other race days. Saddle cloths and bibs are shown on live TV and to our attendees.

PERMANENT SIGNAGE – \$6,000.00 per annum

- Permanent signage on the billboard located on the corner of Racecourse Road and Central Coast Highway provides you with exposure to over 65,000 vehicles per week.
- This signage placement puts brands front and center to local businesses and consumers.

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 23 race meetings a year.
- The Coast Race Day is also broadcast on Channel 7.





CENTRAL COAST



THE COAST CLUB

FOR MORE INFORMATION

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