

Hawkesbury Race Club

2023 RACEDAY

Sponsorship





Hawkesbury Race Club

Welcome to Hawkebsury Race Club

Hawkesbury Race Club's bespoke sponsorships will ensure a tailored package to achieve your goals. Whether it be a corporate event, promotional ambition, special occasion or to celebrate a milestone, race sponsorships are sure to deliver a one-of-a-kind experience.

A partnership with HRC will provide you with a unique platform to profile your brand and products to a relevant local target market through a more innovative, efficient, and ultimately more rewarding channel than traditional marketing media can deliver.

Partnerships are also an opportunity for business networking, fundraising, to launch new products or to celebrate a special occasion with family and friends.

We look forward to welcoming you on course!





Individual

Naming Rights Sponsorship

From \$2,200
per race

This option covers the essentials to have your business or special occasion highlighted as you own a race for the day!

Inclusions:

- Naming rights to one race e.g 'Richmond Club BM 64 HCP 1500m' or 'Happy 40th Birthday James Maiden Plate 1100m'
- Custom sash to present to the winning horse with your race name printed in custom colours.
- Full-page advertisement in the race book created by HRC featuring your logo, relevant information, contact details & marketing handles.
- Exposure across all racing media including Sky Channel, Sky Sports Radio, Racing NSW, Racing Australia, TAB and Australia wide newspaper publications.
- Invitation to sash the winning horse and enjoy complimentary drinks in the Winners Bar with the winning trainer and connections.

Hospitality

Naming Rights Sponsorship

From \$3,750
per race

Our most popular partnership package encompasses a corporate experience, branding opportunities and deluxe hospitality.



Sponsorship Inclusions:

- Naming rights to one race e.g 'Richmond Club BM 64 HCP 1500m' or 'Happy 40th Birthday James Maiden Plate 1100m'
- Custom sash to present to the winning horse with your race name printed in custom colours.
- Custom full-page advertisement in the race book supplied by you or created by HRC featuring your logo, relevant information, contact details & marketing handles.
- Your logo featured on the infield big screen for on-course advertisement.
- Exposure across all racing media including Sky Channel, Sky Sports Radio, Racing NSW, Racing Australia, TAB and Australia wide newspaper publications.
- Behind the scenes experience to sash the winning horse and enjoy complimentary drinks in the Winners Bar with the trainer & connections.

Hospitality Inclusions:

- 10 guests all-inclusive hospitality package with a premium luncheon and 5 hour beverage package.
- Additional guests offered at a corporate rate.

Feature

Raceday Partnerships

Hawkesbury Cup Day from
\$16,500 per race
Hawkesbury Ladies Day from
\$6,600 per race



Partnerships on our feature racedays will put you at the focal point of our largest events. Being a feature raceday sponsor will see heightened promotion both on and off course while offering many additional benefits.

Feature raceday partners will enjoy all sponsorship and hospitality inclusions with the addition of signage opportunities, being showcased on the HRC website with a link to your business and highlighted as a race partner throughout the year.

Please enquire for a tailored feature raceday partnership quote.

Corporate

Sponsorship Package

From \$3,300 per race
(minimum 4 races)

Wanting to host a corporate race day for your clients, contractors and/or suppliers? We have a winning partnership opportunity for you.

Race sponsorships can be used to promote your corporate partners and clients while enjoying an all-inclusive day out at the races. Each race is inclusive of 10 guests premium hospitality with additional tickets available for purchase at a corporate rate.

Charity

Sponsorship Package

From \$2,750 per race
(minimum 4 races)

An alignment with Hawkesbury Race Club will provide you with a unique platform to profile your charity and receive substantial exposure through the multi-level promotion of racing.

You will have the chance to on sell race naming rights and additional seating to kickstart your fundraising journey.

Race days provide the perfect platform for additional fundraising opportunities that may include but are not limited to:

- Lucky door prizes
- Raffle ticket sales
- Live or silent auctions
- Other fundraising initiatives

Each race is inclusive of 10 guests premium hospitality with additional tickets available for purchase at a charity rate.

We provide the experience, you sell it. Your day. Your Races. Our Winning Partnership.

Additional Sponsorship Opportunities

HRC can provide many other forms of promotion and sponsorship at additional costs that will showcase your brand year round.

- Saddlecloths and strappers bibs
- Barrier attendants vests & caps
- Permanent on-course signage
- Recurring race book advertisements
- Recurring big screen advertisement

Please enquire so we can provide a custom quote that will give your brand optimal exposure.



Exposure and promotion on-course



TV broadcast via Sky Channel



Broadcast live on Sky Sports Radio



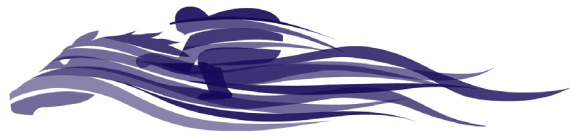
Nationwide newspaper coverage



Social media promotions



Exposure on all betting apps



Hawkesbury Race Club

We look forward to creating a

Winning Partnership

For more information please contact:

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EST IN 1829, HRC IS THE OLDEST CONTINUAL
RACE CLUB IN AUSTRALIA

25 RACE MEETINGS PER YEAR

OVER \$10 MILLION DISTRIBUTED IN
PRIZEMONEY EACH YEAR

50,000+ VISITORS ON COURSE ANNUALLY

ONSITE 4 STAR MOTEL

OVER 40 REGISTERED TRAINERS