

Partnership & Sponsorship Opportunities



BANGOR-ON-DEE
RACECOURSE

Annual Partner

Rights:

On launch:

- Press release and announcement on Bangor-on-Dee website & social channels
- Collaborative social media competition with ticket give away to promote partnership launch

Each race day across the agreement term:

- Space for a pop-up stand / desk or brand activation*
- Full page advert in the race card
- Digital advert on the big screen & all on-site TV screens
- 4 Paddock Enclosure admission tickets

Digital rights:

- Presence on 'Partners' section of the Bangor-on-Dee website all year with a link to your website
- One collaborative social media post per quarter

Fixed branding:

- Fence signage x1 location*

Sponsorship naming rights (full details on following slides):

- Fixture title sponsorship including x1 race sponsorship – fixture to be agreed
- Race sponsorship of x2 races at other fixtures (3 in total across the year inc. race on title sponsorship day) - fixtures to be agreed

NB: All assets & packages are subject to availability a time of request

**Location TBC / Production is at the expense of the sponsor*



Annual Contributor Partner

Rights:

On launch:

- Press release and announcement on Bangor-on-Dee website & social channels
- Collaborative competition on social media with ticket give away to promote partnership launch

Each race day across the agreement term:

- Space for a pop-up stand / desk or brand activation*
- Full page advert in the race card
- Digital advert on the big screen & all on-site TV screens
- 4 Paddock Enclosure admission tickets

Digital rights:

- Presence on 'Partners' section of the Bangor-on-Dee website all year with link to your website
- Two collaborative social media posts per year

Sponsorship naming rights :

- Race sponsorship of x2 races across the season i.e. 'The *Your Business Name* Handicap Stakes'
- Rights for each race are as detailed on Race Sponsorship slide



NB: All assets & packages are subject to availability a time of request

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Title Sponsorship

Title Sponsorship rights:

- Naming rights to a fixture – for example 'The *Your Business Name* Race Day'
- Fixture title published in the local, national and racing press
- Fixture title included on prior-fixture promotional materials, poster and broadcast campaigns
- Banner advert, logo and web link included on the related Title Fixture page & Racing Report pages of the Bangor-on-Dee website
- Brand included in e-newsletter content related to the fixture
- Editorial content within a related e-newsletter and the race card

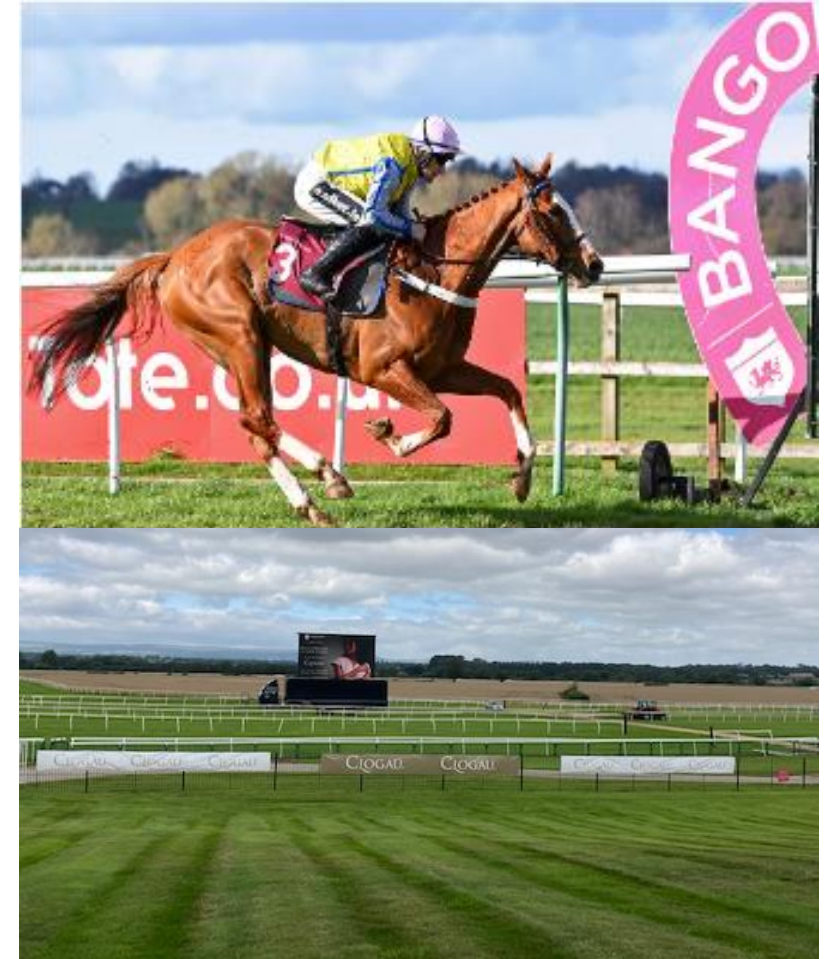
On the race day:

- Business name / logo on Raceday badges*
- Opportunity for additional on-site branding*
- Brand included on screen welcome messages across the racecourse
- Opportunity for promotional activity / data capture across the site*
- Brand included on the race card cover
- Opportunity to place promotional materials in hospitality areas - table talkers / poster site locations
- PA announcements in relation to sponsorship / activation
- Opportunity for an interview with the race day commentator
- 4 Paddock Enclosure admission tickets

Includes race sponsorship of x1 race on this day – with all rights as outlined on the Race Sponsorship slide

NB: All assets & packages are subject to availability a time of request

**Subject to production timelines / Location TBC / Production is at the expense of the sponsor*



Race Sponsorship

Race Sponsorship rights:

- Racing Naming Right to the race title of a race i.e. 'The *Your Business Name* Handicap Stakes'
- With this you will enjoy:

Winning Connections – VIP experience^:

- Selection of Best Turned-Out horse in the Parade Ring
 - View your race from a VIP area with champagne
 - Present trophies to the Winning Connections
 - Official photograph of your race presentation
 - Champagne reception whilst watching a replay of the race
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- Along with:
 - An interview with the race day announcer and promotion prior to your race
 - Hyperlinks to your website on fixture and racing report pages
 - Branding opportunities around sponsored race such as: trackside positions at the start of your named race, number cloths, winner's rugs etc are also available*
 - Full page advert in the race card
 - Digital advert on the big screen & all on-site TV screens
 - 2 Paddock Enclosure admission tickets

NB: All assets & packages are subject to availability a time of request

**Production is at the expense of the sponsor*

^For up to 8 adult guests

