



SPONSORSHIP  
OPPORTUNITIES

## TITLE SPONSORSHIP

### TITLE SPONSORSHIP NAMING RIGHTS:

- Naming right to the title of a race day i.e. *The 'Your Business Name' Race Day*

### ON SIGNING:

- Press release and announcement across our digital channels
- Lock up logo for promotional use
- Launch competition (or around your chosen fixture)
- Business name / branding included in all advance Chester Racecourse marketing & advertising including sites within Chester, Liverpool, Manchester\*

### ON THE RACE DAY:

- Lead branding of the Parade Ring
- On-course branding opportunities including: entrance signage and flags, County Stand flag, the VIP platform on Final Furlong^
- Trackside branding opportunities in prime locations^
- Advert on rotation on all hospitality & big screens across the course (over 300)
- Advert on rotation on LED perimeter boards
- Interview with PA announcer and promotion throughout the race day
- Opportunity for on-site promotion, activation and data capture, including distribution of promotional materials to hospitality guests^
- Includes sponsorship of x2 Races & all associated rights as outlined on the 'Race Sponsorship' slide

### DIGITAL RIGHTS:

- Banner on associated fixture page of Chester Racecourse website
- Banner on plan you race day emails associated with the fixture
- Editorial content within a e-newsletter to our database associated with the fixture
- Social media engagement

### PRINT ASSETS:

- Logo on associated race day badges\*
- Logo on front and back cover of racecard, along with single page advert / editorial



NB: Fixture to be agreed. \*Subject to production timeframes at time of request ^Production / activation are at sponsor's own cost; all activity is subject to approval of Chester Race Company.

# RACE SPONSORSHIP

## RACE SPONSORSHIP NAMING RIGHTS:

- Naming right to the title of an ITV or Sky Sports race i.e. *The 'Your Business Name' Chester Handicap Stakes*
- Race title to be published in the local, national and racing press, bookmakers, BHA and racing media

## WINNING CONNECTIONS – VIP EXPERIENCE\*:

- Selection of 'Best Turned-Out' horse in the Parade Ring
- View races from a VIP area
- Logo included on race presentation backdrop
- Present trophies to the Winning Connections followed by a Champagne reception
- Official photograph of your race presentation

## PROMOTIONAL RACE DAY RIGHTS:

- Interview with PA announcer prior to your race
- Static advert on winning post screen during race
- Static advert on LED perimeter board, during race
- Full page racecard advert
- Social media engagement across Chester Racecourse platforms around the race
- Logo and hyperlink on fixture & racing report pages of [www.chester-races.com](http://www.chester-races.com)
- Opportunity for on-site promotion, activation and data capture^

## ADDITIONAL RACE BRANDING OPPORTUNITIES:

- Opportunities around sponsored races include^:
  - Starting Stalls
  - Trackside banner at the race start
  - Number cloths
  - Winner's rug



NB: Race / fixture to be agreed and subject to availability at time of request \*For up to 8 adult guests  
^Production / activation are at sponsor's own cost and BHA fees may also apply; all activity is subject to approval of Chester Race Company.