

BUNBURY TURF CLUB



2019/20 SPONSORSHIP PROSPECTUS

GIVE YOUR BUSINESS THE BEST ODDS OF SUCCESS

Promote your business to more than 20,000 track-side visitors over the 21 race meets of the Bunbury Turf Club. Speak to our staff about tailor made marketing packages to not only attract new customers but reward current clients.

Contact Chief Executive Officer Alex Doble on 0437 000 026 or email alex@bunburyturfclub.com.au



BUNBURY TURF CLUB

ODDS ON

FOR A GREAT DAY OUT



Located in close proximity to Bunbury's CBD, the Bunbury Turf Club is famed for the running of the XXXX Gold Bunbury Cup, the crescendo to a three day carnival over two weeks.

The opportunity exists to align your brand with the largest sporting event in the South West as over 8,000 people revel in the tradition of racing and fashion & style of the Bunbury Cup Carnival.

With over \$750,000 in prize money and 27 races over 14 days of the carnival the quality of thoroughbred racing at the Bunbury Turf Club is action packed.

Outside of carnival time the trackside action continues delivering great Australian racing week in week out 21 times a year. All races are broadcast live on SKY racing channels.

Looking for a cost effective way to market your business?



Want your business in lights and be a VIP on Bunbury Cup Day?

RACE SPONSORSHIP

Single Race Sponsorship with Hospitality

- ★ Naming rights to a single race
- ★ Race book advert and logo recognition on the big screen
- ★ On-course signage opportunities
- ★ Enjoy a celebratory beverage with winning owners and connections of your sponsored race in the Winning Post Bar
- ★ Present winning connections with a club supplied gift
- ★ Name recognition on all advertising for your race including newspaper and TAB form guides, TAB radio and national affiliates
- ★ Live coverage of the event through SKY and Thoroughbred Channel with over 2m viewers. Races are telecast both nationally and internationally
- ★ Logo recognition on the Bunbury Turf Club website



HERON BRIDGE PACKAGE

Mid-Week Race Day – \$1,100

(excludes Melbourne Cup Day & Bunbury Stakes Day)

Sunday Race Day – \$1,650

(excludes Bunbury Cup Day)

Exclusive hospitality package for six (6) guests including:

- Racecourse admission
- Race books x six (6)
- Reserved table in Heron Bridge, Members' Reserve overlooking the Winning Post
- A la carte menu
- Five (5) hour standard beverage package including beer, cider, wine, sparkling, wine, soft drinks and water

VIP PACKAGE

(extra guests \$99pp – 40 capacity)

Mid-Week Race Day – \$2,750

(excludes Melbourne Cup Day & Bunbury Stakes Day)

Sunday Race Day – \$3,300

(excludes Bunbury Cup Day)

Exclusive hospitality package for twenty (20) guests including:

- Racecourse admission
- Race books x 20 (20)
- Reserved VIP area adjacent the mounting yard and opposite the winning post
- Canapes menu
- Five (5) hour standard beverage package including beer, cider, wine, sparkling, wine, soft drinks and water on your race day

- ★ Additional race names are available for purchase at \$550 each (inc. GST) based on availability
- ★ Larger hospitality spaces are available for 50 – 200 guests

Contact the Bunbury Turf Club to discuss a tailor made package | Alex Doble on 0437 000 026 or email alex@bunburyturfclub.com.au



RACE DAY SPONSORSHIP



Full Race Day Sponsorship with Hospitality

We can accommodate larger number of guests (50+) in the Diamond Chimes Marquee when available.

There are endless benefits to sponsoring a full race day at the Bunbury Turf Club. Including the opportunity to invite clients, staff, potential business partners and suppliers to an enjoyable day of hospitality, networking and live racing.

All the basic inclusions of a single race sponsorship are included in the full race day sponsorship package, plus:

- ★ Naming rights to the entire event including 7 races (minimum)
- ★ Point of sale advertising across the venue
- ★ Digital advertising on Bunbury Turf Club's social platforms for 2 months prior to the race
- ★ Fundraising opportunities

Mid-Week Race Day – \$11,320

(excludes Melbourne Cup Day & Bunbury Stakes Day)

Sunday Race Day – \$13,320

(excludes Bunbury Cup Day)

Exclusive hospitality package for eighty (80) guests including:

- Racecourse admission
- Race books x eighty (80)
- Exclusive access to the Diamond Chimes Marquee
- Buffet/Canapes menu
- Five (5) hour standard beverage package including beer, cider, wine, sparkling, wine, soft drinks and water

Any additional guests will be charged at \$99pp

Premium beverage package can be applied at an additional charge

Price is inclusive of GST

Guest numbers are flexible, either more or less based on your specific requirements

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