Horse Racing in Ireland is steeped in history and success with Irish horses and jockeys rated among the very best in the world. The Industry itself is big business with two of the largest Irish Racing Festivals bringing in huge revenue to the local economy; Punchestown (€45m) and Galway (€60m), with Galway rated the fourth largest race meet in the world based on attendance. In addition to the home support, an estimated 80,000 tourists go racing in Ireland each year. 85% of a recent online survey has gone racing in Ireland within the past 12 months, with 37.5% aged between 25 and 34.

With 37% of race-goers aged between 25-34 and 60% of all race-goers in the ABC1 social class profile, racing provides and excellent opportunity for a brand to reach a young affluent market increasing brand awareness and retention to key audience.

**AGE PROFILE**
Age profile of racegoers (base1042)

**SOCIAL CLASS PROFILE**
Social class profile of racegoers (base1042)

"If horse racing was golf then Barry Geraghty would be our Tiger Woods, if it was Formula 1, then Ruby Walsh would be Michael Schumacher, and if it was soccer then Ireland would claim the World Cup many times over"

Bertie Ahern
SPONSORSHIP OVERVIEW

Sponsorship is undertaken for the purposes of achieving commercial objectives. Businesses of every size and every industry sector can benefit from sponsoring a race.

SPONSOR CASE STUDY - POWERS WHISKEY

Powers Whiskey Irish Grand National & Powers Gold Cup since 2000

“We feel that there is a good fit between Powers Whiskey and the Irish Grand National as both are icons of Irish heritage, quality and tradition.... sponsorship of this race allows us to reach our target consumer via a sporting event that is of great interest to them, thereby helping them to relate to the brand. The association also helps reinforce key elements of our brand image: Irishness, tradition, authenticity and quality.”

Media Value:
The 2008 Powers Irish Grand National Campaign resulted in widespread media attention for which the print coverage alone evaluated at €280,000.

“...We viewed Punchestown as an excellent opportunity to get Yes to Carrots seen by thousands of potential customers...... in an innovative manner, thus leading to increased awareness which in turn led to more sales. 40,000 people on the day saw the branding on the big screen, the banners on the racecourse.”

YES TO CARROTS
Punchestown NH Festival Sponsor 2008

RACING VENUES

MAJOR RACING FESTIVALS
- CURRAGH
- FAIRYHOUSE
- GALWAY
- LEOPARDSTOWN
- LISTOWEL
- PUNCHESTOWN

Racecourses
- Ballinrobe
- Bellewstown
- Clonmel
- Cork
- Curragh
- Down Royal
- Downpatrick
- Dundalk
- Fairyhouse
- Galway
- Gowran Park
- Killarney
- Laytown
- Leopardstown
- Limerick
- Listowel
- Naas
- Navan
- Punchestown
- Roscommon
- Sligo
- Thurles
- Tipperary
- Tramore
- Wexford
BENEFITS

SPONSORSHIP PACKAGE BREAKDOWN

Sponsor’s Name As Part of the Race Title / Race Day
To appear across all media relating to the race (TV, Radio, press and online)

Corporate Hospitality
Hospitality packages designed to suit the entertainment needs of your guests, clients and customers

Presentations
Opportunity to present to the winning connections in the parade ring following the running of the race

Advertising
Pre and post race advertising campaign across all media

Pouring Rights (if applicable)

Sampling
Opportunities to trial your product to racegoers

Signage
Key vantage areas on the Racecourse and in the Parade Ring for the duration of the sponsorship

Ticketing & Ticket Allocation
Designed and branded by sponsor for general racegoers to include admission, racecard, barbecue meal and sponsor product if applicable. Generous ticket allocation to sponsor

Additional Branding
Branding of the racecard front cover. Branding of the saddlecloths worn by horses. Presentation of Groom of the Best Turned-out Horse for each sponsored race

FURTHER OPTIONS
- Private Tipster Service
- Tote Betting Vouchers
- Live Musical Entertainment
- Private Tote Betting Facilities
- Marquees
- Ladies Day
- Grooms Canteen
- Information Boards
- Leading Trainer & Jockey Awards
YOUR PACKAGE FOR YOUR BRAND
Each racecourse would be delighted to work in conjunction with you, the sponsor, to create the perfect package to suit your brand, product or service. Choose the media mix that gives you the greatest visibility and value at both a local, national and international level. Introduce a live brand experience by utilising the racegoers to showcase and trial your product. Horse Racing sponsorship is more than brand naming rights. Work with us to promote the day through mutually beneficial ways such as on-course or off-course promotions - generating interest in your product and attracting footfall to your race.

DID YOU KNOW
For the price of a full page advert in a national newspaper you can avail of a full Horse Racing sponsorship package!

“Horse Racing is the fabric of life in Ireland and Guinness being an Iconic Irish brand, fits seamlessly with this huge passion in Ireland. Sponsorship of Horse Racing in Ireland gives Guinness a unique opportunity to have more deep and meaningful relationships with our Consumers that will be long lasting and genuine.”

GUINNESS

FIVE MINUTES ACTION... 25 MINUTES INTERACTION
Horse racing offers sponsors the chance to entertain like no other occasion with guests and clients enjoying first-class catering and bar service in suitably comfortable private suites, marquees and rooms available at most Irish racecourses. The regular intervals in between the action results in client entertainment opportunities unique to racing.

“The Irish Derby is a major race meeting attracting widespread media coverage across Europe and beyond and is therefore in line with our global strategy of promoting Dubai and Dubai Duty Free. Ireland is becoming an increasingly important market for Dubai and the United Arab Emirates in terms of travel and business and the Dubai Duty Free Irish Derby is a flagship event that heightens interest further.”

DUBAI DUTY FREE
MESSAGE & SUMMARY

ALIGN YOUR BRAND WITH ONE OF IRELAND’S MOST POPULAR AND SUCCESSFUL SPORTS

• In 2008 Irish trained horses won 29 of the 44 Group 1 Flat races in Britain & Ireland.
• Aidan O’Brien became Champion Trainer in both Britain & Ireland for the 2nd consecutive year and also recorded a remarkable 23 Group 1 wins worldwide.
• Crowned 2008 World Champion, New Approach, was bred and trained by Co. Carlow Trainer Jim Bolger.
• 2009 Cheltenham Festival was a huge success for Ireland with 9 Irish trained and 13 Irish bred winners.
• 24 out of the 26 Cheltenham winners were ridden by Irish jockeys incl. Ruby Walsh’s record breaking 7 wins.
• 6 out of the last 9 Aintree Grand National winners were Irish Trained & Ridden.

“Racing attracts such a wide customer profile......young families on family days and social young females/males.....the exposure to the brand in terms of media and numbers attending the meeting is huge.”

CENTRA Leopardstown Festival 2008 Race Sponsor

Horse Racing Ireland, the national authority for racing in Ireland, can offer your business outstanding sponsorship and hospitality opportunities that beat other corporate events at a canter. You’ll be surprised at how affordable race sponsorship is. In broad terms, sponsorship is available from contributions as little as €2,000 upwards. The rule of thumb is that the sponsor pays 20% of the value of the race eg. a race valued at €10,000 will have a sponsor’s contribution of €2,000. Similarly, if a race is valued at €100,000 the contribution would be €20,000.

Whether you’re building a brand, entertaining valued customers or rewarding your staff, we’ll create a racing sponsorship package that meets your specific needs. Just provide us with details of your priorities and we’ll find you the right race, at the right racecourse, on the right day - for you!

INTERESTED?

For more information contact: The Marketing Department, Horse Racing Ireland.
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