

Ceduna Racing Club

2020 - 2021 SPONSORSHIP



CHRISTMAS RACES

SATURDAY 5 DECEMBER
2020

CEDUNA CUP

SATURDAY 16 JANUARY
2021

FROM OUR PRESIDENT

On behalf of the Ceduna Racing Club, I would like to sincerely thank you for considering our Sponsorship Offer for the 2020/2021 Ceduna Racing Season.

We fully understand the impacts that the COVID-19 restrictions have had on our economy and our community and also what that has done to our local events which has seen this year's Ceduna Oysterfest Cancelled.

At the Ceduna Racing Club, we have to work on the presumption that our race days will be allowed to go ahead with crowds given they are in December and January and therefore have to start planning for them now.

We are actually expecting that the Ceduna XMAS and CUP races will be the first 2 major local events to be held in Ceduna since the COVID-19 restrictions were put in place, making this year's season more important than ever to our local community.

We understand and appreciate the financial pressure that so many businesses have been subjected to this year but any support you could offer helps make a difference when it comes to helping our volunteers host these important community events during this very difficult time.

Kind Regards

Bruce Zippel
President

P| 0428 476 245

E| bruce.zippel@bigpond.com



OUR CORE VALUES

Ceduna Racing Club:

- **Actively Encourages Innovative Fashion**
- **Delivers a Quality level of Food & Refreshment**
- **Inspires Positive Social Interaction & Participation**

Ceduna Racing Club endeavours to ensure the appropriate care of all horses whilst onsite at our facilities. This includes the provision of professional race day services i.e.: Vet, Farrier and Attendants.

Ceduna Racing Club volunteers pride themselves with their enthusiastic, proactive approach to organising race days. Ceduna Racing Club understands the importance of volunteers in Planning, Administration and being hands on ensuring the future of the Ceduna Races.

Ceduna Racing Club excels at providing a memorable Race Day Experience making this a great Community event bringing people together. The club has a strong focus on “getting the recipe right” and is constantly learning and evolving to enhance this experience.

Ceduna Racing Club is known for providing “overnight accommodation” for some of Australia’s Leading Horses travelling East to West. Ceduna Racing Club shares its Extensive Facilities including Horse Stables with other Horse Clubs and Professional Trainers.

Ceduna Racing Club has a reputation for impressing visitors to our region. Ceduna Racing Club works closely with Sponsors and other Businesses to Promote Tourism and Race Day Events.



WE'VE COME SO FAR...

The Ceduna Racing Club can now look back and reflect with pride just how far we have come in over 100 years and how much we have achieved:

'Centre for Equine Excellence'

We have now achieved this aim with both the Ceduna Pony Club and Ceduna Equestrian Club located and active on site, along with our local horse trainers.

'Overnight Accommodation for Horses Passing Through'

The Ceduna Racing Clubs host hundreds of horses each year in our quality overnight stables as they travel across Australia.

'A great day out at the races'

From a past when many locals not knowing the races were even happening to now large crowds now enjoying a great day out. Thanks to our promotions, all locals are aware of what's happening and how good our race days are!

'Event Focussed'

Going to the races in Ceduna is no longer about watching horses race. It is now about Fascinating Fashion, Great Food and Entertainment, Social Interaction and Participation, Thoroughbred Racing, a true community gathering to suit everyone.

'Enjoyable Visitor Experience'

A day out at the Ceduna Races has been an enjoyable and unique experience for many visiting our local region. A large number are now spreading the word about their wonderful race day experience.



THE CEDUNA RACING SEASON

Christmas Races

Saturday 5th December 2020

Ceduna celebrates the first major local event since the COVID-19 restrictions and will do it in Festive Style. Marquees hosting Christmas celebrations and a special visit from the man in red for the kids makes for a fantastic day out for all the family.



Ceduna Cup Races

Saturday 16th January 2021

'Ceduna Cup' day brings the best out of race day action in Ceduna, not only the horses but also those enjoying the atmosphere of the big day. Fashions, Fantastic Food and Marquee Action play a big part of the day's festivities, finished off with relaxing acoustic music into the early evening.



Promotion, Promotion and Promotion

As part of our commitment in 2020 / 2021, we aim to improve and strengthen the Ceduna Racing Season. The Ceduna Racing Club will commit to the following Media & Promotion activities:

- Numerous Radio Adverts with 5CC & Flow FM
- Radio announcements: 5AA Radio, Adelaide for the Ceduna Cup
- Newspaper adverts: West Coast Sentinel and Pt Lincoln Times
- Newspaper articles: West Coast Sentinel and Pt Lincoln Times
- Ceduna Races Brochure wide distribution
- Website updates: The Races and Ceduna Racing Club Website
- Ceduna Race Day Posters displayed and promoted state wide
- Advert plus editorial in 'the Races' Magazine plus TRQ online
- Numerous Radio Interviews: leading up to each race day
- Facebook promotions: Ceduna Racing Club and The Races SA



SPONSOR MARQUEES - PRIORITY SERVICE

The Ceduna Racing Club values our sponsors and will give you top priority when it comes to position and service.

DELIVERABLE CATERING

In providing full race-day packages as part of sponsorship options, we do our best on your behalf.

Full Catering will be offered for all relevant Marquee options which include:

- Prime marquee positions which can include our elevated lawns for a wonderful view of the days racing.
- Flexible and quality platter options delivered directly to your Marquee.
- Pre-ordered ticketed drinks system just to make it easier and more convenient.

For further Information regarding marquee bookings or information, please contact:

Marquee Coordinator
Judith Zippel
Ph 0427 376 245
Email judith.zippel@bigpond.com



SPONSORSHIP PACKAGES

NAMING RIGHTS SPONSOR

\$5,500 GST Inclusive

Naming Rights to entire race day + Cup Race

Package Includes-

- Naming Rights to an entire race meeting.
- Naming rights to a feature race or 2 normal races at that race meeting, with your representative to present the trophies to winning connections plus a public address to the crowd.
- Choice of Prominent Race Track Entrance and Winning Post Signage Space for all Race Meetings.
- 2 Full Pages of Advertising in Race Books for the Cup Race Day
- Free corporate membership for 10 People which allows for free entry to all Ceduna Race days and refreshment discounts.
- Complimentary Marquee in your choice of Prime Marquee Position plus an extra 15 complimentary race day tickets for the Race day your marquee is used.
- Acknowledgement in all relevant Advertising including Posters, Radio and West Coast Sentinel, where the Race Day will be continuously referred to as the “.....” Race Day, including race day theme.
- Acknowledgement of Named Race Day and Races in “The Races”, South Australia’s Premier Racing Magazine
- Acknowledgement in all promotional articles/ interviews regarding your Race Day.
- Acknowledgement and company/product information over Public Address System during your race meeting.
- Your Logo featured under “Naming Rights Sponsors” on the racing season sponsors Board.
- Acknowledgement on www.racingceduna.com.au website and Facebook for your race day and sponsored race(s).
- Acknowledgement of Sponsorship Level in all Race Books



SPONSORSHIP PACKAGES

DIAMOND SPONSOR

\$2,200 GST Inclusive

Naming Rights for a feature race or 2 normal races

Package Includes-

- Naming Rights to a Feature Race (if available) or 2 normal Races at your choice of Race Day
- Free corporate membership for 7 People which allows for free entry to all Ceduna Race days and refreshment discounts.
- Your choice of available Prime Signage space next to the Winning Post or on any of the Fence Areas clearly viewed by the General Public at all race Meetings.
- Complimentary Marquee in your choice of Prime Marquee position plus and extra 10 complimentary race day tickets for the race day your marquee is used.
- 2 Full Pages of advertising in the Race Book for the Cup Race Day
- Prominence on Relevant Advertising including Brochures, Posters, Facebook and website at your choice of Race Day.
- Acknowledgement of Named Races in “The Races”, South Australia’s Premier Racing Magazine
- Acknowledgement and company/product information over Public Address System prior to your race(s).
- Your Logo featured under “Diamond Sponsors” on the racing season sponsors Board.
- Acknowledgement on www.racingceduna.com.au website and Facebook for your sponsored race(s).
- Acknowledgement of Sponsorship Level in all Race Books



SPONSORSHIP PACKAGES

SAPPHIRE SPONSOR

\$1,200 GST Inclusive

Naming Rights to a Race

Package Includes-

- Naming Rights to a Race at your choice of Race Meeting
- Free corporate membership for 5 People which allows for free entry to all Ceduna Race days and refreshment discounts.
- Choice of available Signage Space on Race Track or Mounting Yard fence for all Race Meetings.
- Complimentary Marquee at the Race Day with your Sponsored Race in a priority Marquee position including 5 complimentary tickets for the race day your Marquee is used.
- 1 Full Page of Advertising in Race Books for the Cup Race Day.
- Prominence on Advertising Material for the Race Meeting when Race is held, including Brochure, Posters and website.
- Acknowledgement and company/product information over Public Address System prior to your race.
- Acknowledgement of Named Race in “The Races”, South Australia’s Premier Racing Magazine
- Your Logo featured under “Sapphire Sponsors” on the racing season sponsors Board.
- Acknowledgement on www.racingceduna.com.au website and Facebook for your race day and sponsored race.
- Acknowledgement of Sponsorship Level in all Race Books



SPONSORSHIP PACKAGES

COMMUNITY CHRISTMAS MARQUEE SPONSOR (XMAS RACE DAY)

\$1,200 GST Inclusive

Naming Rights to the Community XMAS Marquee

Package Includes-

- Naming Rights to the Community Christmas Marquee at the Christmas Races.
- Free corporate membership for 4 People which allows for free entry to all Ceduna Race days and refreshment discounts.
- Complimentary Entry to the Marquee for those 4 complimentary members (as per the above dot point).
- Choice of available Signage Space on the outside and inside of the Marquee and Race Track or Mounting Yard fence for all Race Meetings.
- 1 full page of advertising in the Cup Race Book
- Naming rights prominence on all Advertising Material associated with the Marquee including Brochure, Hospitality Packages and Posters.
- Your Logo featured under “Sapphire Sponsors” on the racing season sponsors Board.
- Acknowledgement on the Ceduna Racing Club Facebook Page and the www.racingceduna.com.au website.
- Acknowledgement of Sponsorship Level in all Race Books



SPONSORSHIP PACKAGES

GOLD SPONSOR

\$660 GST inclusive

Half share Naming Rights to a Race

Package Includes-

- Half shared naming rights to one allocated race or full naming rights to a featured event at one of the Race Meetings (including trophy presentation)
- Half Page of Advertising in the cup race book.
- Available Signage Space on Mounting Yard Fence for all Race Meetings
- Acknowledgement in Advertising including Brochure Posters, and West Coast Sentinel for that Race.
- Free corporate membership for 2 People which allows for free entry to all Ceduna Race days and refreshment discounts.
- Acknowledgement and company/product information over Public Address System prior to your race.
- Acknowledgement of Named Race in “The Races”, South Australia’s Premier Racing Magazine
- Acknowledgement of Sponsorship Level in all Race Books
- Your Logo featured under “Gold Sponsors” on the racing season sponsors Board
- Acknowledgement on www.racingceduna.com.au website and Facebook for your sponsored race.
- Priority reservation and position for Marquees at any Race Day



SPONSORSHIP PACKAGES

FASHION PARADE GOLD SPONSOR

\$660 GST Inclusive

Naming Rights to Ladies or Men's Fashion Parade

Package Includes-

- Naming Rights to either the Ladies or men's fashion parade at one of the Race Meetings
- Half Page of Advertising in the cup race book.
- Available Signage Space on Mounting Yard Fence for all Race Meetings
- Acknowledgement in Advertising including Brochure, Posters and Website for that Race.
- Presentation of Fashion Prizes for your Fashion Parade
- Free corporate membership for 2 People which allows for free entry to all Ceduna Race days and refreshment discounts.
- Acknowledgement and company/product information over Public Address System prior and during the fashion parade.
- Acknowledgement of Sponsorship Level in all Race Books
- Acknowledgement on www.racingceduna.com.au website for your sponsored Fashion Parades.
- Your Logo featured under "Gold Sponsors" on the racing season sponsors Board.
- Priority reservation and position for Marquees at any Race Day



SPONSORSHIP PACKAGES

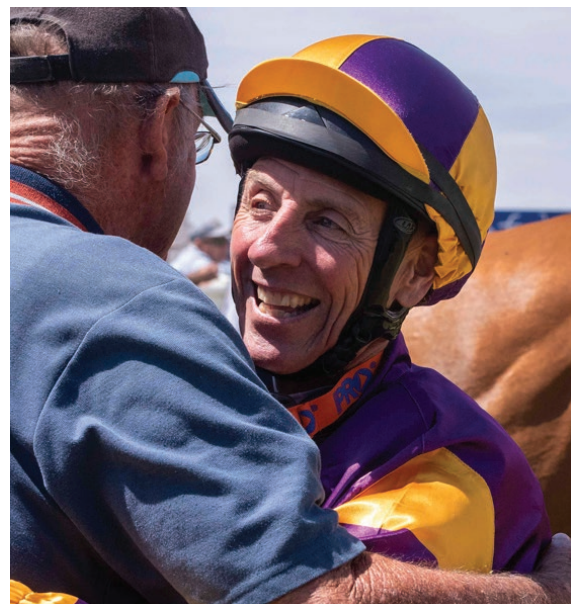
SILVER SPONSOR

\$330 GST inclusive

Shared Naming Rights to a Race

Package Includes-

- Quarter shared naming rights to 1 allocated Race at one of the Race Meetings or naming rights to one of our popular novelty events.
- Choice of Signage Space anywhere within the Clubroom Complex for all Race Meetings.
- One complimentary corporate membership, which allows free entry to all Ceduna race days and discounts.
- Acknowledgement in Advertising including Brochure, and Website for that Race.
- Acknowledgement of your jointly named race in "The Races", South Australia's Premier Racing Magazine
- Acknowledgement and company/product information over Public Address System with other race sponsors prior to your race.
- Acknowledgement on www.racingceduna.com.au website for your jointly sponsored race.
- Your Logo featured under "Silver Sponsors" on the racing season sponsors Board.
- Quarter Page Advertising in the Cup Race Book
- Acknowledgement of Sponsorship Level in all Race Books



SPONSORSHIP PACKAGES

JUNIOR FASHION PARADE SILVER SPONSOR

\$330 GST Inclusive

Naming Rights to Ladies or Men's Fashion Parade

Package Includes-

- Naming Rights to either the Junior fashion parade at one of the Race Meetings
- Quarter Page of Advertising in the Cup race book.
- Choice of Signage Space anywhere within the Clubroom Complex for all Race Meetings.
- Acknowledgement in relevant advertising for that particular race day.
- Presentation of Fashion Prizes for your Fashion Parade
- Free corporate membership for 1 Person which allows for free entry to all Ceduna Race days and refreshment discounts.
- Acknowledgement and company/product information over Public Address System prior and during the fashion parade.
- Acknowledgement of Sponsorship Level in all Race Books
- Acknowledgement on www.racingceduna.com.au website and the Ceduna Racing Club Facebook Page for your sponsored Fashion Parades.
- Your Logo featured under "Silver Sponsors" on the racing season sponsors Board.
- Priority reservation and position for Marquees at any Race Day





OUR SPONSORSHIP OFFER

2020 - 2021

Your Contacts for the Ceduna Racing Club:

For further information regarding this sponsorship package and all sponsorship options, please contact:

President

Bruce Zippel

Ph - 0428 476 245

Email - bruce.zippel@bigpond.com

For further Information regarding marquee bookings or information, please contact:

Marquee Coordinator

Judith Zippel

Ph - 0428 476 245

Email - judith.zippel@bigpond.com

