



2023-2024 SPONSORSHIP PACKAGES



ABOUT THE COROWA RACE CLUB



The Corowa Race Club was established in 1876 and is one of the leading race clubs in the Southern District Racing Association area.

We currently conduct 7 race meetings each year, including the Corowa Cup in March, the Melbourne Cup Eve Race Day in November & Summer Holiday Celebrations Meeting in December.

The Race Club situated in Cotton Street Corowa and offers a high standard of racing, excellent dining & bar facilities, great racing on an all-weather track, country hospitality & an exciting atmosphere for everyone. The heritage listed grandstand set among rolling grass surrounds & 100-year-old gum trees make the perfect setting for a country racetrack.

On the November 1st, 1960, Corowa Race Club first hosted "the race no one else wanted" Melbourne Cup Day Races. In November 2010, the Club celebrated a milestone 50-year anniversary of hosting this much celebrated Tuesday, a part of the Australian culture that will live on into our vast future.

The Corowa races are one of the well-known sporting events within the district. Corowa has a long and rich history that intertwines with its horse racing background.

Over time, we have structured our race meetings to be enjoyed by all ages from the youngsters who enjoy our children's activities on race days, the young race goers who enjoy an occasion to dress up and have a punt and the ones who prefer to bring a picnic basket and experience the races from one of our shaded areas overlooking the racetrack.

We offer private seating with a private bar at our major race meetings which many people enjoy and appreciate, the place to gather and relax after placing a bet or watching a race.



MARKETING CAMPAIGN



METHOD	TACTIC
Print	Corowa Free Press, Yarrowonga Chronicle, & The Border Mail
Radio	105.7 Triple M, 2AY 1494, Edge FM & 2REM 107.3
Email	All current members
Flyers	Displayed in local businesses, Caravan parks & Motels
Online	www.corowaraceclub.com.au Facebook & Instagram
Television	Nationally on Live Sky Channel

BENEFITS TO YOUR BUSINESS



- ❖ Exposes your products, or services to the local community and visitors at large.
- ❖ The opportunity to enjoy social gatherings for you, your employees, clients and friends throughout the year.
- ❖ You can advertise to the level that suits your budget.
- ❖ Expose your business, products, or services, with the Sky Racing Channel on Television to large audiences both nationally and internationally throughout the meeting/s.
- ❖ Have your business name announced several times a day, with our on-course race caller who promotes our sponsors.
- ❖ Your sponsorship will keep country racing, at its best, right here in Corowa.



AVAILABLE PACKAGES



1. Major Club Sponsor - \$5,000 + GST:

The opportunity exists to name the Race Day and the entire 7 races after your business, products, or services that you wish to promote.

This Package includes-

- ❖ Naming rights of the race day and all races on your race day, to promote your products or services, in the 2023-2024 racing season.
- ❖ Recognition as the Major Club Sponsor and placement of an advertisement in all race books throughout the 2023-2024 racing season and the inclusion of your logo in the following marketing material throughout the 2023-2024 season:
 - *Print media.*
 - *Radio*
 - *Corowa Race Club Website*
 - *Online*
 - *Race Books at all Race Meetings (7 in total)*
 - *Any other promotional activity the Race Club undertakes.*
 - *National coverage of your Race Day on Sky Television*
- ❖ 6 x Season Membership tickets and 6 Guest passes for use throughout the 2023-2024, with all member privileges.
- ❖ Complimentary entry to a special President's Function for your 6 Member Ticket holders and 6 Guest Pass holders.
- ❖ On Course caller announcements promoting your business at each Race Meeting throughout the 2023-2024 season



- ❖ 50 x General single use passes to your sponsored race meeting, or for use throughout the 2023-2024 racing season.
- ❖ Presentation of winning trophies by a representative of your business.
- ❖ The opportunity for on-course promotion, on your Race Day, of your products and services with promotional banners, signage and product placement.
- ❖ Permanent signage on the mounting yard, and the front entrance to the Race Club.
- ❖ Permanent signage at Winning Post, Sails Fence and external of the bar.
- ❖ The opportunity to provide any level of sponsorship throughout to 2024-2025 Racing Season. This opportunity will be extended prior to seeking additional sponsors.





1. Platinum Race Day Sponsor - \$3,000 + GST:

The opportunity exists to name a Race Day Meeting after your business, product, or service that you wish to promote.

This package includes:

- ❖ Naming rights of the race day and six races on your race day, to promote your products or services, in the 2023-2024 racing season.
- ❖ Recognition as a Platinum Sponsor with a placement of an advertisement in all race books throughout the 2023-2024 racing season.
- ❖ On course caller announcements promoting your business, at each race meeting throughout the 2023-2024 racing season.
- ❖ Recognition as a Platinum Sponsor (inclusion of logo) in the following marketing material throughout 2023-2024 racing season:
 - *Print media.*
 - *Radio.*
 - *Corowa Race Club Website (including direct link to your business website).*
 - *Online.*
 - *Race books at all race meetings (7 in total).*
 - *Any other promotional activity.*
 - *National coverage of your sponsored race meeting day and races on Sky Channel Television.*
- ❖ Presentation of winning trophies by a representative of your business.
- ❖ 4 x Season Membership tickets and 4 x Guest Passes for use throughout the season, with all Member privileges.



- ❖ Complimentary entry to a special President's Function for your 4 Member Ticket holders and 4 Guest Pass holders
- ❖ 50 general passes to your sponsored race meeting, or for use throughout the 2023-2024 racing season.
- ❖ Permanent signage display at the winning post, Sails Fence and external of public bar.
- ❖ The opportunity for on-course promotion of your products and services on your Race Day with promotional banners, signage and product placement.
- ❖ The opportunity to provide any level of sponsorship in the 2024-2025 racing season. This opportunity will be extended prior to seeking additional sponsors.





2. Gold Sponsor- \$2,000 + GST:

The opportunity exists to name four races after your business, products, or services that you wish to promote.

This package includes:

- ❖ Naming rights to up to four races in the 2023-2024 racing season (4 races in total – date/s to be advised).
- ❖ Recognition as a Gold Sponsor with placement of an advertisement in race books on the day/s of your races.
- ❖ On course caller announcements 2023-2024 racing season.
- ❖ Recognition as a gold sponsor (inclusion of logo) in the following marketing material throughout 2023-2024 racing season:
 - *Print media*
 - *Radio*
 - *Corowa Race Club Website*
 - *Online*
 - *Any other promotional activity*
 - *National coverage of your sponsored races on the meeting day on Sky Channel Television*
- ❖ 3 x season membership tickets and 3 x guest passes for use throughout the 2023-2024 season, with all member privileges.
- ❖ 30 general single entry passes for use throughout the 2023-2024 racing season.
- ❖ Permanent signage display external of public bar, sign at sponsors own cost.
- ❖ The opportunity to provide any level of sponsorship in the 2024-2025 racing season. This opportunity will be extended prior to seeking additional sponsors.



3. Silver Sponsor- \$600 + GST:

The opportunity exists to name two races after your business, products, or services that you wish to promote.

This package includes:

- ❖ Naming rights to two selected races in the 2023-2024 racing season (available race meeting/s and races to be advised).
- ❖ On course caller announcements on race day
- ❖ Recognition as a sponsor (inclusion of logo where possible) in the following marketing material throughout 2023-2024 racing season:
 - *Some print media.*
 - *Corowa Race Club Website*
 - *Online.*
 - *National coverage of your sponsored races on the meeting day on Sky Channel Television.*
- ❖ Placement of an advertisement in the race book for the abovementioned race meeting/s.
- ❖ 2 x season membership ticket and 2 x guest pass for use throughout the season.
- ❖ 15 general single entry passes for use at any of your sponsored race meetings for the 2023-2024 racing season.
- ❖ Permanent signage display, external of public bar, sign at sponsors cost.
- ❖ The opportunity to provide any level of sponsorship in the 2024-2025 racing season. This opportunity will be extended prior to seeking additional sponsors.

AVAILABLE PACKAGES



4. Race Name Package - \$400 + GST:

The opportunity exists to name a race after your business, products, or services that you wish to promote.

This package includes:

- ❖ Naming rights to a selected race in the 2023-2024 racing season (available race meetings and races to be advised).
- ❖ On-course caller announcements on race day.
- ❖ Permanent signage display, external of public bar, sign at sponsors cost.
- ❖ 1 x membership ticket and 1 x guest pass for use throughout the 2023-2024 season.
- ❖ 10 general single entry passes for use at any of your sponsored race meetings for the 2023-2024 racing season.
- ❖ National coverage of your sponsored race on the meeting day on Sky Channel Television
- ❖ The opportunity to provide any level of sponsorship in the 2024-2025 racing season. This opportunity will be extended prior to seeking additional sponsors.

AVAILABLE PACKAGES



5. Fashion on the Field Sponsorship:

The opportunity exists to sponsor our Fashions on the Field competition at our Melbourne Cup Eve Race Meeting.

This is one of the highlights of our Racing Calendar for all the fashionistas from both near and far.

Lady of the Day

Sponsorship to the value of \$350, or more will entitle the sponsor to one season Membership and one Guest Membership and four complementary single-entry guest passes to our Melbourne Cup Eve Race Meeting.

Best Millinery

Sponsorship of \$200, or more will entitle the sponsor to one Membership and one Guest Membership and four complementary single-entry guest passes to our Melbourne Cup Eve Race Meeting.

Junior Girl – Under 17

Junior Boy – Under 17

Sponsorship of \$100 for each classification will entitle the sponsor/s to one season Membership and Guest Membership and two complementary single-entry guest passes to our Melbourne Cup Eve Race Day.



AVAILABLE PACKAGES



Signage Opportunities:

Promote your business and build brand awareness by placing signing around the Racecourse throughout the racing season. With an annual attendance of over 7000 people and national and international TV coverage on Sky Racing, this opportunity will compliment your existing marketing activities.

The following options are available:

- ❖ For new sponsors the cost of the signage is additional to the sponsorship cost. This can be organized by us, or you can arrange your own sign to the dimensions, allowed in your sponsorship package.

Other signage available at an annual fee, excluding the cost of the sign, for new signs only and is a one-off cost:

- ❖ 34cm x 180cm displayed external of public bar - \$100. + GST.
- ❖ 2400mm x 1200mm displayed on the Mounting Yard - \$500. + GST.
- ❖ 2400mm x 1200mm displayed on the Sails Fence - \$400. + GST
- ❖ 2400mm x 1200mm displayed at winning post - \$60GST. + GST.

Those businesses who purchase signage will receive 4, 6 or 10 complimentary single entry general passes, according to value of signage, for use during the 2023-2024 racing season.

What a great gift idea for staff members, clients, family and friends.



SPONSOR AND SIGNAGE APPLICATION 2023/2024 SEASON

Company Name: _____

Applicant Name: _____

Address: _____

Suburb/Town: _____

Postcode: _____ Phone No: _____

Email: _____

Signature: _____

PLEASE CIRCLE REQUIRED PACKAGE

Major Sponsor \$5000 + GST

Platinum Sponsor \$3000 + GST

Gold Sponsor \$2000 + GST

Silver Sponsor \$ 600 + GST

Race Name Package \$ 400 + GST

Signage Package

Winning Post 2400mm x 1200mm \$600 + GST

Mounting yard 2400mm x 1200mm \$500 + GST

Sails Fence 2400mm x 1200mm \$400 + GST

Exterior Public Bar 34cm x 180cm \$100+ GST

New sponsors – the cost of signage is additional to the annual sponsorship charge. Signage can be organised by us, or you can arrange your own sign to the dimensions allowed in your signage package.

Fashion Sponsors –

Lady of the Day - Goods to the value of \$ 350

Millinery Award - Goods to the value of \$200

Junior Award - Goods to the value of \$ 100

Payments:	Cheque: Corowa Race Club PO Box 188 Corowa NSW 2646	Direct Deposit: BSB: 640 000 Account No: 111086218 Reference: Your Surname
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For further information please
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