



SPONSORSHIP PROPOSAL



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THERE'S NOTHING LIKE A DAY AT
THE RACES

theracessa.com.au

INTRODUCTION

The Gawler & Barossa Jockey Club is a proud, strong and recently revamped icon of the Gawler and Barossa district. Strategically located on the main road linking Gawler to Adelaide and the beautiful Barossa Valley, it is impossible to overlook.

The Gawler & Barossa Jockey Club is located off the new Northern Expressway just 35 minutes from the Adelaide CBD. Why not have a great day out catching the train from Adelaide direct to Gawler trackside. We are the only Racecourse on the metro rail system.

We invite you to consider utilising our facility to maximise your advertising exposure through race day sponsorship. Details of our sponsorship packages are on the following pages. Please contact your sponsorship representative or the Gawler and Barossa Jockey Club to book your place or to obtain further details on sponsorship opportunities.

Come and enjoy a day at the races with the Barossa as the backdrop only 35 minutes from the Adelaide CBD.

RACEDAY NAMING RIGHTS SPONSORSHIP

This is a unique opportunity to promote your business for the entire race meeting on a dedicated day.

Your Package Includes

- Naming Rights to the race day
- Naming Rights to two races on the days program
- Trackside table for 8, all meals and beverages included for the day *
- Eight fully transferable 2011/2012 Corporate Membership Cards
- Up to 20 General Admission tickets made available to you, to be used at your discretion
- Sponsor listing and logo on the Gawler & Barossa Jockey Club website with link to your website
- Printed name in all major national newspapers in the form guide section
- Reference to your name and race name on the internet via racing and advertising sites
- Visual impact via SKY Racing which is beamed on-course, to pubs, clubs, motels, hotels, TAB outlets and private residences within Australia.
- Exposure via national TAB radio broadcast
- Sponsors name displayed throughout the entire day between races on the new semaphore screen adjacent to the finishing post
- On-course signage privileges for your race day
- On course announcements of promotional script from your business detailing your products and services
- Additional race names are available at a discount on your day for either your suppliers, clients or contacts

Cost of Sponsorship \$1500.00 + GST

*NB beverages for the day beer, wine & soft drink
Extra guests can be catered for at an additional cost
Not available on feature days

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RACE NAMING RIGHTS

This package gives you the opportunity to name a race for that special occasion or as a business promotion without all the expense and formalities.

Great for Birthdays, anniversaries or other mile stones you may wish to celebrate with your family and friends.

As a business you will be able to promote your business, products and services.

Your package includes

- Up to 20 General Admission tickets
- Opportunity to reserve a table of up to 10 in the Terrace Function Centre*
- Printed name in all major national newspapers in the form guide section
- Reference to your name and race name on the internet via racing and advertising sites
- Visual impact via SKY Racing which is beamed on-course, to pubs, clubs, motels, hotels, TAB outlets and private residences within Australia.
- Display of race name on course via semaphore screen
- On course announcement of promotional script from your business detailing your products and services
- Exposure via national TAB radio broadcast

Cost of Sponsorship \$300.00 + GST

*NB Bookings must be made for the function centre
Not available on feature days

CORPORATE DINING PACKAGE

Treat your guests to the full racing experience in The Terrace Function Centre. Reserved seating on tables of 8 or 10 with views to all the racing action. Waiting staff will make sure your group is well looked after with a 3 course meal and beverage package.

Package to include-

- 3 course Luncheon
- Beverages package (beer, wine & soft drink included)
- Racecourse entrance
- Car parking available

\$85.00 per person

For bookings and enquiries please contact Linda Dunlevey on 08 85221801 or email sales@gawlerjockeyclub.com.au

The above pricing is not applicable for feature race days
Minimum booking of eight

Sponsorship Proposal

Contact Name:

Club: Phone/Email.....

Sponsor: Phone/Email.....

Date of Agreement: / /

Description of agreement or Sponsorship Package:

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.....

Value of Sponsorship:

Total Commitment: \$

Signed by Date / /

Gawler & Barossa Jockey Club

Signed by Date / /

Sponsor

*All sponsorship fees due 7 days prior to your nominated race day.

*Race names are subject to availability and are granted at the discretion of the
Gawler & Barossa Jockey Club. Not valid on Feature Race Days.

Available Race Dates – 2011/2012

- Wednesday 15th June 2011
- Wednesday 6th July 2011
- Thursday 4th August 2011
- Wednesday 17th August 2011
- Sunday 11th September 2011
- Wednesday 5th October 2011
- Wednesday 16th November 2011 – Corporate Race Day
- Wednesday 7th December 2011
- Wednesday 22nd December 2011 – Christmas Break up Day
- Wednesday 28th December 2011 – Family Day
- Wednesday 18th January 2012
- Wednesday 8th February 2012
- Wednesday 7th March 2012
- Sunday 25th March 2012 – Defence Force Race Day
- Wednesday 4th April 2012
- Wednesday 25th April 2012 – Anzac Day
- Wednesday 16th May 2012
- Wednesday 13th June 2012
- Wednesday 11th July 2012