



OUR SPONSORSHIP OFFER 2018/2019

CHRISTMAS RACES
Saturday 15th December 2018

CEDUNA CUP RACES
Saturday 19th January 2019





CEDUNA RACING CLUB **FUN, FASHION AND FINE FOOD,** **COUNTRY RACING AT ITS BEST**



CEDUNA RACING CLUB FROM OUR PRESIDENT

On behalf of the Ceduna Racing Club, it gives me great pleasure to invite you to consider this Sponsorship Offer from the Ceduna Racing Club for the 2018 / 2019 Ceduna Racing Season.

Sponsorship is a critical component of the success of our racing seasons and the flow-on benefits for our local and surrounding communities, so I would personally ask for your kind consideration of the Sponsorship Offer.

At a personal level and active member of our local community, I am very proud of what our small but dedicated group of volunteers have been able to achieve over the past decade.

This is not only about the hosting of the Ceduna Racing Season, but expanding our horizons to allow for the development of an Equine Precinct through the leadership of the Ceduna Racing Club on our site.

The Ceduna Equestrian Club has now joined the Ceduna Pony Club as Sub Lessees of the Ceduna Racing Club and both are active in recreational horse activities on site. We also now have three trainers onsite who train race horses for the local racing round plus we also overnight stalls for

people travelling through Ceduna with horses. To give you some idea of our intention to encourage participation, the Ceduna Racing Club only charges a nominal annual lease fee of \$50 per annum to each of our participating clubs and trainers plus free use of our other facilities when needed.

Once again, thank you for your kind consideration of the Sponsorship Offer for the 2018 / 2019 Ceduna Racing Season and if you have any queries or questions, please do not hesitate to contact me.

Bruce Zippel
President
Ceduna Racing Club



FROM THE PRESIDENT OF THE CEDUNA EQUESTRIAN CLUB

The Ceduna Equestrian Club is delighted to be located as part of the Ceduna Racing Club Complex.

When looking for a site to locate our club and equestrian activities, we contacted the Ceduna Racing Club and asked if we could use part of the area under their care and control.

We appreciated their immediate and prompt response for a nominal annual lease fee of \$50 and we have now built the equivalent of an Olympic size Equestrian Arena plus clubrooms and will soon be building day yards for visiting horses.

Our club now runs a number of adult equestrian riding and training activities on our site at the Ceduna Racing Club and we have developed a positive working relationship with the Ceduna Racing Club.

As part of working with the club, we now also use our group of volunteers to do the food catering for both Ceduna Race Days and it has become an important fund raiser for our club. The catering includes a comprehensive range of race day platters plus running the canteen.

When we recently found out the Ceduna Racing Club was connecting the Ceduna Race Course to the towns "grey water supply" to water their lawns and race track, they kindly agreed to put in an outlet for our equestrian area without any charge, even though they contributed a significant amount of money to the Ceduna District Council of Ceduna and the Ceduna Foreshore Hotel to the project.

In summary, we are grateful that the Ceduna Racing Club has allowed us to be part of their "Equestrian Precinct" for our recreational horse use and we appreciate being able to work with them to help bring about a successful Ceduna Racing Season

Jo Generich
President,
Ceduna Equestrian Club



FROM THE PRESIDENT OF THE FAR WEST PONY CLUB

The Ceduna Pony Club has been located onsite at the Ceduna Racing Club for a number of years and it has worked out well for our club throughout that time.

Being part of the Ceduna Racing Club complex for a very small annual fee not only gives us somewhere to have an arena and an identity, but it also allows us to be part of the centre of horse activity in Ceduna.

This is particularly helpful when people like vets, farriers and other horse specialists come treat other horses onsite, as we can also get them to look at ours.

The Ceduna Racing Club also allows our members free use of some of their facilities, particularly when we have an event that involves people from outside of our club, including their overnight stalls.

The Ceduna Pony Club obviously has a strong focus on training children in the safe and responsible riding of horses and how to do certain equestrian activities, including dressage and jumping.

We also encourage our child members to assist on race days when we look after the public entrance gate for people going to the races, which we also use as a fund raiser for our club.

We appreciate the support we get from the Ceduna Racing Club and we also understand that it is important that they get support from the broader community so that they can run successful race days, which the same community then benefits from.

We enjoy our part that we play in helping this come about as we understand that the health of the Racing Club is also important for our health and also our future.

Kylie Crisp
President
Far West Pony Club



MEET OUR TRAINERS



Trevor (Bushy) Trenowden

Bushy has been a legendary “bush” trainer based at Ceduna for longer than just about anyone can remember and has won many of the local Cup races over the years including Ceduna. He has had a very interesting and successful career as a trainer and a recent attempt to retire from training failed badly as he found that he couldn't keep away from the industry.



Robert Wilkins

Rob was born into riding and racing horses from a young age and even scored a role as a riding extra in the movie Gallipoli while in his late teens. Rob became a horse trainer at a relatively young age and also rode track work for many local trainers before that time and currently works for the District Council of Ceduna as his “day job” after having spent a number of years as a local farmer.



Craig Cox

Craig manages the Ceduna Depot of local freight company McEvoy Transport and is a recent addition to the racing industry. Having been involved in the Transport industry for most of his life, Craig developed a strong interest in race horses through his partner Donna. Craig was able to afford to get into training horses through the incentive of a low cost environment established by the Ceduna Racing Club.

CEDUNA RACING CLUB

- EVENT DATES AND OPPORTUNITIES

Christmas Races

- Saturday 15th December 2018

The Ceduna Racing Club's highly popular Christmas race day not only promotes a festive celebration for locals and visitors alike, it is also one of the most popular "non cup" race days on the Eyre Peninsula.

Trackside Festive Marquees on our elevated lawn area are always highly popular with a new style of Marquee being brought in this year that will prove popular with Race Day Participants including Sponsors.

Sponsor opportunities include priority marquee bookings, promotional signage space, race day announcements and complimentary membership and entry.

Ceduna Cup Races

- Saturday 19th January 2019

The Ceduna Cup is a fantastic local event based on a great weekend of Racing, Fashion, Entertainment plus sensational catering starting on the Friday evening prior with the Calcuatta and Sportspersons night, hosted by Racing Legend, John Letts.

Saturday not only a great day of racing but a great day of enjoyment allowing patrons to soak up the country racing atmosphere with a sensational blend of local Fashion, Fun and Food.

Race side marquees are again the order of the day with individual group and catered marquees on offer. The big day finishes with an outstanding acoustic duo playing on track into the evening with meals being served.

Sponsor opportunities include priority marquee bookings, promotional signage space, race day announcements and complimentary membership and entry.



‘PROMOTING YOU AS WELL AS US’

In 2018 / 2019, as part of our commitment to improving and growing the Ceduna Racing Season, the Ceduna Racing Club will commit to the following Media & Promotion activities:

- Numerous Television Adverts with Southern Cross Television.
- Numerous Radio Adverts with 5CC and Flow FM
- Radio announcements on 5AA Radio in Adelaide for the Cup
- West Coast Sentinel and Pt Lincoln Times Adverts
- West Coast Sentinel and Pt Lincoln Times Articles.
- Development of brochures for broad distribution
- The Races and Ceduna Racing Club Website
- The wide distribution of Race Day Posters
- Advert plus editorial in “the Races” Magazine plus TRQ online.
- Numerous Radio Interviews leading up to each race day.
- Ceduna Racing Club and The Races SA Face Book promotions.



CEDUNA RACING SEASON DELIVERABLE CATERING

In providing full race-day packages as part of sponsorship options, the Ceduna Racing Club is always looking to provide broader catering options for the enjoyment of all patrons.

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.
- “In Marquee” refreshment options incorporating an open and friendly racing atmosphere.

The Ceduna Racing Club not only works closely with our highly valued sponsors, but we also give them priority in regards to each race day.

This is particularly relevant in regards to all marquee options utilised by our sponsors or marquees booked by any of our sponsors.

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

Heidi Yates

Ph. 0417 713 574

Email hyates@ceduna.sa.gov.au



NAMING RIGHTS SPONSOR

\$5,500 GST INCLUSIVE AND ABOVE

- 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 both Race Days
- 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, Television, 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



DIAMOND SPONSOR

\$2,200 GST INCLUSIVE AND ABOVE

- 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 Race Book for all race meetings
- Prominence on Relevant Advertising including Posters, Television adverts 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



SAPPHIRE SPONSOR

\$1,200 GST INCLUSIVE AND ABOVE

- 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 all 3 Race Books
- Prominence on Advertising Material for the Race Meeting when Race is held, including Posters, Television 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



'BIRDS NEST' MARQUEE SPONSOR (CUP RACE DAY) \$1,200 GST INCLUSIVE

- Naming Rights to the “Bird’s Nest” Marquee at the Ceduna Cup Meeting.
- Free corporate membership for 4 People which allows for free entry to all Ceduna Race days and refreshment discounts.
- Complimentary Entry to the Bird’s Nest 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 all Race Books
- Naming rights prominence on all Advertising Material associated with the Marquee including Racing Season Brochures, 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



'FESTIVE' MARQUEE SPONSOR (CHRISTMAS RACE DAY) \$1,200 GST INCLUSIVE

- Naming Rights to the "Festive" Marquee at the Ceduna Cup Meeting.
- Free corporate membership for 4 People which allows for free entry to all Ceduna Race days and refreshment discounts.
- Complimentary Entry to the Festive 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 all Race Books
- Naming rights prominence on all Advertising Material associated with the Marquee including Racing Season Brochures, 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



GOLD SPONSOR

\$660 GST INCLUSIVE AND ABOVE

- 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 all race books.
- Available Signage Space on Mounting Yard Fence for all Race Meetings
- Acknowledgement in Advertising including Posters, Television 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



FASHION PARADE GOLD SPONSOR

\$660 GST INCLUSIVE AND ABOVE

- Naming Rights to either the Mens or the Ladies fashion parade at one of the Race Meetings
- Half Page of Advertising in all race books.
- Available Signage Space on Mounting Yard Fence for all Race Meetings
- Acknowledgement in Advertising including Posters, Television 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





SILVER SPONSOR \$330 GST INCLUSIVE AND ABOVE

- Quarter shared naming rights to 1 allocated Race at one of the Race Meetings.
- 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 Posters, Television 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 all Race Books
- Acknowledgement of Sponsorship Level in all Race Books

JUNIOR FASHION PARADE SILVER SPONSOR \$330 GST INCLUSIVE AND ABOVE

- Naming Rights to either the Junior fashion parade at one of the Race Meetings
- Quarter Page of Advertising in all race books.
- 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



NOVELTY EVENT SILVER SPONSOR \$330 GST INCLUSIVE AND ABOVE

- Naming Rights to a novelty event at one of the Race Meetings
- Quarter Page of Advertising in all race books.
- Choice of Signage Space anywhere within the Clubroom Complex for all Race Meetings.
- Acknowledgement in relevant advertising for that particular race day.
- Presentation of Prizes for your novelty event
- 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 novelty event.
- 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 Novelty Event..
- Your Logo featured under “Silver Sponsors” on the racing season sponsors Board.
- Priority reservation and position for Marquees at any Race Day

ENTERTAINMENT SILVER SPONSOR \$330 GST INCLUSIVE AND ABOVE

- Naming Rights / Sponsorship Acknowledgement to the Musical Entertainment at the Cup Race Meeting.
- Quarter Page of Advertising in all race books.
- Choice of Signage Space anywhere within the Clubroom Complex for all Race Meetings.
- Acknowledgement in relevant advertising for that particular race day.
- Public Introduction of the Entertainment over public address prior to them starting.
- 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 to the entertainment.
- 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 Entertainment
- 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

2018/2019

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

President

Bruce Zippel

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