



KALGOORLIE-BOULDER RACING CLUB

RACE DAY SPONSORSHIP

2024 RACE SEASON





The iconic Kalgoorlie-Boulder Racing Club can offer you a variety of sponsorship opportunities tailored to suit the different budgets of all our highly valued partners and future partners.

Sponsorship opportunities exist for our current and future partners across all 20 race meetings held each season. We have partnered with many fantastic organisations both locally and nationally across many industries. Brands your organisation or business would be proud to be standing alongside.

The positive image that the Kalgoorlie-Boulder Racing Club wishes to promote for our partner brands can only be enhanced by your participation.

As a Non-For-Profit Incorporated Association, the KBRC's continued success and survival will rely on our very generous sponsors.

BY SPONSORING A RACE AT KALGOORLIE-BOULDER RACING CLUB, YOUR BUSINESS WILL RECEIVE SUBSTANTIAL EXPOSURE THROUGH THE MULTI LEVEL PROMOTION OF RACING.



Kalgoorlie-Boulder Racing Club

Club History



The year 1896 may be remembered internationally as the year of the first modern Olympic Games in Athens, but in the Goldfields, it is remembered as the year of the first official race meeting.

The Kalgoorlie-Boulder Racing Club is one of the most progressive provincial race clubs in Australia. The club conducts 20 race meetings from March to October; each of these meetings offers different opportunities to communicate your companies marketing message.

No longer is thoroughbred horse racing a sport only for those 'in the know'. Its a sport which creates an exciting social environment, a place where people from all walks of life can enjoy a day of fun.

Through race Day Sponsorship, your company will be able to promote to some of the largest crowds gathered at the track and create excellent exposure through the Sky Channel Network.



Individual Race Sponsorship (Non-Race Round)



Benefits Include:

- Naming rights to the race, you choose the race name.
- 20 Complimentary Gate Passes.
- One page race book advertisement.
- Preview of the race meeting on Racing Radio, mentioning your race name with expert tips provided for your race.
- The Sponsor receives exposure through newspaper form guides, online websites and APPS including Racing.Com, Punters.com.au and in TAB Agencies throughout the state.
- Your race will be telecast nationally throughout 5,200 pubs and clubs on Sky Channel.
- Your Logo will be displayed throughout the day on the on-course Big Screen.
- Online exposure as a KBRC Sponsor via our website for the season.
- Your Race will be available for replay on our YouTube Channel.
- On-course promotional opportunities. To place a banner or a sign on-course on your race day. Contact KBRC for locations and dimensions. (Sponsor supplied).

Add-On's:

- If you wish, you can supply a trophy with the opportunity to do a presentation in the mounting yard, trophy value start at \$250.
- Combine your race sponsorship with a hospitality function in one of our function rooms and enjoy a day of excitement only the races can provide. (Fees apply).
- Additional gate passes can be purchased at a 50% discount to normal entry fee.
- Additional race book advertisements can be purchased.

TOTAL COST OF SPONSORSHIP FROM \$990



Premier Race Sponsorship (Non-Race Round)



Benefits Include:

- Naming rights to the race day & the main race on the card, you choose the race name,
- 20 Complimentary Gate Passes.
- Front of race book and 1 page inside book advertisement.
- Preview of the race meeting on Racing Radio, mentioning your race name with expert tips provided for your race.
- The Sponsor receives exposure through newspaper form guides, online websites and APPS including Racing. Com, Punters.com.au and in TAB Agencies throughout the state.
- Your race will be telecast nationally throughout 5,200 pubs and clubs on Sky Channel.
- Your Logo will be displayed throughout the day on the on-course Big Screen.
- Online exposure as a KBRC Sponsor via our website for the season.
- Your Race will be available for replay on our YouTube Channel.
- On-course promotional opportunities. To place a banner or a sign on-course on your race day. Contact KBRC for locations and dimensions. (Sponsor supplied).

Add-On's:

- If you wish, you can supply a trophy with the opportunity to do a presentation in the mounting yard, trophy value start at \$250.
- Combine your race sponsorship with a hospitality function in one of our function rooms and enjoy a day of excitement only the races can provide. (Fees apply).
- Additional gate passes can be purchased at a 50% discount to normal entry fee.
- Additional race book advertisements can be purchased.

TOTAL COST OF SPONSORSHIP FROM \$2,490



Exclusive Race Day Sponsorship (Public Free Entry Day)



Benefits include

- Naming rights to the 7 races on the program. (We can tailor a full race day package for your organisation at a rate which allows you to upsell all or some of your races to your partners whilst still providing them with great value. All monies above the purchase rate will go directly to your organisation. The names are registered with RWWA and used in reference to the races in the print media, you choose the names.)
- Free Entry for the General Public & Sponsor shields (up to 150) are issued to enable your guest's admission on-course and into sponsor area.
- Choice of Sports or Sponsor's Bars for hospitality function on your race day.
- Full page advertisement per race in the race book.
- Front page cover advertising your race day on the race book.
- Preview of the race meeting on Racing Radio, mentioning your race names with expert tips provided for your races.
- The Sponsor receives exposure through newspaper form guides, online websites and APPS including Racing.com, Punters.com.au and in TAB Agencies throughout the state.
- Your race will be telecast nationally throughout 5,200 pubs and clubs on Sky Channel.
- Your Logos will be displayed throughout the day on the on-course Big Screen.
- Telecast of the races featuring, sponsor's race names live on course, replayed throughout the day.
- Online exposure as a KBRC Race Meeting Sponsor via our website for the season.
- All your races will be available for replay on our YouTube Channel.
- On-course promotional opportunities with space available to place banners or signs on-course on your race day. Contact KBRC for locations and dimensions. (Sponsor supplied).

Add-On's

- If you wish, you can supply a trophy or trophies with the opportunity to do a presentation or presentations in the mounting yard, trophy value's start at \$275.
- Additional Gate Passes can be purchased at a 50% discount to normal entry fee.
- Additional race book advertisements can be purchased.

****Pricing subject to change on # of races on the day ****

TOTAL COST OF SPONSORSHIP \$11'000 inc GST



Race Round Individual Race Sponsorship



Boulder Cup: \$4490 - Hannans Handicap: \$6990 - Kalgoorlie Cup: \$7990

Please note this is not for the FEATURE race.

Benefits include:

- Naming rights to a race during the iconic Race Round, you choose the name.
- 20 Complimentary Gate Passes.
- 20 Complimentary Race Books.
- One full page race book advertisement.
- Preview of the race meeting on Racing Radio, mentioning your race name with expert tips provided for your race.
- The Sponsor receives exposure through newspaper form guides, online websites and APPS including Racing.Com, Punters.com.au and in TAB Agencies throughout the state.
- Your race will be telecast nationally throughout 5,200 pubs and clubs on Sky Channel.
- Your Logo will be displayed throughout the day on the on-course Big Screen.
- Online exposure as a KBRC Sponsor via our website for the season.
- Your Race will be available for replay on our YouTube Channel.
- On-course promotional opportunities to place a banner or a sign on course on your race day. Contact KBRC for locations and dimensions. (Sponsor supplied).
- Winning post advertising signs for your race. (KBRC supplied as part of sponsorship).
- Official trophy presentation following the race with the winning horse connections. (KBRC supplied trophy as part of sponsorship).
- Framed photo of winning horse and presentation. (KBRC supplied as part of sponsorship).
- Telecast of the race, sponsors name live on-course, replayed throughout the day.
- Members privilege for six (subject to availability a table in the members may be booked).

Add-On's

- Combine your race sponsorship with a hospitality function in one of our trackside marquee's and enjoy a day of fun & excitement only the big races can provide. (Fees apply).
- Additional Gate Passes can be purchased at a 50% discount to normal entry fee.
- Additional race book advertisements can be purchased.

TOTAL COST OF SPONSORSHIP FROM \$4490

Sponsorship



Race Round-Children

Please note:

Children are not to enter the members on listed race days. (Boulder Cup, Hannan's Handicap)
 Kalgoorlie Cup Race Day is an 18 + event

Complimentary Gate Passes

These passes entitle the bearer to racecourse admission and do not gain access to function areas, these are additional to the passes issued for a function area.

Non-Race Round Race Day Functions

Sponsor's will have the opportunity to hire one of our many function areas to host a race day event.

- Private Function room with ample TVs for viewing racing around the country on the day.
- Reverse cycle air-conditioning.
- Full operational tote facilities (for groups of 40 or more).
- Full bar service, providing our business partners' products.
- The Kalgoorlie-Boulder Racing Course is a licensed premise. So, there is no BYO

Race Book Advertising



Promote your company or product in the race book by placing an advertisement. There are 10,000 race books printed during Race Round. Race Book is also available on the RWWA CRIS website and KBRC website. Formatted advertising must be supplied.

Per season (17 race meetings excluding Race Round)

- 1/2 Page Ad (8cm x 9cm): \$1350 per season
- Full Page Ad (16cm x 9cm): \$2200 per season
- Back Cover: \$3890 per season

Single Race Day

- 1/2 Page Ad (8cm x 9cm): \$250 per race day.
- Full Page Ad (16cm x 9cm): \$450 per race day.
- Back Cover: \$590 per race day.

Race Round - Boulder Cup, Hannans Cup, Kalgoorlie Cup

- 1/2 Page Ad (8cmx9cm): \$750 per day.
- Full Page Ad (16cm x 9cm): \$1200 per day.

On Course Signage



Permanent on-course signage is now available for lease in various positions around the course. The visible evidence of your support to the racing industry is extensive considering the exposure of the sign all year round.

To enquire about the possibility of displaying your sign, please contact us today. Price will be determined on application.

Phone: (08) 9021 2303

Or email: admin@kbrc.com.au





The greatest show on turf.

PHONE: 08 9021 2303
EMAIL: admin@kbrc.com.au
WEBSITE: www.kbrc.com.au

VALUED SPONSOR - 2024 KALGOORLIE-BOULDER RACING SEASON

COMPANY NAME:

FULL RACE DAY SPONSORSHIP ☐

SINGLE RACE SPONSORSHIP ☐

1ST PREFERENCE DATE:

2ND PREFERENCE DATE:

CONTACT PERSON:

POSTAL ADDRESS:

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EMAIL ADDRESS:

PHONE:

SIGN:

Please email to Kalgoorlie-Boulder Racing Club as soon as possible so you do not miss out.



The greatest show on turf.

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