



THE TOWNSVILLE TURF CLUB

*Exclusive*  
**100**  
*Club*



Established 1874

TOWNSVILLE  
TURF CLUB  
INCORPORATED

*Let the exhilaration and spirit of horse racing build awareness around your brand in a social and entertaining atmosphere.*

With over \$365,000 in total prize packages, there has never been a better opportunity to immerse your business in Townsville's biggest social and sporting event, The Winter Racing Carnival.

## THE FACTS

One

Only **100 Corporate Memberships** available.

Two

The **minimum prize package** is \$2,500.

Three

Every ticket is **guaranteed a prize** of a race sponsorship package, incorporating the promotion of their business.

Four

First prize winner will receive **naming rights** to the prestigious 'Ladies Race Day' on Saturday 22nd July 2017, a key feature race day during the 2017 Winter Racing Carnival, **valued at over \$50,000.**



## ALL MEMBERS RECEIVE

- 1 Full Membership to the Townsville Turf Club including a Guest Pass.
- 2 Two tickets to the exclusive Gala Draw evening including a dinner and beverage package.
- 3 100 Club Promotional Honour Board Listing for the 12 month duration.
- 4 Invitation to exclusive 100 Club networking and social events.
- 5 100 Club Promotional Listing - featured in every race day race book and monthly Turf Talk e-newsletter for the 12 month duration.
- 6 100 Club business directory listing on the Townsville Turf Club website - including a link directly to your website.

## WHAT DOES IT COST?

**\$1,250 + GST**

(FULLY TAX DEDUCTIBLE)

*\* All inclusions are for the 12 month period of your sponsorship.*

## 1ST PRIZE

**TOTAL VALUE \$50,000**

***Includes exclusive naming rights to Ladies Race Day on Saturday 22nd July 2017 including the feature race on the day plus...***

### **Racecourse Signage**

- Your business will receive a prominent permanent racecourse sign throughout the 12 month sponsorship period and the rights to place your signage in prominent positions for the Ladies Race Day meeting.

### **Racebook Advertising**

- Your business name and logo on the front cover with full page ad in the Ladies Day racebook.
- PLUS 1 full page ad in the racebook on the day of the Mater Townsville Cup.
- PLUS 1 full page advertisement in the clubs official racebook for each race meeting for the duration of the 12 month sponsorship period.

### **Media Advertising**

- Your business will be featured in an extensive television, radio, newspaper web and social media campaign promoting the Townsville Turf Club's Winter Racing Carnival and specifically Ladies Day throughout Australia.

### **Promotion**

- Extensive local media campaign throughout all media promotions of Ladies Race Day, including your naming rights and national and international business naming rights exposure via Sky Channel and Pay television, Australia wide racing radio, newspapers, internet and social media.

### **Ticketing**

- Your business will receive 100 general admission tickets for Ladies Race Day.
- PLUS 20 Members tickets for Ladies Race Day.
- PLUS 50 general admission tickets for Mater Townsville Cup Day 2017.

### **Trophies**

- Your executive/s will be involved in the feature Ladies Race Day race presentation to the winning owner, trainer and jockey.
- Your business name will also be printed on the winning horse's rug which will also be placed on the horse and paraded in front of the crowd. (Trophy and horse rug provided by Turf Club).

### **Photograph**

- A large framed photo of the trophy presentation and race finish for your business. (Framed photograph provided by the Turf Club).

### **Entertaining**

- Exclusive use of the Raceview Function Room for your own private function for up to 100 guests on Ladies Race Day, including 100 Private Function and Admission Tickets.
- Credit of \$2,500 towards your beverage package requirements.

## 2ND PRIZE

### TOTAL VALUE \$20,000

*Includes naming rights to a feature Race on Mater Townsville Cup Race Day on Saturday 29th July 2017 plus...*

#### **Racecourse Signage**

- Rights to place your signage in feature prominent positions for the race meeting.

#### **Facebook Advertising**

- One full page advertisement in the official racebook on the day, with front cover logo recognition.

#### **Media Advertising**

- Your logo will feature in an extensive media campaign throughout all media promotion of the prestigious day.

#### **Promotion**

- National and International business naming rights exposure via Sky Channel and pay television, Australia wide racing radio, newspapers, internet and social media.

#### **Ticketing**

- 50 complimentary general admission passes to Mater Townsville Cup Race Day for distribution at your discretion.

#### **Trophies & Framed Photograph**

- Participation in trophy presentation by your business representative/s and a framed race finish and presentation photo for your business. (Trophy and framed photo provided by the Turf Club).

#### **Entertaining**

- Tickets for 10 guests in our Exclusive Trackside Marquee on Mater Townsville Cup Race Day (valued at \$2,500) and an invitation to the Members lounge with hospitality after your feature race presentation with the winning connections.

## 3RD PRIZE

### TOTAL VALUE \$15,000

*Includes exclusive naming rights to the Saturday Race Day in December 2017 and all races on this day plus...*

#### **Racecourse Signage**

- Exclusive rights to place your signage in prominent positions for the race meeting.

#### **Facebook Advertising**

- Four full page ads in the official racebook on the day, with front cover logo recognition.

#### **Media Advertising**

- Local media campaign including your company logo on all Turf Club advertising and promotions.

#### **Promotion**

- National and International business naming rights exposure via Sky Channel and pay television, Australia wide racing radio, newspapers, internet and social media.

#### **Trophies**

- Participation in trophy presentation by your business representative/s for the feature race on the day. (Trophy provided by the Turf Club).

#### **Photographs**

- A Complimentary photograph is taken after each race with the winning connections of each event, plus a framed presentation, photograph of the trophy presentation and race finish for the feature race on the day. (Trophy and framed photo provided by the Turf Club).

#### **Ticketing**

- 150 complimentary admission passes to your race day for distribution at your discretion.

#### **Entertaining**

- Exclusive use of the Raceview Room for your own private function on your race day. Also included is a credit of \$500 towards your beverage package requirements.



## 4TH PRIZE

### TOTAL VALUE \$10,000

*Includes naming rights to a feature race on Melbourne Cup Race Day 2017...*

#### **Racecourse Signage**

- Rights to place your signage in feature prominent positions for the race meeting.

#### **Facebook Advertising**

- One full page advertisement in the official racebook on the day as well as feature logo recognition on the front cover.

#### **Media Advertising & Promotion**

- Extensive local media campaign throughout all media promotion of Melbourne Cup Race Day 2017, including your company logo and all Turf Club advertising. Including television, radio, newspaper, internet and social media.

#### **Ticketing & Entertaining**

- 30 Members passes for the allocated race day, including exclusive use of the Committee Room and a \$500 credit towards your beverage package requirements.

#### **Trophies & Photograph**

- Participation in trophy presentation by your business representative/s and a framed race finish and presentation photo for your business. (Trophy and framed photo provided by Turf Club).

## 5TH – 16TH PRIZE

### TOTAL VALUE \$5,000

*Includes naming rights to a feature race on one of 12 tab race meetings allocated throughout the year plus...*

#### **Racecourse Signage**

- Rights to place your signage in feature prominent positions for the race meeting.

#### **Facebook Advertising**

- One full page advertisement in the official racebook on the day as well as feature logo recognition on the front cover.

#### **Media Advertising & Promotion**

- Media coverage for the allocated race meeting, including National and International business naming rights exposure via Sky Channel and pay television, Australia wide racing radio, newspapers, internet and social media.

#### **Ticketing**

- 50 Admission passes for the allocated race day and exclusive Function Room option available.

#### **Trophies & Photograph**

- Participation in trophy presentation by your business representative/s and a framed race finish and presentation photo for your business. (Trophy and framed photo provided by the Turf Club).

## 17TH – 101ST PRIZE

### TOTAL VALUE \$2,500

*Includes naming rights to a race on an allocated tab race meeting throughout the year plus...*

#### **Racecourse Signage**

- Rights to place your signage in a prominent position for the race meeting.

#### **Racecourse Advertising**

- One full page advertisement in the official racebook on the day and front cover logo recognition.

#### **Media Advertising & Promotion**

- Media coverage for the allocated race meeting including National and International business naming rights exposure via Sky Channel and pay television, Australia wide racing radio, newspaper, internet and social media.

#### **Ticketing**

- Up to 50 Admission passes for the allocated race day.

## LAUNCHING NOW

*Let the exhilaration and spirit of horse racing build awareness around your brand.*

**For Corporate Membership info:**

**P 4778 2400**

**E [100club@townsvilleturfclub.com.au](mailto:100club@townsvilleturfclub.com.au)**

be a part of  
The Sport  
of Kings





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