



Pinyarra Racing Cup

SPONSORSHIP RAFFLE

2017

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Pinjarra Pacing Cup

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Pinjarra Paceway is pleased to offer your business the chance to win naming rights to the richest and most prestigious event on the country harness racing calendar, the...

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Following the immense success of the Sponsorship Raffle in 2016, the Pinjarra Paceway will again hold this unique promotion. It is with great pleasure we extend you an invitation to purchase a ticket in the 2017 Sponsorship Raffle, of which there are a strictly limited tickets available.

TICKETS ARE PRICED @ \$400.00 EACH

The \$50,000 2017 Pinjarra Pacing Cup is the pinnacle event on the country harness racing calendar. Not only does the Cup attract some of the best pacers in WA, it is also a day filled with fun and excitement for the entire family. Celebrate this extraordinary day with us on

MONDAY 6TH MARCH 2017

Following are the details of the Sponsorship Raffle and the benefits to your company for purchasing a raffle ticket. Don't miss this opportunity to become part of the Pinjarra Paceway's premier racing event.

PINJARRA HARNESS RACING CLUB

Pinjarra Paceway (formerly the Pinjarra Trotting Club) is the largest harness racing Club outside of the metropolitan area. The Club conducts forty two race meetings annually which are well supported by harness racing industry participants. The average race day attendance is approximately 500 people, a figure which swells to 3,000 on several feature race days throughout the season, including the \$50,000 2017 Pinjarra Pacing Cup Day.

Racing and Wagering Western Australia recently identified that in the Peel region there are more than 2,144 people directly involved in harness racing as either owners, trainers, breeders, employees, vets, farriers or volunteers. Race days at the Pinjarra Paceway can provide your company with a magnificent environment and opportunity to engage this significant audience by promoting your products and services directly to the harness racing fraternity, to Pinjarra Paceway Members and to patrons on-course.



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In addition to promotion of race days within the local community, races at the Pinjarra Paceway are broadcasted across Australia and internationally on the dedicated racing television channel, Sky Racing. Sky Racing is broadcast to more than 2 million outlets including hotels, clubs, TABs and homes across Australasia.

With such a diverse audience, race day sponsorship at the Pinjarra Paceway is a unique and effective marketing tool for your company.

PRIZE DETAILS

1st Prize

\$50,000 PINJARRA PACING CUP NAMING RIGHTS

The raffle Winner will have naming rights to the Pinjarra Paceway's richest feature event of the year, the

\$50,000 2017 "YOUR BUSINESS NAME" PINJARRA PACING CUP

The Club's race caller will refer to the "Your Business Name" Pinjarra Pacing Cup at every available opportunity in the lead-up to the event, as well as throughout the race meeting and during the race call on Cup Day.

The winner will also receive naming rights to one supporting race on the day.

CORPORATE HOSPITALITY

An invitation will be extended for twenty (20) guests of the Winner to enjoy Corporate Hospitality on the day

This hospitality will include:

- Reserved trackside seating
- Delicious buffet lunch (including seafood) and beverage package
- Race book per person

ADVERTISING

PRINT - The Winner will be acknowledged as the major sponsor of the day in all print media advertising relating to the meeting, including prominent logo placement. The \$50,000 2017 "Your Business Name" Pinjarra Pacing Cup race name will be printed in The West Australian and TABForm newspapers.

TELEVISION - The Winner's race name will gain national exposure through Sky Racing's live coverage which is broadcast to more than 2 million viewers in hotels/clubs, TABs and households across Australasia.





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ONLINE – Pinjarra Paceway will promote the \$50,000 2017 “Your Business Name” Pinjarra Pacing Cup Day on the Club’s website (pinjarrapaceway.com.au) and via the Club’s social media channels. Race names are also published online on the national harness racing website (harness.org.au) and on national betting agencies websites (such as TAB touch).

RADIO – The Winner will be acknowledged as the major sponsor in the extensive Cup Day radio advertising campaign on the Peel region’s local stations; 97.3 Coast FM and 6MM. In addition, promotional Live Reads and advertisements will feature on WA’s dedicated racing station, TAB Radio, which is broadcast to 34 locations across metropolitan and regional WA.

TRACK SIGNAGE

The Winner will receive a 15 x 1.2m Track Sign at the Pinjarra Paceway for a one (1) year period.

Signage Artwork will feature ‘Your Business Name/Logo’ and is visible to the on-course audience and live on SKY Racing at every race meeting throughout the year.

TEMPORARY SIGNAGE

Pinjarra Paceway welcomes any temporary signage that the Winner would like to provide for display on Cup Day. Signage could include tie-up or flying banners that can be secured to the trackside fence or on grassed areas, or brochures for distribution on tables in the Paceway Pavilion.

RACE BOOK ADVERTISING

The Winner’s company logo will be published on the front cover of the race book and the Winner will be entitled to a full page, colour advertisement within the race book on Cup Day.

ON-COURSE PA ANNOUNCEMENTS

The Winner is invited to provide short ‘scripts’ for PA Announcements to be made by the race caller, via the on-course public address system throughout the day.

PROMOTIONAL OPPORTUNITIES

Pinjarra Paceway will print 500 drink coasters with the Winner’s “BUSINESS NAME/LOGO” for use on Cup Day. Any remaining coasters will then be used on non-sponsored race days throughout the year.

The Winner is invited to discuss additional promotional ideas with the Pinjarra Paceway, such as product displays, information stands or advertisements on the on-course television network. All on-course promotions must be authorised by the Club prior to the Pinjarra Pacing Cup Day.

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WEBSITE ACKNOWLEDGEMENT

The Winner's logo will be placed in a prominent position on the Pinjarra Paceway's website as the Pinjarra Pacing Cup Sponsor for 2017.

2nd to 8th Prize

SUPPORTING RACES - NAMING RIGHTS

Each ticket drawn 2nd to 8th prize will have naming rights to one (1) supporting race on Cup Day.

RACE BOOK ADVERTISING

The tickets drawn 2nd to 8th will be entitled to a half page advertisement within the race book on Cup Day.

CORPORATE HOSPITALITY

An invitation will be extended for four (4) guests of the 2nd to 8th placegetters, to enjoy Corporate Hospitality on Cup Day.

This hospitality will include:

- Reserved trackside seating
- Delicious buffet lunch (including seafood) and beverage package
- Race book per person

TEMPORARY SIGNAGE

Pinjarra Paceway welcomes any temporary signage that the Winners would like to provide for display on the day. Signage could include tie-up or flying banners that can be secured to the trackside fence or on grassed areas, or brochures for distribution on tables in the Paceway Pavilion.

9th to 50th Prize

CORPORATE HOSPITALITY

An invitation will be extended for two (2) guests of the raffle participants to enjoy Corporate Hospitality on Cup Day.

This hospitality will include:

- Reserved trackside seating
- Delicious buffet lunch (including seafood) and beverage package
- Race book per person



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RAFFLE DRAW FUNCTION

All ticket purchasers will be invited to the drawing of the Raffle, in the Paceway Pavillion in early February 2017.



PINJARRA PACEWAY



08 9531 1941



WWW.PINJARRAPACEWAY.COM.AU



@PINJARRAHARNESSRACING

PLEASE COMPLETE AND RETURN THIS FORM TO THE PINJARRA HARNESS RACING CLUB, BEFORE 31ST JANUARY 2017 TO PURCHASE YOUR TICKET IN THE

2017 Pinjarra Pacing Cup

SPONSORSHIP RAFFLE

A Club representative will be in contact with you to confirm availability of tickets and payment options.

I WOULD LIKE TO PURCHASE A TICKET(S) IN THE SPONSORSHIP RAFFLE FOR NAMING RIGHTS TO THE \$50,000 2017 PINJARRA PACING CUP

No. Tickets @ \$400 ea: _____

Total Price: \$ _____

Full Name: _____

Company: _____

Position: _____

Contact Phone: _____

Email: _____

Postal Address: _____

PLEASE RETURN FORMS TO:

Pinjarra Harness Racing Club

PO Box 101 Pinjarra WA 6208

P: 08 9531 1941 F: 08 9531 1546

E: pinjtrots@westnet.com.au or www.pinjarrapaceway.com.au



PINJARRA PACEWAY



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@PINJARRAHARNESSRACING