



MOMENTS WITH
WINNERS.

RACE DAY PROPOSAL

*Fundraising Opportunities at
The Entertainment Grounds*



WELCOME TO THE ENTERTAINMENT GROUNDS

The Entertainment Grounds offers a variety of different ways for individuals and businesses to become involved through corporate events, charity fundraisers, business networking, product launches, sponsorship opportunities, individual and corporate memberships and race day functions. All race meetings at The Entertainment Grounds are also directly telecast through the SKY Channel and TVN networks, both nationally and internationally, providing businesses with unprecedented exposure through the use of sponsorship opportunities.

No matter the involvement, The Entertainment Grounds look forward to welcoming you.



Sponsorship Benefits

Sponsoring a race at The Entertainment Grounds offers unique opportunities to provide you with direct access to your target market where racegoers can not only see your company's branding but also feel the excitement associated with your brand.

There are many different reasons to become involved with The Entertainment Grounds whether you are looking to hold a corporate event, fundraising, business network, create brand awareness or to simply have a day out with your team.

All race meetings at The Entertainment Grounds are directly telecast through the SKY Channel and Thoroughbred Channel networks on a national and international level. The races are broadcast through 2KY and its national affiliates. The Entertainment Grounds will also utilize a number of digital, social and traditional methods of advertising to target a specific audience and ensure your business receives unprecedented exposure.

It is our aim to ensure that our partnership aligns and is mutually beneficial, creating a strong relationship that also meets the changing market. All sponsorship packages at The Entertainment Grounds can be specifically tailored to suit your needs, whether it's naming rights, event partnerships, activations or client events, the possibilities are endless!



Race Sponsorship

- Naming rights to all a single race
- Company logo displayed on the winning post leading up to & during your sponsored race
- Temporary on-course signage opportunities
- Point of sale advertising across the entire venue
- Race book advertising
- Logo recognition on The Entertainment Grounds website
- Entry to the Parade Ring to congratulate winning connections of each race
- A professional photo of each race presentation will be sent to you as a memento
- Enjoy a celebratory beverage with winning owners & connections following the race
- Name recognition on all advertising including newspaper & TAB form guides, radio 2KY & national affiliates
- Live coverage of the event through SKY and Thoroughbred Channel with over 2m viewers. Races are telecast both nationally and internationally.

Exclusive hospitality package in the Lakeview All Inclusive package* for ten (10) guests at \$159.00 per person:

- Racecourse admission
- Racebooks
- Reserved tables in the Lakeview room
- Delicious 3-course meal
- Five (5) hour beverage package including Toohey's beer, De Bortoli wines, soft drinks, juice and water.

Total cost including race sponsorship: **\$2,090.00** including GST

*any additional guests will be charged at \$159.00 per person

Full Race Day Sponsorship

- Naming rights to all races on the day, unless otherwise agreed
- Company logo displayed on the winning post leading up to & during each race
- Temporary on-course signage opportunities
- Point of sale advertising across the entire venue
- Race book advertising
- Logo recognition on The Entertainment Grounds website
- Entry to the Parade Ring to congratulate winning connections of each race
- A professional photo of each race presentation will be sent to you as a memento
- Enjoy a celebratory beverage with winning owners & connections following the race
- Name recognition on all advertising including newspaper & TAB form guides, radio 2KY & national affiliates
- Live coverage of the event through SKY and Thoroughbred Channel with over 2m viewers. Races are telecast both nationally and internationally.
- Digital advertising on The Entertainment Grounds social platforms and website for up to two (2) months prior race day
- Advertising on our LED pylon sign located on Central Coast Hwy

Exclusive hospitality package in the Lakeview All Inclusive package* for eighty (80) guests at \$159.00 per person:

- Racecourse admission
- Racebooks
- Reserved tables in the Lakeview room
- Delicious 3-course meal
- Five (5) hour beverage package including Toohey's beer, De Bortoli wines, soft drinks, juice and water.

Total cost including race sponsorship: **\$15,920.00** including GST



Upcoming Race Days Available

- ANZAC Race Day – 25 April 2025
- Thursday, 29 May 2025
- Thursday, 12 June 2025
- Thursday, 19 June 2025
- Thursday, 10 July 2025
- Saturday, 19 July 2025
- Friday, 29 August 2025
- Thursday, 4 December 2025
- Thursday, 18 December 2025
- Sunday, 28 December 2025
- Wednesday, 31 December 2025

*dates subject to change

OPTIONAL EXTRAS

CUSTOM SADDLE CLOTHES & BIBS - \$2,450.00

- Includes branded saddle cloths and strapper bibs (1 - 24)
- Saddle cloths and bibs can be re-used for other events.

PERMANENT SIGNAGE - \$6,000.00 per annum

- Permanent signage on the billboard located on the corner of Racecourse Road and Central Coast Highway.
- This signage placement puts brands front and center to local businesses and consumers.
- Winning straight signage can be purchased without sponsorship for an annual fee of \$6,000.

WINNING STRAIGHT SIGNAGE - \$15,000 per annum

- Between our race and non-race events we attract circa 150,000 patrons annually.
- This signage placement puts brands front and center to local businesses and consumers as well as exposure across racing channels via our 24 race meetings a year.
- The Coast Race Day is also broadcast on Channel
- Winning straight signage can be purchased without sponsorship for an annual fee of \$15,000. Book in a tour of the venue to discuss other opportunities.



Become a *Corporate Member* at *The Entertainment Grounds*

BENEFIT	LEVEL 1 - \$700	LEVEL 2 - \$1,700
One (1) regular Membership and one (1) Guest Badge. This includes course entry and access to the Panorama Members lounge for all race days (non-voting rights)	Yes	Yes
Business name and logo with link on The Entertainment Grounds website for the year	Yes	Yes
Business logo in the Corporate Partners section of the racebook for the year	Yes	Yes
10% discount on room hire for functions and corporate events	Yes	Yes
Two (2) tickets for The Coast Race Day in May, 2025 (food and beverage included)*	Yes	Yes
Additional racecourse entry and members lounge passes on application for designated race meets (exclusions apply)	5 Passes	10 Passes
One (1) social media post on Facebook and Instagram promoting your business	Yes	Yes
Raceday sponsorship (category B) for a midweek raceday including**:		
Exclusive hospitality package for six (6) guests at a reserved table in Panorama Members Lounge overlooking the winning post		
Racecourse admission & entry to Panorama Members Lounge		
Racebooks		
Company logo displayed on the website and on the winning post leading up to and during your race + on course signage opportunities	No	Yes
Entry to the Parade Ring to watch & congratulate winning connections of your sponsored race – a professional photo of your race presentation will be sent to you as a memento		
Enjoy a celebratory beverage with winning owners and connections of your sponsored race		
Name recognition on all advertising for your race including newspaper & TAB form guides, radio 2KY & national affiliates		
Live coverage of the event through SKY and Thoroughbred Channel		
	Value: \$1,000	Value: \$2,000

For more information, click [here](#)

*Limited race days available, for a preferred date, please contact our office.



*Moments made at the Central Coasts'
premier racing venue.*



MOMENTS
MADE.

theentertainmentgrounds.com.au