



# 2023 SPONSORSHIP PACKAGES

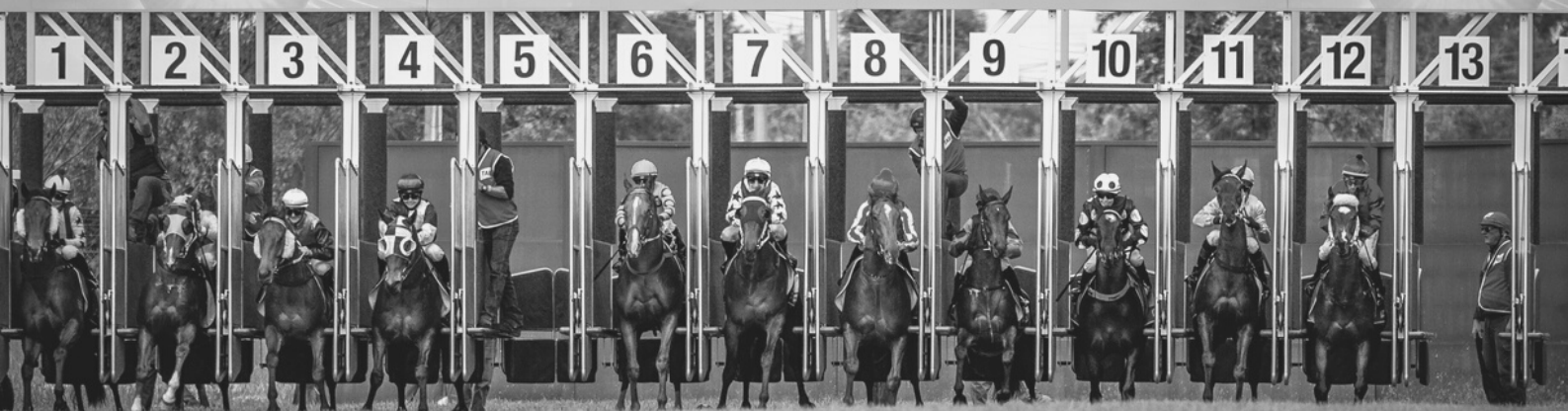


— DUBBO —  
**TURF CLUB**

XXXX GOLD

DUBBO TURF CLUB

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# DUBBO TURF CLUB

## 2023 RACE MEETINGS

MONDAY 9 JANUARY

MONDAY 30 JANUARY

MONDAY 13 FEBRUARY

FRIDAY 3 MARCH

SATURDAY 6 MAY - QUEEN OF THE WEST LADIES DAY

SATURDAY 20 MAY

FRIDAY 2 JUNE

FRIDAY 9 JUNE - KINGS HALL JEWELLERS SILVER GOBLET RACE DAY

MONDAY 26 JUNE - WINTER COUNTRY CLASSIC RACE DAY

MONDAY 10 JULY

FRIDAY 28 JULY

SUNDAY 13 AUGUST - SPINALCURE AUSTRALIA RACE DAY

SUNDAY 10 SEPTEMBER - DUBBO GOLD CUP DAY

FRIDAY 29 SEPTEMBER - LONG WEEKEND RACE DAY

SATURDAY 4 NOVEMBER - DERBY DAY & GOLDEN EAGLE DAY

TUESDAY 7 NOVEMBER - BIG DANCE & MELBOURNE CUP DAY

SUNDAY 19 NOVEMBER\*

TUESDAY 12 DECEMBER\*

SATURDAY 23 DECEMBER\*

\*PLEASE NOTE: RACE DATES ARE SUBJECT TO CHANGE FROM RACING NSW

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# DUBBO TURF CLUB

BE A PART OF THE THRILL & EXCITEMENT OF RACING AT  
WESTERN NSW'S PREMIER RACE CLUB



**FINE FOOD &  
BEVERAGES**



**HIGH CLASS  
RACING**



**FASHION &  
LIVE MUSIC**

## ABOUT THE CLUB

Dubbo Turf Club hosts 17 race meetings a year, including the prestigious Gold Cup, Derby Day and Silver Goblet meetings.

Drawing industry participants from across NSW, Dubbo Turf Club's premium racing and training facilities outperform many of the state's premier race clubs,. Dubbo is currently ranked second in country NSW for the number of trained race starters and have the highest average field sizes across country NSW.

The Club can proudly lay claim to having almost 200 horses trained at Dubbo by some of country NSW's most successful trainers, including current NSW Country Trainer of the Year Brett Robb and top Country premiership performers Clint Lundholm and Connie Greig.

## FUNCTIONS & HOSPITALITY

From 1000-seat marquees to a table for two on the lawn, the Dubbo Turf Club can tailor the perfect hospitality package to suit any event.

The Club boasts an impressive track record of hosting weddings, corporate events, parties, charity fundraisers, race day functions and tailored marquee packages.

With three unique function areas, the Club has the perfect space for functions of all sizes.

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# WHY SPONSOR THE DUBBO TURF CLUB?

Sponsoring a race or a race day is a truly unique and exhilarating experience.

Experience the color and vibrancy of racing in the west up close and personal with your own tailored sponsorship and hospitality package.

All packages can be customized to suit your budget and promotional objectives.

A range of specially designed sponsorship and hospitality packages enable your business to create an unforgettable race day experience for your staff, clients or VIP guests.

All sponsorship packages come with a 20% credit to be put towards your ideal hospitality event.

Racing provides for local, national and international exposure to large and engaged audiences across a range of broadcast, print and social media platforms including Sky Racing, Sky Racing Radio, national newspapers, websites, form guides and betting apps.

On-course promotional opportunities include race books, signage and public address.

Racing in New South Wales has never been stronger.

Record prizemoney and industry investment continues to invigorate the sport to new generations and expanding markets.

There has never been a better time to get involved in racing with the Dubbo Turf Club.

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## DUBBO

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# TURF CLUB

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# FEATURE RACE DAY SPONSORSHIP

What better way to gain maximum exposure for your business, and treat your staff or VIP clients to an unforgettable race day experience by sponsoring on of Dubbo Turf Club's prestigious Feature Race Days.

The \$100,000 Dubbo Gold Cup and Derby Day celebrations serve as the perfect setting to provide your guests with a unique and tailored hospitality experience at some of Dubbo's biggest social events.

Starting at \$10,000 (plus GST), a Feature Race Day package provides maximum promotion through focused national broadcast and print media, Sky Channel and Sky Racing Radio and local media coverage to an engaged audience.

Hospitality packages, marketing campaign, full naming rights for the meeting, additional race names and a targeted signage package are just some of the perks that come with sponsoring one of our huge Feature Race Days.

Some of our Feature Race Day's include:

- Queen of the West Ladies Day - 20 May
- Winter Series Day - 26 June
- Silver Goblet Day - 15 July
- Dubbo Gold Cup - 17 September
- Derby Day - 4 November
- Melbourne Cup Day - 7 November
- Christmas Party Race Day - 23 December

Please note: Race Dates are subject to change from Racing NSW.

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# RACE DAY SPONSORSHIP

With a range of meetings to pick throughout the year, race day sponsorship provides all the same hospitality and promotional benefits as a Feature Race Day for a business looking to put their stamp on an event.

Race day sponsorship packages start at \$5000 (plus GST), which includes full naming rights for the meeting, marketing campaign and a range of hospitality and signage options.

Also included in this package is additional race names throughout the year at other race meetings, which can be arranged strategically to suit your business and your target market.

Achieve your promotional goals through focused national broadcast and print media, Sky Channel and Sky Racing Radio, local media coverage and on course signage and public address to engaged audiences at a local, national and international level.

# SINGLE OR MULTIPLE RACE SPONSORSHIP

Single or multiple race sponsorships offer a great value for money alternative to promote your business to a wide and varied audience at targeted times of the year.

A savvy promotional tool for businesses of all sizes, a single or multiple race sponsorship package offers a range of advertising streams, including:

- TAB, Sky Channel and Sky Racing Radio
- Official form guides, race book and racing publications
- Social media, national and local print and broadcast media and on course announcements
- Betting agencies and corporate bookmaker apps and publications

Single or multiple race sponsorships packages start at \$200 (plus GST) for standard race days, \$1500 (plus GST) on a Feature Race Day and \$2500 (plus GST) on a Feature Race Day, including signage.

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## ON COURSE PACKAGES

Aside from our range of hospitality and race focused packages, Dubbo Turf Club also offers other opportunities for prospective sponsors to get involved with the club to promote your business and support the thriving local racing industry.

Some of these opportunities include:

- Fashions on the Field
- Contra agreements
- Christmas Party Packages
- Charity and Fundraising Events
- Corporate Function Packages

## SIGNAGE OPPORTUNITIES

Whether you are promoting to the locals or want nation wide exposure, the Dubbo Turf Club have a range of signage opportunities to suit any budget or promotional need.

Some of the signage opportunities include:

- Main straight signage - inside and outside
- Mounting yard signage
- Betting ring and bar signage
- Perimeter fence signage
- Wall signage - corner of Yarrandale Road and Golden Highway

All signage options are for a minimum three year commitment and the cost of signage fabrication is additional to the face value of the sponsorship. Sponsors credit may be applied for part or whole cost of the signage.

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# SPONSORSHIP PACKAGE COMPARISON

	FEATURE RACE DAY	RACE DAY	RACE SPONSOR	SIGNAGE	CONTRA
PROMTION & MARKETING	✓	✓	✓	✓	✓
RACE DAY NAMING RIGHTS	✓	✓			
RACE NAMES PER ANNUM	10	6	1-4	3	4-6
ANNUAL SPONSORS PASSES	✓	✓	✓	✓	✓
20% SPONSORS CREDIT	✓	✓	✓	✓	✓
DICOUNTED VENUE HIRE	✓	✓	✓	✓	✓
MERCHANDISE PACK	✓	✓	✓	✓	✓
WEBSITE LINK	✓	✓	✓	✓	✓



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# OUR SPONSORS & PARTERS

The Dubbo Turf Club is proud to partner with numerous sponsors and community groups. Our current sponsors include:



Dubbo City Toyota &  
Gilgandra Toyota



**CHILLRITE**  
REFRIGERATION & AIR CONDITIONING

**KINGS HALL**  
JEWELLERS

RacingPhotography.com.au  
Janian McMillan  
ABN: 64 407 508 600

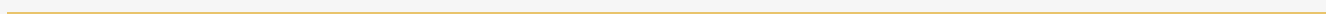
**Precision**  
Health Care  
Physiotherapy & Rehabilitation



**CH**  
castlereagh hotel



IMG HOTELS



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# DUBBO TURF CLUB

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