

2022 SPONSORSHIP PACKAGES



You're invited to partner with Ewan Races

The Ewan Amateur Turf Club Inc (EATC) invites you to showcase your business in partnership with our 2022 event. This year The Ewan Races will be held on the 23rd & 24th September.

Preparations are well underway to ensure our 100 year celebrations are a weekend filled with fine country racing and its associated social events, which are always a highlight on the North Queensland racing calendar.

This prospectus is designed to outline the sponsorship opportunities for your business to connect with the EATC for this year's race meeting.

Our story

The EATC committee is proud to honour the true spirit of country racing by conducting its annual race meeting, on the banks of Stockyard Creek in North Queensland.

It is the passionate aspiration of the Club to celebrate the efforts and achievements of country racing's pioneers by delivering a successful race meeting annually.

With its self-funded on track facilities, EATC is proud of the provision of safe, compliant racing infrastructure to ensure that first class, professional country racing can take place to allow the Ewan Races to be celebrated and appreciated by future generations.



Exciting News for 2022!

2022 is a year of celebration as our Club acknowledges 100 years of the Ewan Races! We are excited to celebrate this milestone with activities throughout the weekend, including a Gala Dinner at the track in the lead up to our 2022 event.

We are pleased to announce once again that our Friday race day has been allocated as a TAB meeting. This is an honour for our Club as we have proven our commitment to country racing as we prepare to present our 6-race program on Friday's race day that will be televised live to air for TAB.

This TAB meeting provides a wonderful opportunity for your business to be recognised to a national audience, while our Club and region can be acknowledged as a centre of exceptional country racing. This is a significant step for country racing in regional areas and is a reflection of the support from sponsors that have allowed our Club to provide high quality facilities ensuring safe, compliant racing. It also reiterates the strength of our region and the confidence in the future of our Club's direction.

RACE SPONSORSHIP PACKAGES

Friday Feature Race Day

\$5,000.00 plus GST

- Sole naming rights to the entire race day
- Named race day on all advertising including media releases and marketing
- Full-page, colour advertising in the weekend race booklet
- 10 entry tickets to the weekend event
- Featured post on Ewan Race's Facebook page in the lead-up to the event
- Prominent logo placement on the Club's website as a sponsor for the 2021 season
- Business signage inside saddling enclosure and trackside

Super Saturday Race Day

\$5,000.00 plus GST

- Sole naming rights to the entire race day
- Named race day on all advertising including media releases and marketing
- Full-page, colour advertising in the weekend race booklet
- 10 entry tickets to the weekend event
- Featured post on Ewan Race's Facebook page in the lead-up to the event
- Prominent logo placement on the Club's website as a sponsor for the 2021 season
- Business signage inside saddling enclosure and trackside

Package 1 Full Race Partnership

\$3,500 plus GST

- Sole naming rights to a race
- Full-page, colour advertising in the weekend race booklet
- 6 entry tickets to the weekend event
- Featured post on Ewan Race's Facebook page in the lead-up to the event
- Prominent logo placement on the Club's website as a sponsor for the 2022 season
- Prime position business signage inside track near winning post

Package 2 Half Race Partnership

\$1,750.00 plus GST

- Joint naming rights to a race
- Half-page, colour advertising in the weekend race booklet
- 4 entry tickets to the weekend event
- Featured post on Ewan Race's Facebook page in the lead-up to the event
- Prominent logo placement on the Club's website as a sponsor for the 2022 season
- Trackside placement of business signage



RACE SPONSORSHIP PACKAGES

Package 3 Trophy Partnership

\$1000.00 plus GST

- Partners acknowledged as trophy sponsor in race booklet program
- Quarter-page black and white advertising in the weekend race booklet
- 2 entry tickets to the weekend event
- On-course placement of business signage

Package 4 Social Event Partnership

\$500.00 - \$1000.00 plus GST

The Club welcomes your contribution to support any of the social functions held throughout the event.

- Children's activities - fancy dress and sports morning and fun run. Cabaret entertainment, meet and greet bbq and band sponsorship
- Your business will be acknowledged with a quarter page black and white advertisement in the weekend race booklet
- 2 entry tickets to the weekend event
- On-course placement of business signage
- Acknowledgement on our website and Facebook pages

Package 5 Donation of products or services for auction

Please contact Stacey Kirkwood if your business wishes to donate products or services for our auction

Package 6 Donations to Race Day Service

The Club welcomes and appreciates any contribution that your business can make toward the following:

- Photo finish
- Race caller
- Ambulance
- Judges

Your business will be acknowledged in our weekend race booklet, on our website and Facebook page as well as having the opportunity to place business signage around the course. Please contact Stacey Kirkwood for further details.



SPECIAL ANNUAL SPONSORSHIP PACKAGES

All annual sponsorship packages include:

- Half-page, colour advertising in the weekend race booklet
- 4 entry tickets to the weekend event
- Trackside placement of business signage
- Featured posts on Ewan Race's Facebook page in the lead-up to the event
- Prominent logo placement on the Club's website as a sponsor for the 2021 season
- Opportunity to extend package to 3 years

Barriers Package

\$2,500.00 plus GST

- Business signage will be fitted to the barriers and will appear in any video or photographic promotions from the race weekend

Barrier Attendants Package

\$1,500.00 plus GST

- Prominent business logo placement on Barrier Attendants shirts
- EATC will liaise with your business to finalise the shirt design for best exposure

Clerk of the Course Package

\$1,000.00 plus GST

- Business logo placement on Clerk of the Course saddle cloths
- EATC will liaise with your business to finalise the design for best exposure

Winning Post Package

\$2,500.00 plus GST

- Business signage on the winning post
- EATC will liaise with your business to ensure signage design and placement achieves maximum exposure

FASHIONS ON THE FIELD SPONSORSHIP PACKAGES

The 'Fashions on the Field' competition is a highlight for the Ewan Races with over 120 Children nominating into the last Micro Fashions event and 80 adults for the Macro Fashions event

Friday Micro Fashions

\$1,000.00 plus GST

- Naming rights to the Friday Micro Fashions event
- Business acknowledgement in any promotions involved with the event
- Business name on winning sashes
- A representative from your business is invited to assist in the winning presentations
- 2 entry tickets to the weekend event

Saturday Macro Fashions

\$1,000.00 plus GST

- Naming rights to the Saturday Macro Fashions event
- Business acknowledgement in any promotions involved with the event
- Business name on winning sashes
- A representative from your business is invited to assist in the winning presentations
- 2 entry tickets to the weekend event

2022 ONLY - 100 YEAR GALA DINNER SPONSOR

Come on board and be the sole sponsor for our Gala Dinner to celebrate 100 years of The Ewan Races! Your business will have the naming rights for the dinner, advertising on all dinner promotions, race booklet advertising, website and Facebook promotions, signage on track and at the dinner event as well as entry tickets to both the dinner and the weekend races. Please contact Stacey Kirkwood if you are interested in this package.

More Information

Mrs Stacey Kirkwood
Email: contact@ewanraces.com.au
Mailing: PO Box 7479, Garbutt, Q, 4817
Phone: 0418 210 205

A sponsorship response form is attached with this package and can be emailed back at your convenience.



President


Mr David Woodhouse
Phone: 0427 910 035


Secretary/Treasurer

Mr Matt Kinnane
Email: secretary@ewanraces.com.au
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