

EWAN AMATEUR TURF CLUB INC.

Celebrating Country Racing's Heritage



2021 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 2021 event. This year The Ewan Races will be held on the 24th & 25th September.

Preparations are well underway to ensure 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.



2021 news

We are pleased to share that our Friday race day has been allocated as a TAB meeting for this year! This is an exciting time for the Club as our 6-race program for Friday will be televised live to air for TAB.

This 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.

We look forward to partnering with your business as we showcase country racing at Ewan to the nation!

RACE SPONSORSHIP PACKAGES

Friday Feature Race Day

\$5,000.00 plus GST

- Sole naming rights to the entire race day
- Named race day used in 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 used in 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 Friday Full Race Partnership

\$3,500.00 plus GST

- Sole naming rights to a race that is televised live with TAB 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 2021 season
- Prime position business signage inside track near winning

Package 2 Saturday Full Race Partnership

\$3,000.00 plus GST

- Sole naming rights to a race
- Full – page, colour advertising in the weekend race booklet
- 6 entry ticket to the weekend event
- Features post on the Ewan Race's Facebook page in the lead-up to your named race day
- Prominent logo placement on the Club's website as a sponsor of the 2021 event
- Prime position business signage inside track near winning post



RACE SPONSORSHIP PACKAGES

Package 3 Half Race Partnership

\$1,500.00 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 2021 season
- Trackside placement of business signage

Package 4 Joint Event Partnership

\$5,000.00 - \$1,000.00 plus GST

- Partners acknowledged as co-sponsors for a race or social event
- Quarter-page black and white advertising in the weekend race booklet
- On-course placement of business signage

Package 5 Trophy Partnership

\$200.00 plus GST

- Business acknowledgement in weekend race booklet
- On-course placement of business signage

Package 6 Social Event Partnership

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

- Children's activities - fancy dress and sports morning
- Fashions on the Field, fun run, cabaret entertainment and band sponsorship

Package 7 Donation of Products or Services for Auction

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

Package 8 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.



ANNUAL SPONSORSHIP PACKAGES

All annual sponsorship packages include:

- Half-page, colour advertising in the every weekend race booklet for the year
- **XX** membership passes
- 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 at a reduced price

Barriers Package

\$1,500.00 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
- Final approval of logo placement

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 Signage 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.

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
- Logo placement on winning sashes
- A representative from your business is invited to assist in the winning presentations

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
- Logo placement on winning sashes
- A representative from your business is invited to assist in the winning presentations



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

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Secretary/Treasurer

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