



# Penrith Harness Racing Club Sponsorship Packages



# Introduction

Penrith Paceway is one of Penrith's premier sporting, events and function venues, including the annual Penrith Show which we have proudly hosted since 1844 and Harness Racing every Thursday Night.

Although a track has been on the current site since the 1920's, Harness Racing was born in the Penrith Area on Thursday 16th April 1964 and has been entertaining crowds every Thursday since.

We have proudly partnered with many businesses in the local area over the years and would like to extend an opportunity to you and your business to join the Penrith Harness Racing Club family.



# Penrith HRC

## Sponsorship Packages

*With Harness Racing coverage in various media platforms including The Daily Telegraph, TAB, Pay TV, Sky Racing Australia & it's international affiliates, this is a cost effective way to reach millions of potential new customers.*

### Single Race Sponsorship

**\$200.00**

*Our race name sponsorship package is ideal for small businesses wishing to expand their brand awareness, honour the dedication and commitment of an employee, or anybody who's looking for a unique way to wish a friend or loved one Happy Birthday or any other special occasion.*

#### PACKAGE INCLUDES

- Naming rights to one (1) race.

### Race Name & Dinner Sponsorship Package

**\$1,000.00**

*Our race name & dinner sponsorship package is ideal for small businesses wishing to expand their brand awareness, honour the dedication and commitment of an employee, or anybody who's looking for a unique way to wish a friend or loved one Happy Birthday or any other special occasion., plus celebrate with a dinner package for ten (10) people.*

#### PACKAGE INCLUDES

- Naming rights to one (1) race.
- Reserved table for ten (10) people in the club bistro or outside dining terrace area.
- 2 Course Meal, plus Beer Wine & Soft Drink for the duration of the race meeting
- Additional guests \$80.00 per person

### Optional Extras

**\$300.00**

*Presentation of Horse Rug & Photo with winning horse & driver*

**All Prices listed are ex GST.**



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PENRITH

ISO-HUNGRY AT CLUB PACEWAY PAC

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### **Trackside Signage - ONE YEAR**

**\$3,600.00**

*Increase your brand awareness by advertising on one of our track signage boards. With Harness Racing meetings broadcast on Sky Racing Australia, and it's international affiliates, as well as TAB and Pay TV providers, your brand will be seen by over 1 million people in Australia alone.*

#### **PACKAGE INCLUDES**

- Design & installation of signage trackside for one (1) year. Renewal Cost per year after, \$1,600.00

### **Trainer / Driver Challenge Sponsorship**

**\$5,000.00**

*Our Trainer / Driver Challenge is battled out amongst our local participants. Each year the trainers & drivers who notch up the most victories at Penrith HRC are honoured for their achievements. Your sponsorship contribution is divided up between the winning driver & trainer.*

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### Hospitality Race Night

**\$7,000.00**

*This is a unique multi platform event that is ideal for business who are looking for a different setting for an awards night, Christmas Party,, corporate function to entertain both existing and potential business partners, as well as promote your brand, all while enjoying a great night of fast paced Harness Racing.*

#### PACKAGE INCLUDES

- Sumptuous smorgasbord plus beer, wine & soft drink package (75 guests).
- Naming rights for one (1) of the eight (8) races allocated to the night.
- Presentation after the race to present the winning driver with a sash, as well as an embroidered rug in the main race..
- Photographs taken during the night, plus pre & post event marketing via Social Media.
- Advertisement in the Race Book, additional announcements made prior to each race and the option to have company banners displayed during the event.

Additional Guests: \$95.00 per person

**All Prices listed are ex GST.**



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*With Harness Racing coverage in various media platforms including The Daily Telegraph, TAB, Pay TV, Sky Racing Australia & it's international affiliates, this is a cost effective way to reach millions of potential new customers.*

### Corporate Race Night

**\$9,000.00**

*This is a unique multi platform event that is ideal for business who are looking for a different setting for an awards night, Christmas Party,, corporate function to entertain both existing and potential business partners, as well as promote your brand, all while enjoying a great night of fast paced Harness Racing.*

#### PACKAGE INCLUDES

- Trackside signage space for one (1) year. (Signage design and installation \$2,0000)
- Corporate Hospitality for 75 guests in our Sky Lounge
- Sumptuous smorgasbord plus beer, wine & soft drink package (75 guests).
- Naming rights for six (6) of the eight (8) races allocated to the night. (Option to on sell to your own sponsors)
- Presentation after each race to present the winning driver with a sash, as well as an embroidered rug in the main race.
- Photographs taken during the night, plus pre & post event marketing via Social Media.
- Race Book designed around your company branding, additional announcements made prior to each race and the option to have company banners displayed during the event.
- TIP THE BOOK - Have your race picks for the night entered into the race book.

Additional Guests: \$95.00 per person

**All Prices listed are ex GST.**





*If you would like further information about our sponsorship packages, or to become a sponsor, please contact Penrith Harness Racing Club*



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