



**Sponsor with ARO**

Your Chance To



***Share A Piece Of The Action!***



## Sponsor with ARO

**Arabian Racing** in the UK is an amateur sport which has been established for over 30 years, and during that time has grown in both popularity and recognition. Now run under the BHA Regulations for Arabian Racing, ARO organizes 15 racemeetings between May and October each year at some of the top racecourses across the country. These fixtures, which predominantly attract crowds within a 30 to 40 mile radius, enable sponsors to raise the profile of their company within the local area. They often use the occasion to either entertain prospective clients or just family and friends in an informal yet vibrant atmosphere, with competitive finishes that are guaranteed to get the pulses racing. Racecard advertising and other opportunities for company branding are also available.

In addition to this program, a series of Single Races are held on Thoroughbred cards; the aim of this being to help raise the profile of Arabian Racing within the UK, and also to provide opportunities for the country's highest rated horses to compete for increased prize money. This series enables both ARO and its sponsors to showcase themselves before a much wider audience, with guaranteed exposure on both Racing UK, the dedicated quality satellite racing channel, and in national publications, including the Racing Post. Once again, opportunities for company branding are also available. Because these races are limited to a comparatively small number, they provide an ideal platform for companies wishing to promote their products or services whilst being associated with something "a little bit different".

ARO has attracted foreign runners from several European countries for a number of years, due to the quality both of the racing and also the racecourses where Arabian Racing is hosted. However, in addition to this, we are now beginning to attract owners from various countries in the Middle East, who have selected the UK as the country in which to campaign their horses over the summer. This, in addition to bringing an extra element of competition to our racing, will provide companies with the ideal opportunity to access these potential clients.



UAE Equestrian & Racing Federation Single Race Sponsorship at Sandown Park 2007

Unlike mainstream racing, ARO is almost entirely self funded, and relies on attracting sponsorship from the UK and abroad to deliver its growing fixture list. The very nature of this sport, as it attracts people from all walks of life, provides sponsors with a unique customer profile, encompassing a number of very influential and wealthy owners, including the Maktoum family, and also many small yards and individuals, who own, train and ride their own horse.

It is this amateur element that is the very heart of this sport; Arab Racing in the UK is unique, in that it is the only country that provides dedicated Arabian Racedays which are totally independent of another Racing Organisation.

The inception of the Open Race series in 2006, which allows Thoroughbreds to compete with Anglo & Partbred Arabs, has opened up a further market to companies wishing to sponsor in this sector, as it has attracted new people from the Thoroughbred and Point to Pointing circuits.



Miss Tina Bucknell leads in Pepita De Carrere (FR) after her victory in The Emirates Airline Premier Handicap Stakes on Dubai Day 2008

### Sponsorship Opportunities

ARO can offer the following range of opportunities to companies wishing to raise awareness or sell products and services to this growing market. In order to maximise the benefits received by companies, ARO can work with sponsors to tailor each package to meet whatever requirements are necessary; either to achieve exposure to specific customer groups over a sustained period, or to have a one-off promotion to a targeted area. The list below shows the range of options available this year:-

- **Race Sponsorship**
- **Miscellaneous Raceday Sponsorship**
- **Event Sponsorship**
- **Generic Sport Sponsorship**
- **Numbercloth Sponsorship**
- **Championship Sponsorship**
- **Publication Sponsorship**
- **Advertising in ARO Publications.**

### Race Sponsorship

Sponsorship of any of the race packages below will not only provide an excellent opportunity to promote your company to a varied and sizeable target audience, but will also allow you to give any important or prospective clients a great afternoon's entertainment in a very informal environment away from the conventional office surroundings.

ARO can provide options to sponsor either individual races of varying value, a series of races or whole racemeetings. Please see page 10 for details of the provisional Fixture List. Below are pricing details of the opportunities available:-

#### ARO Fixtures

- |                                   |                 |
|-----------------------------------|-----------------|
| • Standard race (Arab or Open)    | £550            |
| • Premium or features races       | £1,200 - £2,500 |
| • Novice rider series (5 races)   | £3,000          |
| • ARO racemeeting                 | £5,000 - £7,000 |
| • Sponsorship of Open Race Series | £13,500.        |

#### Race Sponsorship Hospitality Package

Up to 4 guests (additional guests may be included at an agreed rate) will receive the following hospitality package:-

- Complimentary entry and racecard
- Use of the ARO box for the duration of the meeting
- A light lunch and beverages available throughout the afternoon
- Visit to the paddock for sponsored race
- Presentation of the prize to the winning connections (complementary photograph provided).



- Free link on website on sponsor links page
- Discounted advertising rates in all ARO publications including Racecards & the Annual Racing Review
- Free exhibit stand at ARO fixtures.

Estimated cost £1,000.

### Single Race Sponsorship

For companies wishing to gain exposure to a wider audience, ARO has a series of races on Thoroughbred Cards, with the following opportunities available:-

- Handicap on Thoroughbred card £5,000
- Group Race on Thoroughbred card £6,000
- International Race on Thoroughbred card £10,000
- Series of 4 Arab races on Thoroughbred cards £20,000.

The package would include:-

- Inclusion in the Racing Post
- Raceday hospitality
- Coverage on Racing UK or AtTheRaces
- Free advertisement in racecard
- Racecourse branding opportunities (at additional cost)
- Link on ARO website.

### Racemeeting Sponsorship

Racemeeting sponsorship is for companies who would like to sponsor an entire ARO racemeeting, which entails sponsoring all the races scheduled for that afternoon (excluding any scheduled Jebel Ali Series Qualifiers). In conjunction with this, the company will be involved in all promotion surrounding the racemeeting. This will involve being promoted in local and national publications, including the Racing Post, local radio and/or television, as appropriate, all promotional literature (details available separately), and of course any post race day reports. The raceday package will be similar to race sponsorship on page 5, however, the hospitality package will be increased to 24 guests.

### Miscellaneous Raceday Sponsorship

Available at discounted rates to all race sponsors.

- Winning post
- Winner's enclosure branding
- Commentator
- Video/CCTV

Terms and costs subject to negotiation.



UAE Equestrian & Racing Federation branding at Sandown Park 2007

### Generic Sport Sponsorship

This involves having the company name & logo displayed on all riders' silks (excluding Group races), and featuring on all ARO literature, including all publications, mailings and emails.

Estimated cost £20,000.

### Numbercloth sponsorship

This involves having the company name & logo displayed on all numbercloths (except Group races).

Estimated cost £10,000.  
Excluding cost of Velcro strips.

### **Championship Sponsorship**

The following championships are available for sponsorship:-

- **Owners**
- **Jockeys**
- **Trainers** (easibed 2006, 2007 & 2008).

Sponsors will be featured in all racecards, the ARO website, and are entitled to a free advertisement in the ARO Racing Calendars (published monthly from March till October).

The cost of each championship £1,200.

Additional prizes supplied by the company subject to negotiation.

### **ARO Publication Sponsorship**

Publications available for sponsorship are as follows:-

- **Racing Calendar**
- **Racecards**
- **Annual Racing Review.**

### **Advertising in ARO Publications**

#### **Racecard advertising**

##### **Mono adverts**

Full-page:-

Initial Publication	£50 + VAT
Each publication thereafter	£35 + VAT
Publication in all 16 race cards	£460 + VAT (20% discount)

Half page:-

Initial Publication	£30 + VAT
Each publication thereafter	£25 + VAT
Publication in all 16 race cards	£324 + VAT (20% discount)

##### **Colour adverts**

Full page inside cover:-	£100 + VAT
Half page inside cover:-	£50 + VAT

A free link to your website from the ARO website is supplied for season bookings.

#### **Racing Calendars**

Full page advert per edition	£50 + VAT
Half page advert per edition	£35 + VAT
Full page advert in 6 editions	£270 + VAT (10% discount)
Half page advert in 6 editions	£189 + VAT (10% discount)

#### **Review Of The Year**

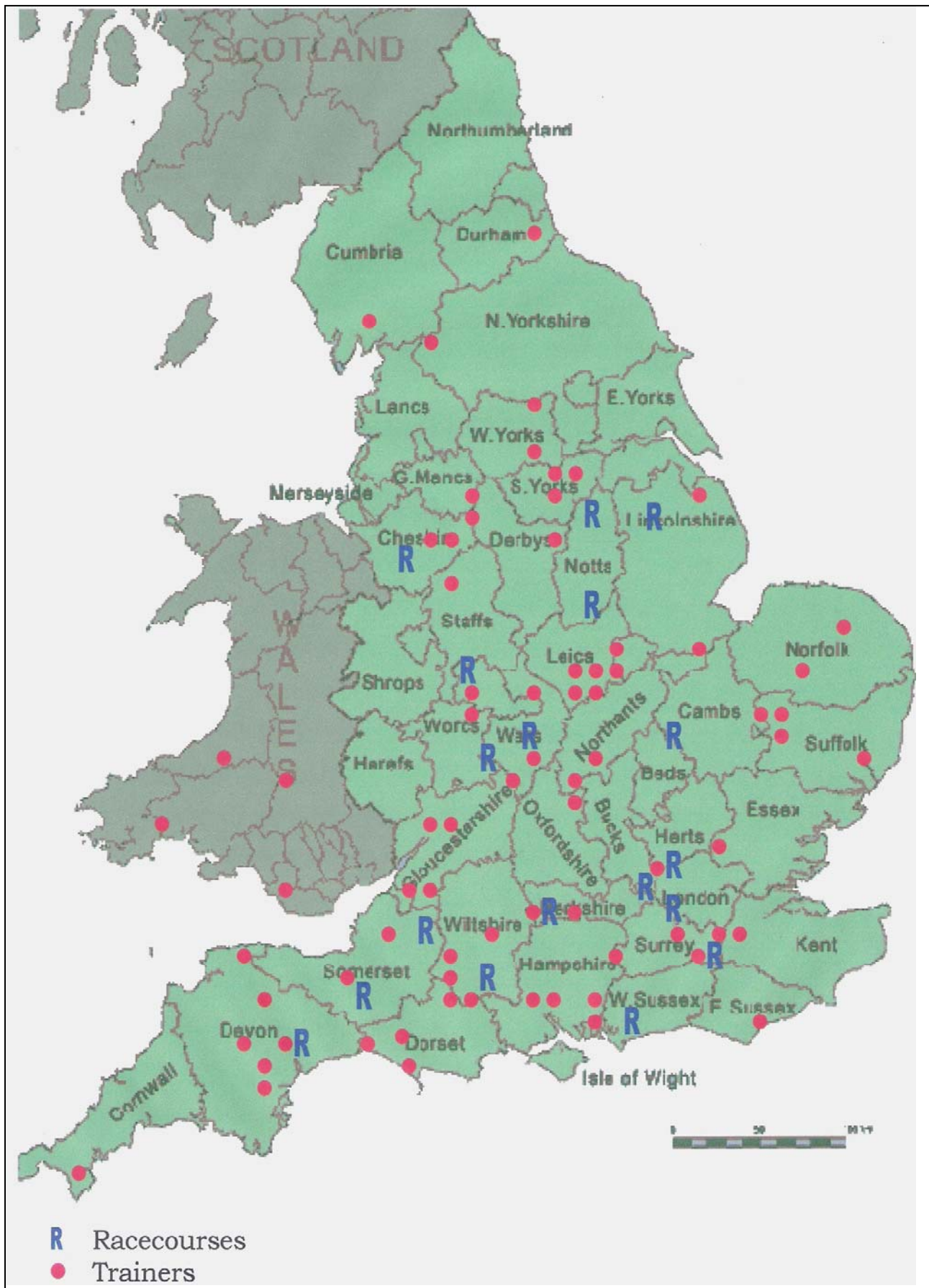
	Colour	Black & White
Full page	£400	£200
Half page	£200	£100
Quarter page	£100	£50
Banner	£50	£25

**Please Note: All prices quoted in this booklet are exclusive of VAT.**

**Photos courtesy of Gilly Wheeler. [www.enduranceworldonline.com](http://www.enduranceworldonline.com)**

For further information please see map of ARO racecourses and trainers, and also our registered owner list.  
For more information on any of the opportunities featured in this booklet contact Georgina Tomkins at ARO, The Racecourse, Newbury, Berkshire. RG14 7NZ. Tel: 01635 524445. Email: [georgina@aroracing.co.uk](mailto:georgina@aroracing.co.uk).

### ARO Racecourse and Trainer Location Map



## 2009 Provisional Fixture List

Dates	Racecourse
<b>May</b> Saturday 16 <sup>th</sup> Saturday 30 <sup>th</sup>	Taunton Huntingdon
<b>June</b> Sunday 7 <sup>th</sup> Sunday 14 <sup>th</sup> Tuesday 23 <sup>rd</sup> Saturday 27 <sup>th</sup>	<b>Wolverhampton (AW)</b> Fontwell Newbury – Eve <b>Ffos Las *</b>
<b>July</b> Thursday 2 <sup>nd</sup> Saturday 4 <sup>th</sup> Wednesday 8 <sup>th</sup> Sunday 19 <sup>th</sup>	Newbury – Eve <b>Hereford</b> Newmarket <b>Newbury (Dubai Day)</b>
<b>August</b> Saturday 1 <sup>st</sup> Sunday 2 <sup>nd</sup> Sunday 9 <sup>th</sup> Friday 14 <sup>th</sup> Saturday 22 <sup>nd</sup> Saturday 29 <sup>th</sup>	Huntingdon Newbury <b>Wolverhampton (AW)</b> Newbury <b>Lingfield (AW) International Raceday</b> * <b>Market Rasen</b>
<b>September</b> Sunday 6 <sup>th</sup> Sunday 20 <sup>th</sup> Saturday 26 <sup>th</sup>	Salisbury <b>Wolverhampton (AW)</b> Stratford
<b>October</b> Saturday 10 <sup>th</sup>	Warwick

**Racemeetings in bold**

Single Races in normal

AW – All Weather track

Eve – evening meeting

\* fixture to be confirmed

**Please note:** Additional single races are currently under negotiation with racecourses.

## ARO UK Registered Owners & Trainers List

### Registered owners

H.H. Sheikh Ahmed Bin R Al Maktoum  
 H.H. Sheikh Hamdan Bin R Al Maktoum  
 HH Sheikh Mohammed Bin R Al Maktoum  
 Maktoum  
 Royal Cavalry of Oman  
 Mrs Z P Angel  
 Mr C Banks  
 Mrs P Beardmore  
 Ms J Bethell  
 Mrs K Bevan  
 Mr D Brunton  
 Mr M D Brunton  
 Mrs G Burns  
 Mrs S M Church  
 Mr A Coleman  
 Mrs M Commons  
 Mrs C Cone  
 Mr G Cook  
 Mr J Cook  
 Mrs M Coupland  
 Mrs M A Cox  
 Miss L A Cross  
 Mrs H Darlow  
 Mr T J Day  
 Mr H Deane  
 Miss K L Elson  
 Mrs J K Farr  
 Mr N Goddin  
 Mr & Mrs A M Goldsworthy  
 Mr A Haddad  
 Ms J Haddock  
 Ms S M Hammond  
 Mrs E Harrington  
 Mrs S Herrod  
 Mr R. X. Heslop  
 Mr G Hingley  
 Mr R Hutchings  
 Miss C Illott  
 Mrs S Illman  
 Mrs K Jones  
 Mrs J R Kelway  
 Mr J D Kippen  
 Mr & Mrs Kirkham  
 Mr E J Legg  
 Mrs A Lovell  
 Mrs A Massey  
 Mr & Mrs P McNulty  
 Mrs S Mears  
 Mrs G Morris  
 Mr K Muir  
 Miss K. Muncaster  
 Mr N Palmer  
 Mrs V Parker  
 Mr B Parsons  
 Miss K Payton  
 Mr A C Peters  
 Mr E Phillpott  
 Mr D C Pinkerton  
 Mrs A W Potts  
 Miss J M Powell  
 Mrs A E Price  
 Mrs S Rathbone

Mr J Reynolds  
 Miss Y A Ruffle  
 Mrs J M Simpson  
 Mrs H Skepper  
 Mrs N M Stephens  
 Ms J Temple  
 Mr W Tyrwhitt Drake  
 Mrs Claire Ward  
 Mr S J Warner  
 Mrs V Youell  
 Mrs M Young

### Owner/trainers

Mr R K Baily  
 Mr R J Baker  
 Mrs A M Batchelor  
 Mr P Beard  
 Mr N G Bell  
 Ms J Bird  
 Mrs H Bona  
 Mr B J Boulton  
 Mrs J Brimecombe  
 Miss L Brooker  
 Mr P Brown  
 Mr P. Burnell  
 Mr M Burton & Ms O Young  
 Mr T M Colk  
 Mrs A L Colledge  
 Mr J R Collier  
 Mr R Collier  
 Mrs C Conen  
 Mr & Mrs A Connally  
 Mr R N Courtney  
 Miss D A Crothers  
 Dr R Cubberley  
 Mr C Culleton  
 Ms C Cunningham  
 Miss S L Davison  
 Miss C A De Wilde  
 Mr S Dilley  
 Mrs L A Dunn  
 Mrs D Dyer  
 John Elliott & Teresa Kinsey  
 Mr I Fletcher  
 Miss N M Freud  
 Miss E M George  
 Mrs H. Girling  
 Mr B Gonsalves  
 Mr D Grant  
 Miss C J Green  
 Mr P Hammersley  
 Mr A Harrison  
 Mrs L Hartley  
 Miss J Harvey  
 Mrs W Hassall  
 Mrs G Hay  
 Mrs G Haynes  
 Miss H Herrick  
 Mr W Hill  
 Mr J. S. Howard  
 Mrs L Hunt

Mrs J Hutchings  
 Miss K James  
 Mr A J Jennings  
 Mr G Kimberley  
 Miss C J Legg  
 Mrs T Longden  
 Mrs C Lowman  
 Mr M Lurcock  
 Miss M J Maclean  
 Mrs A Maddox  
 Mr & Mrs K D Malpass  
 Mrs L Marriott  
 Mrs A Masterson  
 Mrs B McLoughlin  
 Mr A McMullan  
 Mrs R McNeill  
 Miss L Meakins  
 Mr Y T Mehmet  
 Ms Gillian Metherell  
 Mr & Mrs J Morris  
 Mr J F Moseley  
 Miss V Munn  
 Mr & Mrs M Neatby  
 Miss E Owen  
 Mr D J Paton  
 Mr J Perry  
 Mrs J Peyton  
 Mrs J M Pierson  
 Mrs G Plumbley  
 Mrs R Powell  
 Mrs W Pracy  
 Mrs M G Prior  
 Mrs G M Richardson  
 Mr K F Ridley  
 Mr P D Rondel  
 Mrs S J Saunders  
 Mrs T Saunders  
 Mr H ensoy  
 Mr S. T. Shefras  
 Mr R Shute  
 Mr P R Simmons  
 Mr J Smart  
 Miss T Smith & Mr A Jay  
 Mrs S Smith  
 Mr T M Smith  
 Mr W Smith  
 Mr R Spruce  
 Miss J Stevens  
 Mr D C Stewart  
 Mrs P M Stroud  
 Mr K Supple  
 Mr T. T. Tarratt  
 Ms C Taylor  
 Mrs D Thomas  
 Mrs D Townsend  
 Mrs J Turrell  
 Mr R S Uden  
 Mrs N Van Dijk  
 Mr P & Mrs T Wainwright  
 Mr T Walduck  
 Miss G Ward