



**This Proposal Has Been Set Out By
The Arabian Racing Organisation Ltd**

Looking for ways to...

Get YOUR BRAND 'On Track'?

OR

Are you looking for an opportunity to host an event...

...WITH ADDITIONAL ENTERTAINMENT?

Then please speak to us



About Arabian Racing

The Arabian horse is recognised worldwide as the purest and oldest of all horse breeds, it was developed specifically for stamina and soundness over long distances by the Bedouin tribes of the Arabian Peninsula.

Today, almost every breed and type of horse has traces of Arab blood and all English Thoroughbreds are descended from three horses: Byerley Turk, Darley Arabian or Godolphin Arabian, which were imported to Britain in the early 1700s.

Horse racing has existed ever since horses were domesticated but it was during the late 17th and early 18th century that horse racing became popular in Britain; although purebred Arabian racing only started in the UK in 1978. The season here in the UK runs from April until September and features race meetings held at some of the leading racecourses across the country.

Arabian racing is approximately a second per furlong slower than Thoroughbred racing which makes it an ideal environment for young jockeys to learn their trade is primarily an amateur sport in the UK, although you will see professional jockeys riding in some of the high end races throughout the season. Jockeys that have chosen to progress to riding under rules from racing with ARO include leading NH jockey Tom Scudamore and flat jockey Tom Marquand who rode his first ever winner on the 17th December 2014 and 10 months later was crowned Stobart Champion Apprentice.

About ARO

ARO, officially the Arabian Racing Organisation Limited, is the sole Arabian Racing Authority in the UK, operating with the support and permission of the British Horseracing Authority and under the patronage of HH Sheikh Hamdan bin Rashid Al Maktoum.

The Organisation unifies, regulates and represents Arabian Horseracing in the UK and works to ensure the ongoing development of Arabian racing within the wider horseracing industry. It upholds the integrity of the sport, maintaining a safe, competitive environment and promoting fair play.

ARO ensures the welfare of participants, both human and equine and seeks to monitor standards and set an example for the international community. The Organisation also sets out to endorse the Arabians heritage and legacy – to balance tradition with progression and sustainability of the sport of Arabian racing and to encourage the next generation to participate in the 'Sport of Kings'

The Jewel in ARO's crown is The Dubai International Arabian Races (www.diaraces.com), the biggest event in the UK Arabian racing calendar. This meeting attracts entries worldwide; held at Newbury Racecourse (UK) on 29th July the fixture features three Group 1 races and a Group 2 Purebred Arabian race on its seven race international card.

The ARO Fixture List (Race Sponsorship and activity in BOLD with number of races available)*Saturday 21st April, Chelmsford City (AW) x3 races**Sunday 13th May, Taunton x 5 races**Sunday 27th May, Chepstow x 1 race**Monday 28th May, Royal Windsor**Saturday 2nd June, Doncaster x 1 race (prem)**Sunday 10th June, Wolverhampton (AW)**Thursday 14th June, Newbury**Friday 15th June, Chepstow (Eve)**Sunday 24th June, Chelmsford City (AW) x 6 races**Saturday 30th June Larkhill x 2 races**Tuesday 26th June, Newbury (Eve)**Tuesday 3rd July, Chepstow (Eve) x 1 race**Thursday 5th July, Newbury (Eve)**Thursday 12th July, Newbury Eve)**Sunday 29th July, Newbury (DIAR)**Wednesday 1st August, Goodwood**Wednesday 8th August, Bath**Saturday 18th August, Newbury**Sunday 19th August, Chelmsford City (AW)**Saturday 8th September, Taunton x 7 races**Thursday 13th September, Doncaster x 1 race (prem)**Saturday 15th September, Doncaster**Saturday 22nd September, Huntingdon x 5 races**Full Arabian Fixture in BLUE***Races available to sponsor are outlined in this document with their associated costs**

If you are interested in hosting events as part of the sponsorships costs will remain the same, additional hospitality requirements can be managed directly with the racecourse. So if you are thinking of something like a Classic Car Rally or Club event this is the perfect opportunity to add an extra dimension to your day with live action laid on!

The locations where this option is available will be at:

Chelmsford City Racecourse	Saturday 21 st April 2018
	Sunday 24 th June
Taunton Racecourse	Sunday 13 th May
	Saturday 8 th September
Huntingdon Racecourse	Saturday 22 nd September

Hands and Heels Series – a series of 5 races is also available to sponsor if you would like to get involved and spread a message – this series will be set out across 5 race meetings in the racing calendar. (Locations include: Chelmsford, Taunton, Chepstow, and Huntingdon).

PLAN AHEAD: We can also accommodate sponsorships NOW for the 2019 Season

Sponsorship Package Detail:

Our sponsorship packages will include the following benefits

- Branding of the race title i.e. 'The (put your name here) Handicap Stakes'
- Complimentary racecourse admission badges and car park labels for 12 people (or more if we are hosting a more social activity for you as previously outlined and dependent on which fixture you book)
- A full page colour advertisement in the race card
- Opportunity to present mementoes to the winning connections
- Provision of banner sites on course (based on package; additional production if required and erection of banners at clients own cost.)
- Trade stand or display area.
- Media coverage where possible and supplied to share with your own contacts

Understanding your Sponsorship Package

Arabian racing is a heritage sport, as you will see outlined in the *about us* section of this document. Our race-days provide an excellent opportunity to deliver a cost effective, fun and professionally run day that can easily support additional activities in some of the locations we race at.

Your commitment to a sponsorship is the thing that makes the occasion work, if you just want to celebrate a special day then enjoying a day out and sponsoring a race is the perfect opportunity to mark that day, the build-up, presenting a trophy and celebrating with the winning connections may be all that is required but it can make much more of a mark...

If you are looking to get your brand out into the public domain or share time with people you want to meet an Arabian race-day could offer the perfect solution and not cost too much either! We would be happy to work with you to see what is possible and frame a very special day for all those you would like to involve.

Benefits and Execution

Know your audience; invite your contacts and then work with us so we can drip feed information to participants wherever possible we will use the local media and appropriate industry representation to achieve visibility. We can't guarantee results but we always do our best.

The following sponsorship options are set out as an affordable opportunity for you to establish a sponsorship that looks to cascade your message out:

Sponsorship Option 1:

Arabian Racing Hands & Heels Series

at

- | | | |
|-------------------------------|--|----------|
| 1. Chelmsford City Racecourse | Saturday 21 st April | One race |
| 2. Chepstow Racecourse | Sunday 27 th May | One race |
| 3. Chelmsford City Racecourse | Sunday 24 th June | One race |
| 4. Taunton Racecourse | Sunday 8 th September | One race |
| 5. Huntingdon Racecourse | Saturday 22 nd September Finals day | One race |

Sponsorship Cost for series – £ 4500.00

To include: Winning Mementoes for each race day, engraved with your detail and 1 x banner plus administration

Sponsorship Option 2:

Arabian Racing at Chelmsford City Racecourse

Saturday 21st April - three races available:

Sunday 24th June – 7 races available (Inc. 1 of the Hands and Heels Series)

Sponsorship Cost per race – £ 1050.00

To include Winning Mementoes, engraved with your detail and 1 x banner and administration

Cost to take the three races on 21.04.18 or the full card on 24.06.18 can be negotiated

Note: It is possible that these Chelmsford races will be televised if this doesn't happen the sponsorship fee will revert to £950.00

Sponsorship Option 3:

Arabian Racing at Taunton Racecourse

Sunday 13th May - five races available:

Sunday 8th September – 7 races available (Inc. 1 of the Hands and Heels Series)

Sponsorship Cost per race – £ 950.00

To include Winning Mementoes, engraved with your detail and 1 x banner and administration

Cost to take the five races on 13.05.18 or the full card on 08.09.18 can be negotiated

(PLEASE NOTE: the sponsorship costs outlined are based on sponsorship only; hospitality and expanded branding packages will be quoted according to client requirements).

Additional Sponsorship Options

In addition to the Hands and Heels series and options previously outlined the following sponsorships are also available at the following meetings:

Doncaster Racecourse

Saturday 2nd June 2018; 1 race available **PREMIER HANDICAP**

Sponsorship cost per one race £6500.00

Thursday 13th September 1 race available (At the Doncaster St Ledger Meeting) **Group race**

Sponsorship cost per one race £25000.00

Larkhill Racecourse Armed Forces Family Day

Sunday 30th June 2018; 2 races available

Sponsorship cost per one race £750.00

Whilst it is up to a sponsor to leverage their brand and its delivery through their sponsorship ARO will look to endorse the sponsors intent and activity where ever they can – this can start to be implemented once an agreement has been made. This will include but not be exclusive to ensuring ARO delivers collateral relating to a sponsorship and brand across all available platforms. ANY sponsorship is a vital step to enhancing brand and by association our level of racing, not just in terms of industry representation; it is also YOUR brand perception and visibility that matters to us too.

Audience: Materials and messaging will be delivered both on and off line to industry, clients and chosen targets, this is an important USP to you and imperative we set out to achieve this by working together.

Additional Branding Assets – Any additional requirements other than those specified in this document will need to be agreed with ARO and the relevant racecourse. Costs are NOT included in this agreement although on course sites are available. This also includes Number cloths and Winners rugs for premier events / group races etc.

CCTV – on course facilities can be made available for video and graphic representation – Supplied in advance in a pre-agreed format.

Prizes - Trophies / Mementoes – If preferred the sponsor can provide their own trophies for the Winning Owner, Trainer and Jockey for all sponsored races. To be sent in advance to the ARO Office.

Photographer - Our official photographer (Debbie Burt) is happy to provide a photographic reminder of the day. If you have any special requests please contact ARO. Please note that there will be a charge from the photographer for any prints you order.

Terms & Conditions (Sample based on final agreement)

ARO will be responsible for THE FOLLOWING RACE CONDITIONS:

- the taking of entries & declarations for these races
- the general management & running of the races
- where required the arrangement of race coverage in the Racing Post or live steaming (The above coverage is not allocated for all stand-alone fixtures – with the possible exception of Chelmsford City Racecourse)
- promotion by ARO,
- race conditions and their publication in the relevant racing calendars

Contacts

Mrs Alison Lidderdale Sponsorship & Commercial Manager
 ARO Ltd, The Racecourse, Newbury, Berkshire, RG14 7NZ
 0044 (0)1635 524445 or 0044 (0)7767 491527
alison@aroracing.co.uk

Agreement

By signing this contract you agree to sponsor the aforementioned races and costs outlined within this document.

Payment must be made in full, within 30 days of invoice date. *Please see clause 2 of the Terms and Conditions for more information.*

SPONSOR

SIGNED ON BEHALF OF ARO Ltd

SIGNATURE.....

SIGNATURE.....

To be advised

Alison Lidderdale, Sponsorship & Commercial Manager

DATE.....

DATE.....

Please sign and return to:

ARO Ltd, The Racecourse Newbury, Berks RG14 7NZ.

Or by email to Alison Lidderdale alison@aroracing.co.uk

ARO Ltd has to comply with a number of rules and regulations including those imposed by The British Horseracing Authority. It follows that ARO Ltd must comply with any directions issued by The British Horseracing Authority and any other competent regulatory body. This could affect some of the arrangements described in this Agreement. Wherever possible ARO Ltd will notify the Sponsor in advance, should this be the case. It is also possible that the timings of this event may change; this is outside of the control of ARO Ltd. ARO Ltd will not be in breach of its obligations in this Agreement if it is unable to perform such obligations because of some reason beyond its reasonable control. Information correct at time of issue.

Schedule 1:

Terms & Conditions of Sponsorship

1. Sponsorship Rights

In consideration for payment of the sponsorship fees set out in the Front Sheet (the “**Sponsorship Fees**”), the Sponsor will have the rights and benefits set out in the Front Sheet (the “**Sponsorship Rights**”). This agreement will become effective once a copy of this agreement signed by the Sponsor has been received and counter-signed by ARO Ltd. To confirm ARO’s acceptance, a copy of the signed agreement will be returned to the Sponsor.

2. Fees and Payment

The Sponsor will pay ARO Ltd the Sponsorship Fees in full in accordance with any agreed payment schedule (which, if applicable, shall be set out at Schedule 2), and in any event within 30 working days of the date of the relevant invoice from ARO Ltd (time being of the essence for payment. If the Sponsor fails to pay any amount or instalment by the date such payment is due ARO Ltd shall be entitled to:

- (a) call for immediate payment of the balance in full and the Sponsor shall promptly pay this; or
- (b) without prejudice to its other rights and remedies, terminate this agreement with immediate effect. In the event of such termination, all amounts already received by ARO Ltd are non-refundable, and ARO Ltd shall have no obligation to provide any of the Sponsorship Rights.

3. Name, Logos, Graphics and other Branding Materials

The Sponsor will supply all artwork and logos required for provision of the Sponsorship Rights to ARO Ltd in the format specified by ARO Ltd no less than 14 days prior to the date of the sponsored race.

The Sponsor hereby grants ARO Ltd a non-exclusive, worldwide, royalty free licence to use its name, trademarks, logos and branding to the extent necessary for ARO Ltd to provide the Sponsorship Rights and otherwise fulfil its obligations under this agreement. The Sponsor hereby warrants that use by ARO Ltd of its name, trademarks, logos, branding and materials it provides under this clause 3 will not infringe the rights of any third party.

4. Compliance with Rules and Regulations

ARO Ltd has to comply with a number of rules and regulations including those imposed by The British Horseracing Authority. It follows that ARO Ltd must comply with any directions issued by The British Horseracing Authority and any other competent regulatory body. This could affect some of the arrangements described in this agreement. Wherever possible ARO Ltd will notify the Sponsor in advance if this is the case, but ARO Ltd shall not be in breach of its obligations under this agreement if it is unable to provide some or all of the Sponsorship Rights because such provision would contravene any such rule, regulation or direction.

5. Television Coverage

Whilst ARO Ltd and associated racecourses will use reasonable endeavours to ensure that any scheduled television or other broadcast of the sponsored race goes ahead, the Sponsor acknowledges that any such television or other broadcast is subject to the rights of the relevant broadcaster. The Sponsor acknowledges that ARO Ltd shall not be in breach of its obligations under this agreement if any scheduled television or other broadcast of the sponsored race or otherwise affecting the Sponsored Rights does not occur for any reason whatsoever.

6. Abandonments and Force Majeure

The Sponsor acknowledges that all races are subject to safety regulations and requirements, and that ARO Ltd will not be in breach of its obligations under this agreement if the sponsored race is cancelled or postponed on the grounds of safety (including because of weather conditions).

If any sponsored race is cancelled or postponed for any reason whatsoever, the parties will negotiate in good faith to agree a suitable alternative sponsorship opportunity and/or a fair and reasonable refund of a proportion of the Sponsorship Fee attributable to that sponsored race. In the absence of agreement ARO Ltd, acting reasonably, will determine the amount of the refund.

The Sponsor also acknowledges that ARO Ltd will not be in breach of its obligations under this agreement if it is unable to provide the Sponsorship Rights or otherwise perform its obligations because of circumstances beyond its reasonable control.

7. Termination

Either party may terminate this agreement on written notice with immediate effect if the other party:

- (a) is in breach of a material obligation (which shall include the Sponsor’s payment obligations) or condition of this agreement and fails to remedy such breach within 14 days of receiving written notice from the non-breaching party requiring the breach to be rectified; or
- (b) becomes insolvent, has a receiver appointed over the whole or any part of its assets, enters into an arrangement or composition with its creditors, or has an order made or resolution passed for it to be wound up (otherwise than in furtherance of a scheme of amalgamation or reconstruction).

ARO Ltd may terminate this agreement on written notice with immediate effect if the Sponsor or any person associated with the Sponsor behaves in any manner which, in ARO’s reasonable discretion, may be prejudicial or cause damage to the reputation of ARO Ltd or partner racecourses.

8. Confidentiality

The parties acknowledge that all information provided by one party to the other party under this agreement (but not its existence) (“**Confidential Information**”) is confidential and must not be used by the receiving party other than to perform its obligations under this agreement or be disclosed to any third party without the prior written consent (except as required by law or on a needs to know basis to its officers, employees and advisors). This clause shall continue to apply after expiry or termination of this agreement but shall cease to apply to information which has come into the public domain other than through breach of this clause.

9. General

Neither party may assign its rights under this agreement without the prior written consent of the other party. No variation of this agreement shall be effective unless in writing and signed by both parties. A person who is not a party to this agreement shall not have any rights under or in connection with it. Any notices under this agreement shall be in writing and sent to the address of the other party set out above. This agreement is subject to the laws of England and Wales and the parties submit to the exclusive jurisdiction of the English Courts.