



POINT-TO-POINT RACING

SPONSORSHIP OPPORTUNITIES

2023-2024 Season



TODAY'S PRESENTATION

- Background to point-to-pointing
 - Horses, jockeys, trainers and racegoers
- Benefits to sponsors
- Racegoer survey (demographics)
- Sponsor objectives
- General sponsorship opportunities
 - Series
 - Other



POINT-TO-POINTING: BACKGROUND

- “A professional sport in amateur clothing”
- Origins were literally racing from point-to-point across country
 - Now race on enclosed courses
- 2023 numbers
 - 1,700 horses
 - 400 jockeys
 - 900 races
 - 140 fixtures
 - 85 courses



POINT-TO-POINTING: RACEGOERS

- Pointing attracts a family audience and children can run free
 - Memories of going pointing as a child promotes interest in rules racing as an adult
- Many owners introduced to rules racing through pointing
 - Through family and friends... at the car boot
 - Relaxed introduction to racing – educates them on success and failure!



BENEFITS TO SPONSORS

- Quantity (Easter/spring) and quality of racegoers
- Access to wealthy demographic
 - Participants and racegoers
- Point-to-point community is “conservative”
 - Once engaged, less likely to change loyalties
- Flexibility – tailored package to suit sponsors
- Community engagement
- Annual brand awareness survey to participants



POINT-TO-POINT RACEGOER SURVEY 2023

- Point-to-pointing is 60-65% male
- 70% of point-to-point racegoers are 55+
 - “Bullseye” age of 60
- Average attendance per season is eight times
- Importance of children – one-third attend with them
- Value for money is a big plus point
- Average spend per day is nearly £50 per person
- Point-to-pointing ranks 8/10 for recommendation
 - Second on list of sporting leisure pursuits



POINT-TO-POINT RACEGOER SURVEY 2023

- High sponsor awareness, in particular INEOS
- 4 x 4 models are predominant car
- Average household income is £65,000+
- Audience is two-thirds rural
- Half our audience own horses and 70% own dogs
 - Horse racing / other equestrian most popular sporting pursuits



SPONSOR OBJECTIVES

- Raise profile of sponsor with affluent AB audience
- Entertain existing clients and referrers
- Target a rural audience
 - Presenting sponsor in a positive light
 - Giving back and supporting the local community



EXAMPLE PACKAGE: NATIONAL

- Ladies Open series (with final at Stratford)
 - 16 races worth min. £1,000 each
 - Contribution to series final
 - Three-year deal with option to extend to five
 - Excludes support costs, e.g. client hospitality



OTHER SPONSORSHIP OPPORTUNITIES

- Awards
 - Male and female rider championships
- “Owner experience zones”
 - Sheltered hospitality areas
- Media
 - e.g. double page spread in Racing Post
- Website
 - Opportunity for site and page sponsorship
- Other
 - e.g. podcast, owner swing badges

