



PORT LINCOLN
RACING CLUB

RACE SEASON 24-25

Sponsorship Packages



RACE SEASON 24-25

Sponsorship Packages



The Port Lincoln Racing Club has sponsorship opportunities tailored for individuals, businesses, community groups, and sporting clubs alike. By partnering with us, you not only support our vibrant provincial horse racing community but also unlock exclusive marketing benefits.

Sponsoring the Port Lincoln Racing Club offers a unique platform to elevate your brand. Our customisable packages include race day perks, prominent signage opportunities, naming rights, advertising in race books, and exposure through various media channels. Additionally, sponsors enjoy visibility on our website and social media platforms, along with access to exclusive opportunities each season.

Maximise your brand exposure with our diverse signage options, reaching a national audience at race days, trials, and functions throughout the year. Sponsorship also opens the door to tailored corporate hospitality packages, perfect for entertaining clients, rewarding colleagues, hosting social gatherings, or planning family events.



Where the Track meets the Sea



MAXIMUM ADVERTISING EXPOSURE

Maxi Sponsorship Package

\$4,000 + GST

TOTAL VALUE OVER \$5,000



- **Seven race naming rights valued at \$3,850 :**
 - 1 x December 31st
 - 2 x Sundays
 - 1 x Fridays
 - 3 x Wednesdays
- **Reserved table for you and 9 guests** in the Members Bar on one nominated race day
- **\$400 club credit** for beverages and/or food on one nominated race day
- **2 x invitations to the Sponsor's Luncheon** valued at \$400
- **Website promotion:** Your logo displayed on our website www.plrc.com.au with a link to your business
- **Race Day Sponsor Promotion** on Racing SA website, Facebook, Race Books & trackside
- **Appreciation Post on Facebook:** Sponsor Acknowledgement and Thank you
- **2 x Season Memberships** providing you 10% discount on beverages PLUS all member privileges
- **Race Day info:** Emailed directly to you in the days leading up to your sponsored Race, including details on accepted horses, weights & jockeys

Where the Track meets the Sea



Race Day Sponsorship Package

\$1,100 + GST

TOTAL VALUE OVER \$1,400

Can be applied to any Race Meeting, excluding Peninsula, Kimba & Port Lincoln Cup days



ON YOUR NOMINATED RACE DAY, RECEIVE:

- **Race Day naming rights** valued up to \$650
- **Race Book Cover** logo inclusion on the race book for your allocated race day
- **Reserved table for you and 9 guests** in the Members Bar
- **\$250 club credit** for beverages and / or food
- **Website promotion** on www.plrc.com.au with a link to your business
- **Sponsor Promotion** on Racing SA website, Facebook, Race Books, and trackside on Race Day

YOU WILL ALSO RECEIVE:

- **2 x Season Memberships** providing 10% discount on beverages PLUS all member privileges – valued at over \$250
- **2 x Invitations to the Sponsor's Luncheon**
Enjoy a premium lunch and drinks exclusive to our sponsors and members, valued at \$400

Where the Track meets the Sea



Race Name Sponsorship Package

ELEVATE YOUR BUSINESS OR EVENT PROFILE ON RACE DAY

Midweek \$400 +GST

Friday \$450 +GST

Sunday \$650 +GST

New Years Eve \$1,500 +GST

Prelude Cup Dates \$1250 +GST

Port Lincoln Cup 28 Feb \$2000 +GST



INCLUDES:

- **Website promotion** on www.plrc.com.au with a link to your business
- **Race Day Sponsor Promotion** on Racing SA website, Facebook, Race Books, and trackside on Race Day
- **Appreciation Post** and thank you acknowledgment
- **2 x Season Memberships** providing 10% discount on beverages PLUS all member privileges – valued at over \$250

Where the Track meets the Sea



TAILORED TO YOUR BUSINESS

Custom Sponsorship Packages

BUILD YOUR OWN TO MAXIMISE YOUR BENEFITS



Looking for a customised solution to highlight your business or event? Contact our team to discuss purpose-built packages designed to your needs. We can assist with:

- **Function Hire** and hospitality packages on race meetings or non-racing dates
- **Race Sponsorship** across 13 meetings
- **Signage** see our signage solutions and contact the team for ideal placement
- **Business partnerships** on offer to our valued suppliers

ON COURSE SIGNAGE:

- Fence line: \$275 + GST
- Home straight: \$1000 + GST
- Winning post: \$1500 + GST
- Home turn: \$2000 + GST
- Pavilion: \$800 + GST

RACE DAY REGALIA:

- Branded strapper jackets
- Branded saddle cloths
- Trophies
- Jockey whips

Where the Track meets the Sea



Sponsorship Agreement



Personal Information

Business Name

Contact Name

Postal Address

Email Address

Phone Number

Select Sponsorship

No	Type of Sponsorship	Price	Total ex GST
	Maxi Sponsorship	\$4000 +GST	
	Race Day Sponsorship	\$1,100 +GST	
	Business Basics	Midweek \$400 +GST Fridays \$450 +GST Sundays \$650 +GST New Years Eve \$1,500 +GST Prelude Cup Days \$1,250 +GST Port Lincoln Cup 28 Feb \$2,000 +GST	
	Custom Package		

No	Signage	Value	Total ex GST
	Fence Line	\$275 +GST	
	Home Straight	\$1,000 +GST	
	Winning Post	\$1,500 +GST	
	Home Turn	\$2,000 +GST	
	Pavilion	\$800 +GST	

Total ex GST

Total Inc GST (add 10%)

Sponsorship Agreement



Agreement

This agreement is made solely with Port Lincoln Racing Club and

Sponsors Name

Preferred Race Date

Total Payment

Logo & 200 Word
Business Summary

Please attach in reply email

In consideration of the agreement by the sponsor to pay the Port Lincoln Race Club Inc. the sum as outlined above the Port Lincoln Race Club Inc. agrees to provide the credits and benefits set out in the sponsorship as marked in this agreement.

Credits and benefits to Sponsor

The Club agrees to credit The Sponsor by giving the sponsor acknowledgment to the value as included in sponsorship package or as otherwise agreed and included as an addendum to this agreement.

Terms of Agreement

It is agreed that all matters relating to the administration of the Sponsorship Agreement shall remain the exclusive responsibility of the Port Lincoln Race Club Inc.

In the event of the cancellation of the Sponsorship for whatever reason by Port Lincoln Race Club Inc., this Agreement shall be null and void.

The Port Lincoln Race Club Inc. shall forthwith return the balance of the sum referred to in clause 3 and paid to Port Lincoln Race Club Inc. less any additional expenses incurred by Port Lincoln Race Club Inc. relating to the sponsorship. The balance refund will be determined by Port Lincoln Race Club Inc. after written notice is received by the Chairperson of the Port Lincoln Race Club Board.

Members Name

Signature

Agreement Date



**PORT LINCOLN
RACING CLUB**

Port Lincoln Racing Club Inc

3 – 41 Proper Bay Road,
Port Lincoln, SA 5606
PO Box 17, Port Lincoln

08 8682 3851

admin@plrc.com.au

PORTLINCOLNRACINGCLUB.COM.AU



Where the Track meets the Sea