



## 2026 SPONSORSHIP



*Awarded the Racing SA 2021/22 Most Outstanding Achievement Award by a Club & Business PA 2022/23 Hallett Group Excellence in Community Service by a Volunteer Group*

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CELEBRATE THE RACING SEASON WITH ONE OF SOUTH AUSTRALIA'S OLDEST RACING CLUBS



# POR AUGUSTA RACING CLUB

In 2026 the Port Augusta Racing Club offers premier thoroughbred racing for the Spencer Gulf region, with annual attendance figures over 6000 patrons, race days offer a genuine opportunity to reach a diverse group of people in a regional area.

As the only Sand Based TAB Track in South Australia, Port Augusta thoroughbred racing offers patrons a unique and exciting race day experience.

Be a part of Port Augusta's premier social sporting event and immerse your business and its brand in the excitement and exposure that attracts local and intrastate racegoers to Port Augusta.

With the events broadcast on live-to-air television through Racing.com, along with a targeted audience on SKY Racing, this offers your company great exposure for both local and national markets. Marketing through the club's website, television, social media platforms and on track further promotes your brand.

Do not miss this opportunity to leverage off the goodwill, community support and excitement that the Port Augusta Cup generates. During the season, the Port Augusta Racing Club hosts 9 race days throughout the winter months, presenting numerous sponsorship opportunities.

Let the Races Begin, Sunday 12<sup>th</sup> April

Pink Ladies Race Day, Sunday 26<sup>th</sup> April

Tradies Race Day, Friday 8<sup>th</sup> May

Community Clubs Race Day, Sunday 24<sup>th</sup> May

Flying Doctor Race Day, Sunday 7<sup>th</sup> June

Farmers & Graziers Squatters Cup, Sunday 21<sup>st</sup> June

**City of Port Augusta Cup, Sunday 5<sup>th</sup> July**

Sunday Races, Sunday 19<sup>th</sup> July

Outback Family Race Day, Sunday 23<sup>rd</sup> August

The Port Augusta Racing Club recognises the importance of community, contributions, wellbeing, and working together. It is the foundation which plays an important role in the club's success.

Port Augusta Racing Club is a major racing club in regional South Australia and the biggest in the Spencer Gulf and northern regions.

**We welcome you to become a sponsor of the Port Augusta Racing Club.**



# SPONSORSHIP OPPORTUNITIES

## RACE NAMING RIGHTS SPONSOR: Port Augusta CUP

The City of Port Augusta Cup is the premier social sporting event for the Port Augusta Racing Club season. It is held at the Port Augusta Racecourse and allows the club to showcase not only its thoroughbred racing and community event but also one of South Australia's major tourism attractions the magnificent Flinders Ranges. Furthermore, it provides the club an opportunity to promote Port Augusta and the State's far north region.

The event brings together many of our community and visitors from nearby regional centres and towns as well as many tourists both intrastate and interstate.

Racing is the main entertainment on the day but is combined with a range of other activities including the prestigious "Fashion at the Races"; there are marquees for patrons that offer great food; entertainment for children etc. a day for all.

The City of Port Augusta Cup is a local tradition. Sponsoring a race offers your business fantastic exposure, maximising the advertising benefits for your business. Race names can be titled after your business name, a product you wish to promote or an upcoming event.

### BENEFITS

- Naming rights to a race on City of Port Augusta CUP day.
- Excellent Media exposure through Commercial Television and Social Media platforms
- Great broadcast exposure on local and national markets through live-to-air television on Racing.com, along with a targeted audience on SKY Racing. SKY Channel broadcasts to over 5000 licensed venues nationwide, live to FOXTEL and 3G mobile phones reaching an estimated 2million weekly.
- Opportunity for corporate identification & branding
- Opportunity for on-course signage
- Member Day Passes for 10 people, includes admission and access Pastoral Hotel Members Lounge
- 20 Members Drink Tickets for the day
- Two Transferrable Memberships for the 2026 Season
- Communication and access to Port Augusta Racing Club members
- Link on the Port Augusta Racing Club Website.

Cost: \$2,000 incl GST



## RACE NAMING RIGHTS SPONSOR: Pink Ladies Race Day

Ladies Race Day is the much-anticipated social day on the racing calendar, featuring fashions through the 'Fashions on the Field'; live music; whilst traditionally the Club makes a donation to breast cancer.

Race names can be titled after your business name, a product you wish to promote or an upcoming event. This package offers your business great exposure as a sponsor of the Port Augusta Racing Club.

### **BENEFITS**

- Naming rights to a race on Pink Ladies Race Day
- Excellent Media exposure through Commercial Television and Social Media platforms
- Great broadcast exposure on local and national markets through live-to-air television on Racing.com, along with a targeted audience on SKY Racing. SKY Channel broadcasts to over 5000 licensed venues nationwide, live to FOXTEL and 3G mobile phones reaching an estimated 2million weekly.
- Opportunity for corporate identification & branding
- Opportunity for on-course signage
- Member Day Passes for 10 people on sponsored race day, includes admission and access Pastoral Hotel Members Lounge
- 20 Members Drink Tickets for the day
- Communication and access to Port Augusta Racing Club members
- Link on the Port Augusta Racing Club Website.

Cost: \$800 incl GST

## RACE NAMING RIGHTS SPONSOR

Race names can be titled after your business name, a product you wish to promote or an upcoming event

### **BENEFITS**

- Naming rights to a race at any race meeting of your choice, subject to availability (excludes City of Port Augusta Cup and Pink Ladies Race Day)
- Excellent Media exposure through Commercial Television and Social Media platforms
- Great broadcast exposure on local and national markets through live-to-air television on Racing.com, along with a targeted audience on SKY Racing. SKY Channel broadcasts to over 5000 licensed venues nationwide, live to FOXTEL and 3G mobile phones reaching an estimated 2million weekly.
- Opportunity for corporate identification & branding
- Opportunity for on-course signage
- Members Day Passes for 10 people on sponsored race day, includes admission and access Pastoral Hotel Members Lounge
- 20 Members Drink Tickets for the day
- Communication and access to Port Augusta Racing Club members
- Link on the Port Augusta Racing Club Website.

Cost: \$600 incl GST



## DAY SPONSOR

This package offers your company media exposure, and to patrons on the race day (excludes City of Port Augusta Cup and Pink Ladies Race Day)

### **BENEFITS**

- Excellent Media exposure through Commercial Television
- Opportunity for corporate identification & branding
- Opportunity for on-course promotional and product sampling privileges
- Members Day Passes for 10 people on sponsored race day, includes admission and access Pastoral Hotel Members Lounge
- 20 Members Drink Tickets for the day
- Communication and access to Port Augusta Racing Club members
- Link on the Port Augusta Racing Club Website.

Cost: \$500 incl GST

## RACEDAY WINNER RIBBONS SPONSOR

Port Augusta Racing Club presents Winner Ribbons to all race winners on a race day. Your support assists with the costs to provide ribbons to all winners on the day.

This package offers your company exposure to patrons on the race day (excludes City of Port Augusta Cup and Pink Ladies Race Day)

### **BENEFITS**

- Opportunity for corporate identification & branding
- Opportunity for on-course promotional and product sampling privileges
- Facebook sponsor acknowledgment
- Members Day Passes for 10 people on sponsored race day, includes admission and access Pastoral Hotel Members Lounge
- Communication and access to Port Augusta Racing Club members
- Link on the Port Augusta Racing Club Website.

Cost: \$200 incl GST



## OTHER SPONSORSHIP OPPORTUNITIES

Port Augusta Racing Club has extensive opportunities outside of race name packages which offer your company great exposure to both the local and national markets.

### MEMBERSHIP

Race membership can be included with any sponsorship package. There are a number of membership opportunities with the club, including Transferrable Corporate membership. Membership brochures are available.

### SIGNAGE

There are many signage opportunities available at the Port Augusta Racecourse providing your company with great exposure from the local market through to national coverage with SKY Racing and Racing.com.  
Signage at sponsor's cost. Term 3 years.

<b>Home Straight Sign</b> (2400 x 1200)	\$450 pa
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Local market coverage on race days and other events held at the racecourse.

<b>Stalls Signage</b> (800 x 400)	\$50 pa
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Located at the rear of each horse stall.

Signs produced with Rossigns. Production cost \$88.

## FURTHER DETAILS

The Port Augusta Racing Club would be delighted to welcome your company as one of our sponsors. Please contact Emily Bull, the Clubs Secretary on the number below. The Port Augusta Racing Club is dedicated to working with sponsors to ensure all parties achieve the results they desire. If you have an alternative idea about how you would like to be involved, please feel free to discuss with Emily.

**Emily Bull**

**Secretary**

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