

2011
SHOWCASE
& AWARDS

PERTH RACECOURSE

Events

Event Category. Perth Racecourse Charity Day



Objectives

- Raise £200,000 for The Prince's Charities in Scotland through sponsorship, business and private donations and a successful raceday
- Drive raceday income level above £90,000 achieved on corresponding day in 2010. This will be achieved by increased media profile, much improved racing program and additional entertainment, in this case Camel Racing.
- Attract Blue Chip Sponsors and introduce them to racing at Perth. Target prize money £60,000, target sponsorship £90,000
- Raise profile and awareness with increased media campaign and attract terrestrial television.
- Attract 10,000 racegoers as a result of above.



Delivery

- Set up Fundraising committee to ensure massive fundraising target did not impact on office staff.
- Set up high profile launch at Holyrood Palace with VIP's
- Regular Press Releases as new sponsors came on board
- 310 attend Gala Fundraising Dinner at Perth Concert Hall on eve of race meeting
- 120 attend VIP raceday lunch with royals in attendance



Results/Anticipated Results

- A figure in excess of £257,000 was raised for the Princes Charities in Scotland. £56,600 through sponsorship. £57,000 through private donations. £57,000 through Auction and Raffle. £85,000 through Gala Dinner. Costs of Approximately £30,000 will ensure that a cheque in excess of £230,000 will be presented to the charity, £30,000 above target figure.
- New blue chip sponsors of event included Scottish and Southern Energy, Aviva, DC Thomson, Selex Galileo, Ladbrokes, RBS and Ryan Air. Total Sponsorship £140,000 of which £84,000 was targeted directly to Prize Money.
- Prize money increase from £60,000 to £90,000, featuring the £40,000 Scottish Hydro Summer Champion Hurdle. Won by Overturn one of the highest rated dual purpose horses in the British Isles.
- 10,000 racegoers attended the event
- Raceday income of in excess of £95,000 was achieved.
- Scottish Television hosted 'The Hour', Scotland's top Magazine TV Show, from Perth racecourse giving Perth terrestrial television racing coverage for the first time.
- Raceday attendance of The Duke and Duchess of Rothesay and the First Minister of Scotland provided Perth with very significant media coverage away from the sports pages.

