

2011
SHOWCASE
& AWARDS

NEWBURY RACECOURSE

Free Racing Days

Services and Equestrian Racedays

Driving footfall and incremental revenue from new target markets



Objectives

Objective:

- To boost attendances for 'middle of the road' fixtures by driving footfall via free ticket offers with the aim of increasing additional revenue in hospitality and F&B and also celebrating and showcasing the relevant Services within the local community.

Key elements:

- 2011 featured the 4th Armed Forces Raceday (Sat 22 Oct) with free tickets and exclusive hospitality deals available to all Military personnel, RBL members and following the previous success of this formula, the second Emergency Services Raceday (Sat 16 April) and the inaugural Equestrian Day (Sat 26 March) at Newbury Racecourse with free entry to Emergency Services Personnel and NHS staff and member of BEF groups.
- These fixtures took place on good quality racedays (Jump Season Finales in March, DDF Spring Trials in April and 2 Group 3 races in October) which had potential for bigger audience.
- As well as attracting new customers with free racing offer, the days increased their general consumer appeal with lots of additional Armed Forces/Emergency Services/Equestrian themed entertainment and activities providing a fun and interactive way for Services to engage with the general public.
- Armed Forces Day is now sponsored by Wothingtons who saw the event as a strong brand fit and also features the launch of the RBL Berkshire Poppy Appeal.
- These days had strong charity angle and has augmented NRC's community appeal.



Armed Forces Raceday:

- Launch with photo call at NRC with Supacat Jackal, the star exhibit at the Armed Forces Raceday. Appeared in OK!, Newbury Weekly News, Berkshire Life
- Targeting of seeding in What's On diaries of military media Print, radio and broadcast
- Door drops to Army bases highlighting Free racing offer and e-databases
- Targeted pre-event interviews with regional media with guest of honour, Marine Mark Jackson
- Work closely with Berkshire RBL, to coordinate Poppy Appeal Launch, parachute drop onto racecourse and to deliver armed forces themed entertainment.

Emergency Services & Equestrian Day

- Worked to similar strategy by forming new partnerships with local Emergency Services contact and Thames Valley Air Ambulance as British Equestrian Federations, British Dressage, British Eventing, BSJA, British Driving, Yogi Briesner and local leading riders



© Rachel Mullins Photography

Results/Anticipated Results

- Since introducing these themed racedays attendance has increased by 27% in 4 years for Armed Forces and 11% in two years for Emergency Services and 24% for Equestrian raceday
- Take up of free tickets has increased year on year with 1650 Armed Forces tickets redeemed in 2011, and 47% increase compared with 2009. Over 1300 tickets were redeemed by Emergency Service personnel and 500 by members of Equestrian bodies.
- All these days, via the targeted offers, have each led to over £4k incremental revenue through hospitality bookings and extra paid for tickets.
- This year Armed Forces Raceday raised £7k for the Berkshire Poppy Appeal and continues to generate extremely high quality PR coverage for the RBL and NRC, with BBC South Today, BBC Radio Berkshire and OK! Magazine giving extensive coverage.



15 - 16.04.2011
TICKETS FROM: £15
UNDER 18s GO FREE
NEWBURY-RACECOURSE.CO.UK
01635 40015



RACING - HOSPITALITY - EVENTS