

2011  
**SHOWCASE**  
& AWARDS

# WOLVERHAMPTON RACECOURSE Free Racing Days

Free Grandstand Enclosure throughout January



# Objectives

- To increase attendance in quiet period
- To engage with local community
- To increase retail spend in quiet period
- To data capture as many new customers as possible
- Not to devalue the product hence find a sponsor



# Delivery

- Customers required to pre-book their free tickets
- 4 methods of booking – telephone, online, text or email
- Advertised by racecourse website, e-marketing campaigns, radio campaigns, leaflet distribution, football stadia advertising and on course posters
- The sponsor [ Blue Square ] also promotes this offer to their West Midlands customer database as well as local non-league football clubs in connection with their sponsorship of the Blue Square Bet leagues



**FREE TICKETS**



There are 4 simple ways to claim your FREE ticket for January 2011 thanks to Blue Square

1. Telephone 01902 390000
2. Text RACE to 60070
3. Visit [www.wolverhampton-racecourse.co.uk](http://www.wolverhampton-racecourse.co.uk) and follow the links
4. Email [info@wolverhampton-racecourse.co.uk](mailto:info@wolverhampton-racecourse.co.uk)

Then choose from the list of fixtures to the right.

January Fixtures	Free Race
Monday 3 <sup>rd</sup> January	2.00 p.m.
Thursday 6 <sup>th</sup> January	4.10 p.m.
Friday 7 <sup>th</sup> January	4.10 p.m.
Monday 10 <sup>th</sup> January	2.20 p.m.
Friday 14 <sup>th</sup> January	4.10 p.m.
Monday 17 <sup>th</sup> January	2.20 p.m.
Tuesday 18 <sup>th</sup> January	2.20 p.m.
Thursday 20 <sup>th</sup> January	4.20 p.m.
Friday 21 <sup>st</sup> January	4.35 p.m.
Monday 24 <sup>th</sup> January	2.20 p.m.
Thursday 28 <sup>th</sup> January	4.40 p.m.
Monday 31 <sup>st</sup> January	2.05 p.m.

Terms and conditions: Offer only valid for horse racing fixtures taking place throughout January 2011. A maximum of ten tickets per booking. Offer only valid for the Grandstand Enclosure. No cash alternative. Please note: First race times are subject to change.

 Wolverhampton Racecourse, Dunstall Park, Wolverhampton, WV6 0PE - Tel: 01902 390000  
Email: [info@wolverhampton-racecourse.co.uk](mailto:info@wolverhampton-racecourse.co.uk) - [www.wolverhampton-racecourse.co.uk](http://www.wolverhampton-racecourse.co.uk)

# Results/Anticipated Results

- Since the introduction of “Free January” in 2009 Wolverhampton has doubled the average crowd attending a January fixture
- Retail spend on the January fixtures increased
- Data collection volume is great and enables the racecourse to market their other fixtures for the remainder of the year to more customers

