

2011
SHOWCASE
& AWARDS

FONTWELL PARK

Raceday Experience

Royal Wedding Racenight

Friday 29 April 2011



Objectives

- To put on a great show
- Maximise attendance (in advance and on the day)
- Maximise hospitality, race sponsorship, food/beverage and betting revenue
- Attract new customers to the racecourse
- Increase awareness of Fontwell Park as a venue through extensive PR and marketing
- Obtain extensive publicity about 'our coup' – the horse Royal Wedding running on Royal Wedding day at Fontwell Park
- Create a garden party atmosphere that celebrates Britain and the Royal Wedding
- Give the customers a great, fun night out with horse racing, entertainment and live music



Delivery

- Give the racecourse a 'British' feel with Union Jack flags, bunting, concert band, stilt walkers in union jack outfits, fun fair games stalls, etc
- Replays of the Royal Wedding on the TV screens during the evening
- Encouraged bookmakers to offer morning odds on Royal Wedding – which they did
- Interviews with Royal Wedding's owner and trainer on the big screen after the gelding read the script and won the opening race
- Select appropriate British music to play over the PA when gates open
- Traditional British concert band playing during the evening
- Take That tribute band to play live after racing – Take That chosen because they are one of the most popular British bands in the last two decades
- Fireworks show off the roof of the 888sport Premier Grandstand at end of the evening
- Tommo TV to increase communication with customers
- British themed food offered from takeaway outlets (bangers and mash, etc)
- Hospitality packages given Royal names



Results

- Advance admissions 100% up on the equivalent fixture in 2010
- Admissions totalled just under 5500, double the previous year
- Hospitality profit was 150% up on the previous year
- Sponsors included British brands – Mini and Crabbies
- Food and beverage turnover matched some of the best days at the course in the last ten years
- Tote turnover 100% up on the equivalent fixture in 2010
- Royal Wedding's victory hit the headlines around the world including the USA, Australia, Canada and across Europe – media value £750,000+
- Post race day surveys showed a large number of first time racegoers who intend to return to a future fixture
- A great atmosphere was created and everyone seemed to have a superb night (according the customer feedback surveys)
- Finally – one customer was so impressed she bought 400 work colleagues for a hospitality event in September!

