

# HOSPITALITY & SPONSORSHIP

— 2018 —







# WELCOME

2018 is geared up to be another outstanding year of spectacular racing here at Ayr.

Home to Scotland's largest and richest Jumps and Flat fixtures, the Coral Scottish Grand National and William Hill Ayr Gold Cup Festivals, plus a superb social summer 'Season' and a host of other exciting racedays throughout the year, we look forward to welcoming you here to Ayr.

A VisitScotland 5 star venue, and awarded the Racehorse Owners Association Gold Standard Award for the past three years, we provide not only the best racing on the track, but also the finest in racing Hospitality, with our first class hospitality experience being renowned throughout the UK and beyond.

Whether your aim is to thank those important to your business, or simply relax with family and friends, you are assured of an exceptional raceday experience here at Ayr. And with our packages and facilities carefully designed to provide all you and your guests require, plus the flexibility to offer a more bespoke offering if required, you can be confident that all your entertaining needs will be met.

Add to this the thrill of Race Sponsorship, and you truly have the ultimate in racing hospitality for you and your guests.

SET YOUR HEART **RACING** AT SCOTLAND'S PREMIER RACECOURSE

# FINE DINING IN FIRST CLASS FACILITIES

With stylishly appointed private suites and restaurants, all having their own dedicated team of award winning in-house chefs producing first-class cuisine from locally sourced produce, and a highly experienced management team ensuring a smooth service, you can be assured you and your guests will enjoy the ultimate hospitality experience.

Whether you prefer to enjoy the spectacle on the track from up on high or in amongst the action, our full range of hospitality suites, all specifically equipped for that perfect raceday experience, ensure we have a facility to suit.

## Private Boxes and Marquees

The exclusivity of these facilities is perfect for more private business and personal entertaining, and also allows a more bespoke offering if required. Our full range of private suites and marquee units are able to accommodate parties from 10-300 guests.



#### Princess Royal Private Boxes

With a private balcony, and situated on the 3rd floor of the main Princess Royal Stand, these boxes give magnificent views over the finishing post and entire course, and are able to accommodate parties ranging from 20-100 guests.



#### Rothesay Private Boxes

The Rothesay Stand, situated just past the finishing post and right on the running rail of the flat track, is the perfect place for those who prefer to be 'in amongst the action'. With balconies overlooking the entire track, these private boxes, which can accommodate from 10-72 guests, are also adjacent to the Parade Ring, allowing your guests to soak up all the atmosphere of the day.



#### Marquee / Private Units

The magnificent Paddock Lawn Marquee is a permanent fully glazed structure with integrated washrooms, and is able to accommodate private units of 30-300. Situated both on the running rail of the flat track and adjacent to the Parade Ring, its proximity to the track and private gardens ensure guests who like to soak up all the atmosphere and action are perfectly placed.

We also have the facility to erect additional marquee structures throughout the course to suit any bespoke requirements.

#### Restaurants

The lively buzz and warm atmosphere of our Restaurants make them the perfect place to relax and enjoy the day amongst good company. Whether for a party of two, or exclusively for a large party, our restaurant facilities are the ideal venue for all types of entertaining.



#### Roman Warrior

The Roman Warrior is the perfect venue for both business and pleasure alike. Situated on the 2nd floor of the main Princess Royal Stand, with private balcony giving outstanding views over the finishing post and entire course, the Roman Warrior Restaurant remains a firm favourite.

Booked for a party of two, or exclusively for 180, Roman Warrior provides the perfect ambience for all types of entertaining.



#### The Chancellor

The Chancellor Restaurant is over two levels, the lower giving glazed viewing over the track, with the upper giving superb views over the Parade Ring and Champagne Gardens. With a combined capacity of 200, the Chancellor also benefits from a private viewing area on the main stand\*

Situated on the 1st floor of the Princess Royal Stand, it also gives easy access to the Parade Ring, providing the perfect venue for those who like to be in amongst the action.

\* Please note that this viewing area may not be accessible to all guests at every race meeting



#### Red Rum

Enjoying spectacular views over the finishing post and entire track, as well as the Parade Ring, this smaller Restaurant offers a more intimate experience. Situated on the 3rd floor of the Princess Royal Stand, and able to accommodate approximately 60 guests, it is also perfect for a private larger party.

# RACEDAY HOSPITALITY PACKAGES YOUR GUESTS DESERVE THE BEST, WE ENSURE THEY RECEIVE NOTHING LESS

Our Silver, Gold and Platinum packages are designed to ensure that you are able to relax in the knowledge that you and your guests will enjoy the ultimate in raceday hospitality.

With our own in-house teams of chefs constantly raising the stakes to ensure the very best dining experience, and offering a full a la carte menu in all facilities, we are able to cater for all tastes. And with all three packages offering a comprehensive drinks selection for your guests, yet allowing you to upgrade and treat your party to finer wines and Champagne if you wish, you can be assured that all will experience a truly memorable day.

And when the occasion requires a more bespoke offering, our highly experienced team will work closely with you to ensure your day meets all your expectations.

Why not go that extra furlong for your guests and add some extra special touches?

#### **Guest Tipster**

#### Race Sponsorship

Help get the day off to a winning start with a Guest Tipster to talk your guests through the day's Racecard and hopefully point them in the direction of a few winners. Make the invite even more special and let your guests feel a real part of the day's proceedings, by sponsoring a race on the day.





#### Silver Package



Hospitality Badge Racecard Bucks Fizz Reception Four Course Lunch Afternoon Tea Drinks Package\* Additional TV Viewing Private Betting Facilities Floral Table Arrangements

From

£135\*\*

Gold Package



Hospitality Badge

Racecard

Bucks Fizz Reception

Four Course Lunch

Afternoon Tea

Drinks Package<sup>\*</sup>

House Champagne

Pinot Grigio and Shiraz replace House White and Red Wines

Additional TV Viewing

Private Betting Facilities

Floral Table Arrangements

E155\*\*

\* Standard spirits, house wines, beers, soft drinks. Please see page 21 for full terms and conditions. \*\* Per person plus vat.

#### Platinum Package



Hospitality Badge

Racecard Bucks Fizz Reception Four Course Lunch Afternoon Tea Drinks Package<sup>\*</sup> G.H. Mumm Cordon Rouge Champagne Chablis and Chateauneuf du Pape replace

House White and Red Wines

Additional TV Viewing

Private Betting Facilities

Floral Table Arrangements



# FESTIVAL FOCUS CORAL SCOTTISH GRAND NATIONAL FESTIVAL

## Friday 20 April and Saturday 21 April 2018

The biggest and richest jumps Festival in Scotland features two afternoons of high class racing and entertainment and where better to view such outstanding sport than from our superb hospitality facilities.

## Friday 20 April - Ladies Day

The opening day has seven races with the centrepiece the Hillhouse Quarry Handicap Chase. The £50,000 Class 1 Listed race is a contest that carries the longest running sponsorship of any at the track. This is always a well contested affair and last year's race was won by Two Taffs from the Dan Skelton yard and ridden by Davy Russell.

Friday is Ladies Day, adding an injection of glamour. The best dressed ladies on the day will win some fantastic prizes.

Ladies Days and Nights at Ayr Racecourse are legendary with the Coral Scottish Grand National Ladies Day being the first of three this year.









professional service. The Coral Scottish Grand National is a very special day. IF

SIMON CLARE - DIRECTOR OF PUBLIC RELATIONS, CORAL UK

## Saturday 21 April - Coral Scottish Grand National

Eight outstanding races including the Coral Scottish Grand National, the QTS Scottish Champion Hurdle and a brand new open novices' handicap chase will see the very best of equine talent competing with most of the leading jockeys in the land in action.

The highlight of the day's racing action is without doubt the Coral Scottish Grand National.

With £215,000 in prize-money this is the second richest jumps handicap behind only the Grand National and is in the top four races by betting turnover.





Run over four miles with up to 30 horses jumping 27 fences this race captivates the sell-out crowd and the atmosphere throughout the course as this race is run is electric.

The winner for the last two years has been Vicente, trained by Paul Nicholls and ridden on both occasions by Sam Twiston-Davies.

The main supporting race on Saturday is the £105,000 QTS Scottish Champion Hurdle, a Class 1 contest that produced a superb finish in 2017 with Chesterfield, trained by Seamus Mullins. New for 2018 is a Class 2 three mile open novices' handicap chase with £100,000 in prize-money – a really valuable addition to what already is a marvellous day's racing.

Other top races on the day include The Jordan Electrics Ltd Future Champion Chase and the Listed Scotty Brand Handicap Chase.

Throughout the afternoon and before racing there is an assortment of quality entertainment including a tribute band in the tented village, jazz bands and flash mobs.

After racing there will be a top live band in the Princess Royal Suite within the Club Stand with Colin McArdle playing a DJ set in the Ayrshire Suite within the Grandstand.

But if you want to attend please book early as this day has sold out on each of the last few years.

10 Festival Focus - The 2018 Coral Scottish Grand National Festival



# FESTIVAL FOCUS

### THE WILLIAM HILL AYR GOLD CUP FESTIVAL

### Thursday 20 September to Saturday 22 September 2018

Three days of high quality flat racing with the sport's leading jockeys, top trainers and equine superstars this is undoubtedly the jewel in the crown of the flat season in Scotland.

## Thursday 20 September - Doonside Cup Day

The highlight is the Class 1 Listed race – the William Hill Doonside Cup, with a prize fund of £65,000, won in 2016 by the Godolphin owned Secret Number the fifth time a Saeed bin Suroor horse had won the race since 2004.

This race, run over one mile two furlongs is one of the best performing races of its type in the UK and winners often go on to compete in and win Group races.

There is a good supporting card too with most of the leading trainers in the country represented and many of the top jockeys riding.

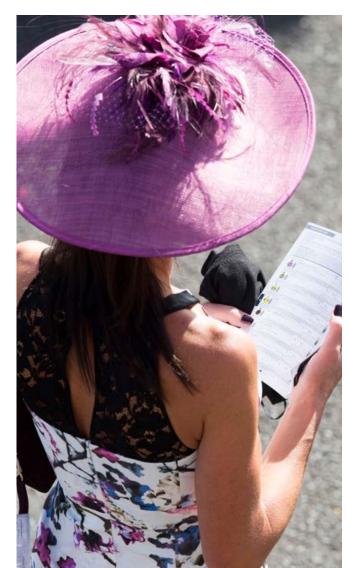
And the fun continues after racing with a live band playing in the Princess Royal Suite within the Club Stand.



## Friday 21 September - Ladies Day

Day two is William Hill Ayr Gold Cup Ladies Day - a fabulously glamorous occasion which features the final of our eagerly anticipated Ladies competition with some fantastic prizes to be won.

There will be up to 25 finalists, the last few of whom will have been chosen by our judges on the day, and they will each draw a horse running in the William Hill Ayr Bronze Cup. The lady who draws the winner wins the star prize with second and third also winning big.



In addition to the Bronze Cup the racing highlights include two £50,000 Class 1 Listed races - Shadwell Stud/EBF Stallions Harry Rosebery Stakes and the Al Maktoum Cup Arran Scottish Fillies' Sprint Stakes over a new distance for Ayr of five and a half furlongs.

And after racing there's live entertainment in both the Princess Royal Suite within the Club Stand and the Ayrshire Suite in the Grandstand.









## Saturday 22 September - William Hill Ayr Gold Cup

The biggest, best and richest Flat day's racing in Scotland with many leading jockeys and trainers heading to the Ayrshire coast where there is £420,000 of prize-money on offer.

The 25 runner Class 2 William Hill Ayr Gold Cup is worth £200,000 in prize-money and in 2016 this was won by Brando - the highest ever rated horse to land the Cup.



Both Brando and Growl who was second were placed in the Group 1 sprint on Champion's Day at Ascot in October 2016 underlining the class of runner competing in the Gold Cup.

Indeed Brando went on to win two Group 1s.

Elsewhere on the card Scotland's only Group race the Class 1 Group 3 William Hill Firth Of Clyde Stakes is run and this was won by Bryan Smart's useful Delectation in 2016.

There is also the William Hill Ayr Silver Cup – Roodee from Tom Dascombe's stable won the last running of this - which is the main consolation race for the Gold Cup, and the Kilkerran Cup.

There is fantastic entertainment before, during and after racing with a live band in the Club Stand and a DJ in the Grandstand for three hours following the last race.

Tickets sell fast for this day – so book early and enjoy a discount!

14 Festival Focus - The 2018 William Hill Ayr Gold Cup Festival



II It's always an absolute pleasure to work with the team at Ayr. Nothing is ever any trouble and working with them is a joy from start to finish. II NATALIE CHARLTON, HEAD OF EVENTS, WILLIAM HILL

williamhill.com

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williamhill.com

hill.com

# AYRSHIRE MAGAZINE NOUGHTIES RACENIGHT

## Friday 22 June 2018

With the addition of our fabulous Ayrshire Magazine Racenight on Friday 22 June followed by Scottish Sun Raceday on Saturday 23 we have a superb June weekend double header.

The evening also sees the launch of our 2018 Ayr Best Dressed Ladies Competition adding even more glamour to the occasion.

The Best Dressed Ladies on the night will receive a coin and a place in the final on William Hill Ayr Gold Cup Ladies Day which takes place on Friday 21 September when there will be terrific prizes to be won.

There will be a live band in the Princess Royal Suite within the Club Stand playing for three hours after the last race with a DJ in the Ayrshire Suite within the Grandstand.



# SCOTTISH SUN RACEDAY

## Saturday 23 June 2018

One of the real highlights of the year at Ayr and a fixture that has broken the record for attendances in each of the last two years.

A really glamorous day and we give out more coins to best dressed ladies who will win a place at the final of the competition at William Hill Ayr Gold Cup Ladies Day on Friday 21 September.



# QTS LADIES NIGHT

## Saturday 11 August 2018

Make this a date in your diary for 2018 and enjoy one of the finest social occasions of the year at Ayr Racecourse.

QTS Ladies Night combines glamour, top live entertainment and seven exciting races.



And best dressed ladies could be awarded a coin which guarantees them a place in the final of our legendary ladies competition which takes place at William Hill Ladies Day on Friday 21 September.

There will be up to 25 ladies in the final and each will draw the name of a horse running in the William Hill Ayr Bronze Cup that afternoon and there will be money can't buy prizes for the girls who draw first, second and third placed horses.

There will be heats on the stage in the Princess Royal Suite in the Club Stand throughout the night to decide who wins a coin.

Before during and after racing there is some top entertainment with Packy Lee aka 'Johnny Dogs' from the award winning BBC Drama Peaky Blinders taking to the decks in the Grandstand to play a fantastic dj set followed by the ever popular Colin McArdle. Top live band The Upbeats will play in the Club Stand. The fun goes on for three hours after the last race.















# SOCIAL SATURDAYS AND OTHER GREAT DAYS

#### Tennent's Raceday - Saturday 10 March



Our first Saturday meeting of 2018 and a large crowd is expected to enjoy some top jumps racing combined with excellent entertainment which will last well into the evening.

And there's an opportunity to switch into party mood early in the day as racegoers will be greeted at the main entrance in Whitletts Road by Drums N Roses playing their own addictive mix of modern music strongly influenced by traditional Scottish sounds

The two feature races are the three mile handicap chase for the Hugh Barclay Challenge Trophy and two mile four furlong handicap hurdle for the Craigie Cup. The latter was won in 2017 by the Micky Hammond trained Silver Tassie, ridden by Joe Colliver who trounced the field to win by six lengths.

The Craigie Cup went the way of course specialist Desert Cry for trainer Donald McCain, jockey Brian Hughes and owners the NYPD Partnership which includes former Manchester United manager David Moyes.

After racing a live band will play in the Club Stand for three hours.

#### Tennent's Raceday - Saturday 3 November



The final Saturday meeting of 2018 at Ayr and a truly exciting afternoon with a seven race card.

The big crowds enjoy this day full of top races.

The feature race is the Class 2 Tennent's Cup Scottish Champion Hurdle trial which will see some good hurdlers embark on a season that may well lead to the QTS Scottish Champion Hurdle itself come next April. The fun continues long after the final race with a live band playing in the Princess Royal Suite within the Club Stand, and a DJ in the Ayrshire Suite within the Grandstand.

A top Saturday day out.

# HOSPITALITY PRICES 2018

DATE	FIXTURE	TYPE	SILVER	GOLD	PLATINUM
Tues 2 January**	New Year Raceday	NH	£90	£110	£130
Wed 10 January*	January Jumps Raceday	NH			
Mon 15 January*	Winter Raceday	NH			
Tues 16 January*	totepool Raceday	NH			
Wed 31 January*	January Finale Raceday	NH			
Sun 11 February*	February Raceday	NH			
Tues 13 February*	Valentine's Day Raceday	NH			
Mon 26 February*	February Jumps Raceday	NH			
Fri 9 March	totepool Raceday	NH	£135	£155	£175
Sat 10 March	Tennent's Raceday	NH	£140	£160	£180
Fri 20 April	Coral Scottish Grand National Ladies Day	NH	£205	£220	£235
Sat 21 April	Coral Scottish Grand National	NH	£285	£305	£325
Mon 30 April*	Opening Flat Raceday	Flat			
Tues 1 May*	May Racenight (E)	Flat			
Tues 22 May*	May Raceday	Flat			
Wed 23 May	Tennent's Raceday	Flat	£135	£155	£175
Mon 4 June*	June Racenight (E)	Flat			
Mon 18 June*	June Raceday	Flat			
Fri 22 June	Ayrshire Magazine Noughties Racenight (E)	Flat	£145	£165	£185
Sat 23 June	Scottish Sun Raceday	Flat	£180	£200	£220
Sun 8 July*	totepool Family Raceday	Flat			
Mon 9 July*	July Raceday	Flat			
Mon 16 July	Parkdean Resorts Glasgow Fair Family Raceday	Flat	£135	£155	£175
Mon 23 July*	Summer Sizzler Raceday	Flat			
Mon 30 July*	Parkdean Resorts Raceday	Flat			
Tues 7 August	August Racenight (E)	Flat			
Sat 11 August	QTS Ladies Night (E)	Flat	£175	£195	£215
Mon 13 August*	August Raceday	Flat			
Thurs 20 September	William Hill Doonside Cup Day	Flat	£135	£155	£175
Fri 21 September	William Hill Ayr Gold Cup Ladies Day	Flat	£205	£220	£235
Sat 22 September	William Hill Ayr Gold Cup	Flat	£285	£305	£325
Tues 2 October*	October Raceday	Flat			
Thurs 11 October	William Hill Raceday	Flat	£135	£155	£175
Mon 29 October*	October Finale Raceday	NH			
Sat 3 November	Tennent's Raceday	NH	£150	£175	£195
Wed 14 November*	November Raceday	NH			
Thurs 29 November*	November Finale Raceday	NH			



All fixtures and prices are correct at time of going to press but may be subject to change. All prices are per person and subject to VAT at standard rate. \* At these fixtures Hospitality packages only available for parties of 60 or more guests. \*\* Special New Year Package only available.

Please contact a member of the Sales and Marketing team for further information. All package prices include a per head allowance for drinks consumption of:

Silver - £30; Gold - £50; Platinum - £70. Booking for parties of six or less may require to share a table. All facilities are subject to availability on any particular raceday and may be subject to change.

# SPONSORSHIP OPPORTUNITIES

## Whatever your message, business or pleasure, Race Sponsorship offers the perfect platform

Whether you want to promote your business to the masses, highlight a special business milestone or product, mark that special family celebration, or simply make your guests feel a real part of the day, our highly experienced Sponsorship team will work closely with you to ensure both a memorable and successful day.

Media coverage, combined with on-course branding, PR and advertising and promotional opportunities, and special Raceday privileges for your guests during the 'formalities' of the race, come together to provide an innovative and exciting way to advertise your message.



As long standing supporters of Ayr Racecourse, hosting several corporate hospitality events each year and as Race Sponsors at both the Coral Scottish Grand National and Ayr Gold Cup Festivals, we would never hesitate to highly recommend both. Ayr's highly experienced team ensure all aspects of the sponsorship process are meticulously covered to ensure the best client outcome, and their hospitality offering never fails to deliver an exceptional experience for our guests.

STEPHEN JORDAN, COMMERCIAL DIRECTOR, JORDAN ELECTRICS LTD

# SPONSORSHIP BENEFITS

Opportunities are available for Single Race, Principal or Full Day Sponsorship throughout 2018. The main basic sponsorship benefits are as below, but our Sponsorship team will work closely with you to ensure you gain the maximum benefit in line with your own specific marketing and promotional needs. Full Day and Principal Sponsors receive all the benefits attached to each Single Race sponsored as detailed plus the Full and Principal Race benefits.



## Single race benefits

Naming rights for the sponsored race, e.g. "The My Company Handicap Stakes" or "The Jane Smith 50th Birthday Celebration Handicap Stakes"

Advance publicity of the sponsorship in the press and radio carried out by Racecourse PR Manager

A full page advert in the racecard

Live coverage on dedicated racing channel Racing UK and also on Turf TV, distributed worldwide

On-course branding opportunities on the day, including home straight, winners enclosure and spectator areas

Branding on big screens and on-course televisions

PA announcements prior, during and after each sponsored race

Opportunity to take guests into the exclusive Parade Ring, along with the Owners, Trainers and Jockeys, to select the Best Turned Out Horse

Opportunity to make the formal presentation to the winning Owners of the sponsored race

Framed photograph of the formal presentation



## Full day & principal race benefits

As single race for each race sponsored, plus:

Naming rights for the race meeting, e.g. "My Company Raceday"

Your Raceday advertised in all promotional literature and media coverage, e.g. brochures, website, direct mail, social media, racecourse email footer, email campaigns, radio and press advertising

Opportunities for sponsor interviews on Racing UK

Branding of the day's Racecard and tickets

The display of one 32' x 4' on-course advertising board for a period of 12 months, situated in the middle of the course, potentially visible to all television coverage throughout the year, including ITV

Up to 350 complimentary Club Badges for issue to key clients/suppliers/staff, etc, to be redeemed at a variety of race meetings of your choice\*

On the day nationwide media coverage

Promotional opportunities on the day

A full page advert in two further race meetings racecards

\* Not redeemable in connection with hospitality













# THE WESTERN HOUSE HOTEL AT AYR RACECOURSE

The stunning four star Western House Hotel sits on the edge of Ayr Racecourse.

Voted the Most Romantic Hotel in the UK by Laterooms.com and awarded four Gold Stars by VisitScotland, this is a must visit venue with a choice of 10 classic bedrooms and 39 courtyard rooms, set in beautiful gardens including magnificent water features.

Ideal for a short break the hotel also boasts the exquisite Cathedral Ballroom and the first class Jockey Club Restaurant.

Western House exceeded our expectations in every respect. The standard and cleanliness of accommodation was excellent as was the level of service from friendly and very professional staff. We would especially commend the standard of food and of food service in the delightful and very relaxed Jockey Club Restaurant. We had a most enjoyable stay and will definitely look forward to returning to Western House Hotel on our next visit to Ayr. *II* 

#### LINDA DUNCAN

## CONFERENCE AND EVENTS AT AYR RACECOURSE

Rooms and restaurants with panoramic views across Scotland's premier racecourse. Spacious suites with plasma screens and facilities worthy of a five star hotel... just some of the advantages of holding a conference or a banquet in the Princess Royal Events Centre at Ayr Racecourse - the largest conference centre outside a major city in Scotland.

Set over four floors with a total of 11 suites catering from groups of 20 up to conference or banquets of 1000 people.

Each suite boasts high quality state of the art sound, light and audiovisual systems and large plasma screens strategically placed around every room offering delegates and guests a first class view of the speaker.

The Centre is able to accommodate any mobility requirements and the main suites have induction loop systems.

Our expert staff can assist in theming all of our rooms to suit the needs of each individual client.









Right from the start your availability and willingness to help with the hundreds of questions and issues that we as relative novices felt compelled to ask, and your flexibility regarding changes and improvements, were evident and much appreciated. Likewise the helpfulness of all of the racecourse staff involved was second-to-none and I hope that you will be able to convey our thanks to all of them since their support contributed significantly to what we believe was a highly successful show. II

#### JEFF BANNING CHAIR: AYR & DISTRICT FLOWER SHOW



#### HOW TO FIND US

#### By Road

The M77 links Ayr with Glasgow which is only 37 miles away and Edinburgh is an 83 mile motorway drive.

#### By Rail

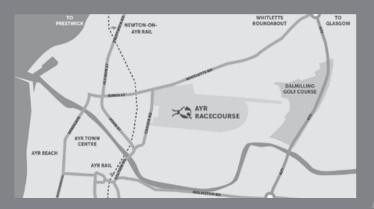
There is a regular, reliable rail service from Ayr to all parts of the country and the station is less than five minutes by road or a 12 minute walk from the course.

#### By Ferry

Ferries run from Troon - a 15 minute drive away - to Larne, and there are also ferry links from Cairnryan to Ireland.

#### By Air

Prestwick International Airport is only 10 minutes from Ayr and Glasgow Airport only 40 minutes, both offering flights to and from a variety of destinations.





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