NFRC
LEADING ROOFING EXCELLENCE

SOUTH WESTERN ENGLAND AND WALES
NFRC

SOUTHWEST REGION ANNUAL MEMBERS' DAY

Incorporating the 2027 Regional Annual General Meeting (AGM)

Weds 10th MARCH 2027

Sponsorship Benefits – to you and your company

Marketing and PR

Inclusion of your branding on all race day marketing undertaken Chepstow racecourse – Typical marketing activity for feature race days starts approximately 12 weeks prior to the event and includes:

- **Race Title** – your company name and logo linked to the race
- **Flyers** – to be distributed throughout local papers, via a direct mail campaign using our extensive local database, supported by a local marketing campaign distributing flyers throughout South West and South Wales area.
- **Press releases** – to be made prior to and after the event to local papers and national papers
- **Your logo** on the Chepstow Racecourse website
- **Race card** – Inclusion in the Chepstow Official Raceday Programme, to include one full page full colour advert for each race within the programme.

Race day Branding

- Opportunity to display branding and banners around the racecourse on the race day to advertise toall the race goers.

PA Announcements

- Your association with the Raceday will accompany all Public-Address System announcements, and you will have the opportunity to participate in live Parade Ring interviews to promote your business.

Awards and Presentations

You are invited to actively participate in your race:

- Presentation of the winning memento to the winning owner after each race, followed by a complimentary glass of champagne in our winner's suite (a perfect way to compliment the day for any special clients, employees or you may like to offer this opportunity as a prize)
- A photograph memento of the presentation will be provided to the sponsor for each race
- Various photo opportunities will be available throughout the day for use in PR after the event.
  Note: Whilst not forming part of this proposal, it is an unofficial but established tradition for the race day sponsors to select the 'Best Turned Out Horse' before the start of your race and to reward the groom with a nominal sum (£40). This is totally discretionary, but should you wish to do so, this will also be promoted acrossthe racecourse public address system

Race sponsorship packages

Option	What you get	Cost
Option A	Sponsorship of a race which includes branding of the race, TV coverage, race card advertising, presentation & meeting with the winner of your race plus 5 tickets to include hospitality, 3 course meal in the restaurant and access to premiere enclosure	£1,600 + VAT
Option B	As above plus exhibition space and a full-page advert in the NFRC brochure and 10 tickets to include hospitality, 3 course meal in the restaurant and access to premiere enclosure	£2,000 + VAT