

2019 Grafton Cup Kensei Club Member Proposal



FIRST CRUSH WINNING THE 2018 GRAFTON CUP

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THE GRAFTON CUP

The award-winning Clarence River Jockey Club (CRJC) has a history dating back to 1861 and since that time has been a major part of the fabric of Grafton. The CRJC is one of the premier country racing bodies in Australia and as such is a significant contributor to the racing industry.

First run in 1910 the Grafton Cup has played a huge part in the development of the CRJC. Run as a Listed race over 2350m the Grafton Cup boasts prizemoney of over \$160,000 making it one of the richest country cups in Australia. It commands one of the highest profiles of any country feature race and as such receives extensive media attention.

Past winners of the Cup such as Riverdale and Kensei have gone on to achieve success at the highest level of Australian racing therefore ensuring the ongoing promotion of both the Grafton Cup and its sponsors long after the event is held. The 2013 winner Mr O'Ceirin was also a winner at Group level over the famous Victorian Spring Racing Carnival in that year. He later went on to contest the 2014 Melbourne Cup.

The Gai Waterhouse trained 2017 Cup winner Supply And Demand continues to fly the flag for Grafton being placed at black type level on a number of occasions since his Cup win and competing at the highest level in the Australian Cup in 2018. The 2018 winner First Crush has just commenced his autumn campaign and considering he has contested the last two Grafton Cups another trip to Grafton could well be on the agenda.

THE GRAFTON CUP KENSEI CLUB

The Kensei Club this year offers members a wonderful opportunity to win the rights to sponsor Grafton's biggest social and sporting event – the Grafton Cup.

For a small investment compared to what the purchase of this type of sponsorship would normally be it is an opportunity to promote your business in front of hundreds of thousands of people across Australia and overseas, as well as over 20,000 people who attend the July Racing Carnival.

Members representatives will be asked to attend the special Kensei Club function on 25 May 2019 where a draw will be held to determine the prizes for all the members.

The first prize winner receives the naming rights to the 2019 Grafton Cup.

All members are guaranteed minimum benefits in this year's Kensei Club which includes tickets to the Kensei Club dinner & July Carnival Launch, Barrier Draw Function plus the Parade Yard Pavilion on South Grafton, Ramornie Handicap and Grafton Cup Days.



MEMBERSHIP BENEFITS

All Kensei Club Members Receive Hospitality & Ticketing Valued at over \$3,000

- **4 Tickets to the 2019 Kensei Club Function to be held on Saturday, 25 May 2019.**
(Where the members prize draw will be conducted)
- **2 Tickets to the 2019 South Grafton Cup Day Parade Yard Pavilion (inclusive of gate entry)**
(With the availability to purchase additional Parade Yard Pavilion Tickets at a Discounted price)
- **2 Tickets to the 2019 Grafton Cup and Ramornie Barrier Draw Function**
(With the availability to purchase additional Luncheon Tickets at a Discounted price)
- **2 Tickets to the 2019 GDSC Ramornie Handicap Day Parade Yard Pavilion (inclusive of gate entry)**
(With the availability to purchase additional Parade Yard Pavilion Tickets at a Discounted price)
- **2 Tickets to the 2019 Grafton Cup Day Parade Yard Pavilion (inclusive of gate entry)**
(With the availability to purchase additional Parade Yard Pavilion Tickets at a Discounted price)
- **4 Member Stand Tickets (inclusive of gate entry) for the 2019 South Grafton Cup Day**
- **4 Member Stand Tickets (inclusive of gate entry) for the 2019 GDSC Ramornie Handicap Day**
- **4 Member Stand Tickets (inclusive of gate entry) for the 2019 Grafton Cup Day**
- **4 VIP Tickets (inclusive of gate entry) to the Kensei Club Jacaranda Cup Day VIP Area Wednesday, 6 November 2019**
- **Acknowledgement & Logo in all CRJC July Racing Carnival race books**
- **Company Logo with direct link on the CRJC website**
- **Free naming rights to unsponsored races throughout the year**
- **PLUS one of the prizes overleaf...**

COST



Kensei Club membership is affordable and provides each member with in excess of \$3,000 worth of hospitality in addition to the exposure a business would receive by being recognised as the naming sponsor for the 2019 Grafton Cup.

The cost for this year's Kensei Club is \$4,600 (Incl GST).

For the first time since its inception the Kensei Club will be a truly exclusive Club with maximum membership now being set at 10.

Memberships will be first offered to existing Kensei Club members before any vacancies are then offered to other prospective members.

PRIZES

1st - Naming rights to the \$160,000 Listed 2019 Grafton Cup

- Winning Post and Mounting Yard Signage will now be provided and paid for by the CRJC as part of the winning prize. This signage will remain in place for the 12 months duration of the membership
- Racebook advertisements - Front and Back cover of the 2019 Grafton Cup Day book
One full page ad in each of the five July Racing Carnival books
- Name inscribed on the 2019 Grafton Cup - Personal presentation of the Cup to the winning connections
- Promotion in all club produced advertising - Local TV, Radio, Press, Direct Marketing & Industry Journals
- Nation wide promotion in all industry media coverage - Industry TV, Radio, Press and Electronic formats
- 8 Tickets to the 2019 Grafton Cup Parade Yard Pavilion (inclusive of gate entry)
(With the availability to purchase additional Parade Yard Pavilion Tickets at a Discounted price)
- 30 Member Stand Tickets (inclusive of Gate Entry) on Grafton Cup Day

2nd - Naming rights to a race on Ramornie Day 2019

- Nation wide promotion in all industry media coverage - Industry TV, Radio, Press and Electronic formats
- Full page advertisement in the Ramornie Day race book
- On-course promotional signage opportunities
- 4 Tickets to the 2019 Ramornie Day Parade Yard Pavilion (inclusive of gate entry)
(With the availability to purchase additional Parade Yard Pavilion Tickets at a Discounted price)
- 10 Member Stand Tickets (inclusive of gate entry) on Ramornie Day

3rd - Naming rights to the first full TAB race day to be conducted on a weekend date in 2020

- Includes naming rights to all races conducted on the day
- Front cover and internal advertising
- On-course promotional signage opportunities
- Nation wide promotion in all industry media coverage - Industry TV, Radio, Press and Electronic formats
- 28 VIP Tickets on your race day (inclusive of gate entry)
- 70 Member Stand Tickets (inclusive of gate entry) to your race day

4th - VIP Area at the 2019 Xmas Race Day

- VIP Area for 30 people
- 30 Member Stand Tickets (inclusive of gate entry)
- Includes a food and beverage package

5th - Naming Rights to the Jacaranda Cup on Kensei Club Jacaranda Cup Race Day

- Nation wide promotion in all industry media coverage - Industry TV, Radio, Press and Electronic formats
- Internal advertising in the CRJC form guide
- On-course promotional signage opportunities
- 2 additional Kensei Club Jacaranda Cup Day VIP Area Tickets (inclusive of gate entry)
- 20 Member Stand Tickets (inclusive of gate entry) for Kensei Club Race Day

6th - Naming Rights to the Jacaranda Crown on Kensei Club Jacaranda Cup Race Day

- Nation wide promotion in all industry media coverage - Industry TV, Radio, Press and Electronic formats
- Internal advertising in the CRJC form guide
- On-course promotional signage opportunities
- 2 additional Kensei Club Jacaranda Cup Day VIP Area Tickets (inclusive of gate entry)
- 20 Member Stand Tickets (inclusive of gate entry) for Kensei Club Jacaranda Cup Race Day

7th to 10th - Naming Rights to a Race on Kensei Club Jacaranda Cup Race Day

- Nation wide promotion in all industry media coverage - Industry TV, Radio, Press and Electronic formats
- Internal advertising in CRJC form guide
- On-course promotional signage opportunities
- 2 additional Kensei Club Jacaranda Cup Day VIP Area Tickets (inclusive of gate entry)
- 20 Member Stand Tickets (inclusive of gate entry) for Kensei Club Jacaranda Cup Race Day

Prizes are listed on a basis that it is restricted to the 10 Kensei Club members.