

2012



HOSPITALITY AND SPONSORSHIP
at Ayr Racecourse





WELCOME TO OUR 2012 HOSPITALITY AND SPONSORSHIP BROCHURE.

Another exciting year awaits you here at Scotland's Premier Racecourse, with top quality racing and musical entertainment in store.

The Coral Scottish Grand National and William Hill Ayr Gold Cup once again top the bill along with some fabulous summer racing fixtures, including the popular Scottish Sun Raceday in June and the glamorous Champagne G.H. Mumm Ladies' Night in August.

As always the fun continues after racing, with top name entertainment including the Human League on the Friday of the Coral Scottish Grand National, with other acts still to be announced!

Look out too for some exciting announcements on our STV Appeal Racenight in June and William Hill Ayr Gold Cup Ladies Day in September.

With refurbished facilities and sumptuous new menus our reputation for first class racing hospitality continues to grow. We look forward to welcoming our guests and sponsors, old and new, here to Ayr in 2012.

Lindsey Smith
Sales & Marketing Manager



LEADING THE WAY

Our Hospitality Facilities offer a unique racing experience.

From the shared buzz of a hospitality restaurant, or your own private suite. From up close to the action, or with views from up on high. We have the facility to create the perfect Raceday experience for you and your guests.

With first class food and service a constant throughout and with all facilities now offering a full choice menu, as well as private betting facilities and additional tv viewing, you can enjoy the finest in raceday hospitality.



RESTAURANTS

ROMAN WARRIOR RESTAURANT

Roman Warrior's warm and lively atmosphere makes this Restaurant hugely popular, and the ideal place for all types of entertaining.

Situated on the 2nd floor of the Princess Royal Stand it has a private balcony running the full length of the restaurant giving panoramic views over the entire course and finishing post, with some tables also having views over the Parade Ring.

The Roman Warrior is also available for exclusive use for large parties.

RED RUM RESTAURANT

On the 3rd floor of the Princess Royal Stand, the 'little sister' to the Roman Warrior Restaurant offers the same superb views within a more intimate setting.

CHANCELLOR CARVERY RESTAURANT

Situated on the 1st floor of the Princess Royal Stand, the Chancellor Restaurant offers an extensive Carvery, with a full array of delicacies, from succulent roasts and fresh fish, to rice dishes and salads.

Over two levels, the lower section offers glazed viewing over the course and finishing post, with the upper section enjoying views over the Parade Ring and Champagne Gardens.

The Chancellor Restaurant also boasts a superb private external viewing area, accessed via the lower section of the Restaurant, and giving superb views over the entire course*.

Both the upper and lower sections are also available for exclusive use for large parties.

* Please note that this viewing area may not be accessible to all guests at every racemeeting.



PRIVATE BOXES & MARQUEES

PRINCESS ROYAL PRIVATE BOXES

These private facilities can accommodate parties of 20-100, and are the perfect venue for more private business or personal entertaining. Situated on the 3rd floor of the Princess Royal Stand, their balconies offer fabulous views over the entire course and finishing post.

MARQUEES

On certain racedays hospitality is also available within Marquee facilities. Whether within a private unit or restaurant facility, they offer sumptuous buffets, and their proximity to the track and Parade Ring offer the perfect spot to take in all the action.

PADDOCK STAND PRIVATE BOXES

These newly refurbished private boxes offer the ultimate racing experience for those who like to feel 'in amongst the action'. With the Stand situated right on the running rail of the flat track, just past the finishing post, their balconies give superb views right up the home straight, and their proximity to the Parade Ring means you need miss none of the pre and post race formalities.

The ground floor also boasts an extensive viewing deck.



HOSPITALITY PACKAGES

Designed to provide you with the ultimate day out.

We offer three Hospitality options - Silver, Gold and Platinum. All offer a complete package to ensure you give your guests a truly special hospitality experience - it's simply up to you how much you want to spoil them.

If, however, you are looking for something a little different, simply speak to our highly experienced hospitality team who will be happy to work with you to create a bespoke package to suit your occasion.

And why not go that extra furlong and start your day off on a truly winning streak with the following extra special touches:

- a guest tipster who will talk your guests through the 'runners and riders' and hopefully point them in the direction of some winners
- treat your guests to tote betting vouchers, branded with your own personal message



We've worked with the team at Ayr Racecourse for the last three years now and every step has been an absolute pleasure. Nothing is too much trouble and their experience and professionalism is second to none. The food is wonderful, the attention to detail is excellent and every aspect of the service is delivered with a smile. Ayr Racecourse is an excellent venue, whatever your event.

Jennie Prest
Sponsorship & PR Manager
William Hill



SILVER PACKAGE



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

prices start
from **£120** + VAT

GOLD PACKAGE



- Club Badge
- Racecard
- Bucks Fizz Reception
- Four Course Lunch
- Afternoon Tea
- Drinks Package*
- House Champagne
- Pinot Grigio and Rowlands Brook Shiraz
replace House White and Red Wines
- Additional TV Viewing
- Private Betting Facilities
- Floral Table Arrangements

prices start
from **£140** + VAT

PLATINUM PACKAGE



- Club Badge
- Racecard
- Bucks Fizz Reception
- Four Course Lunch
- Afternoon Tea
- Drinks Package*
- G.H. Mumm Cordon Rouge Champagne
- Chablis and Chateaufeuf du Pape replace
House White and Red Wines
- Additional TV Viewing
- Private Betting Facilities
- Floral Table Arrangements

prices start
from **£160** + VAT

* Please see page 14 for full terms and conditions.



FESTIVAL FOCUS

Some of the top horse racing in the UK plus fantastic musical entertainment - the Coral Scottish Grand National Festival and William Hill Ayr Gold Cup Festival.

CORAL SCOTTISH GRAND NATIONAL FESTIVAL

FRIDAY 20TH & SATURDAY 21ST APRIL

There are few, if any, finer sights in horse racing than watching up to 30 of the finest chasers in the country negotiating 27 fences in the Coral Scottish Grand National.

It doesn't get any more exciting than watching this magnificent horse race held this year on Saturday 21st April - and there's more!

The two days comprise some of the finest jumps racing in the country, attracting racegoers from all over the UK and Ireland.

Other feature races on Saturday include The Arcadia Consulting William Dickie & Mary Robertson Future Champion Novices' Steeple Chase (for the Vulmidas

Cup) and the Isle of Skye Blended Whisky Scottish Champion Hurdle.

Friday's highlights include the Hillhouse Quarry Handicap Chase and Coral Backing Poppyscotland Mares Hurdle.

Hospitality at the Festival fills up fast and in addition to our superb facilities in the Princess Royal and Paddock Stands we also offer Marquee Restaurant and Private Unit Facilities.

And the entertainment continues after racing with a live band in the Horseshoe Bar on Saturday with a disco in the Ayrshire Suite.



After racing entertainment on the Friday of the Coral Scottish Grand National Festival this year features the iconic 80s legends The Human League.

The band comprises Philip Oakey, Joanne Catherall and Susan Ann Sulley and they will take to the stage in the Ayrshire Suite to play a full concert.

Best known for the 2 million selling single 'Don't You Want Me' which reached Number 1 at Christmas 1981 with the classic line 'You were working as a waitress in a cocktail bar', The Human League are sure to be a popular attraction.

In total The Human League have worldwide record sales in excess of 20 million.

WILLIAM HILL AYR GOLD CUP FESTIVAL

THURSDAY 20TH, FRIDAY 21ST & SATURDAY 22ND SEPTEMBER

The William Hill Ayr Gold Cup Festival, where the best jockeys, trainers and horses come together for three magnificent days of top quality flat racing.

The Festival highlight is the William Hill Ayr Gold Cup - the richest sprint handicap in Europe with a prize fund of £120,000. One of the great spectacles in horse racing is seeing up to 27 horses thundering down Ayr's 6 furlong straight in little more than a minute.

With big prize money at stake over the three days superb racing is guaranteed, with other highlights being the William Hill Ayr Silver and William Hill Ayr Bronze Cups also run on the Saturday, with the Silver Cup seeing the top sprinters that didn't make the draw for the Gold Cup compete for the additional spoils.

Friday brings glamour and excitement both on and off the track, with the feature races of the day being the Harry Rosebery Stakes and the William Hill Ayrshire Handicap, while off the track the Ladies don their glad rags in search of the title of "Best Dressed Lady" and the reward of a brand new car, courtesy of

Kerr & Smith, with the runner-up enjoying a fabulous holiday courtesy of Stewart Travel.

As always, the fun continues long after racing, with live entertainment on all three days.

One of the busiest fixtures of the year for Hospitality, early booking is recommended.



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We at Coral are delighted with the success of the Coral Scottish Grand National. Media coverage has been first class and, through the efforts of the Ayr management and staff, attendances on the day have become outstanding. In addition, all the Coral guests have enjoyed the excellent and fine facilities available.

Malcolm Palmer
Corporate Events Manager
Coral

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01292 264179 | www.ayr-racecourse.co.uk



“

Ayr Racecourse always over delivers on their promise to provide high-quality hospitality in fantastic surroundings at a great price. Win or lose on the horses, you never have a bad day at Ayr races.

David Dinsmore
General Manager
News International Scotland

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SOME OUTSTANDING HIGHLIGHTS

STV APPEAL RACENIGHT

FRIDAY 22ND JUNE

Our popular June evening fixture has a new look for 2012 with a Racenight in aid of charity, the STV Appeal which will feature some exciting racing followed by a live performance from a top musical act!

It's a really glamorous affair with ladies dressing up in a bid to gain a place in the final of the 'Best Dressed Ladies' Competition at the William Hill Ayr Gold Cup Ladies Day on Friday 21st September. Prizes include a car and a holiday.

What an incentive to glam up and party the night away at what will be one of the top social occasions of the year in Scotland.

And by attending this brilliant night of racing and fun you will also be helping a great cause - The STV Appeal, working to help children affected by poverty in Scotland.

Launched in 2011 in association with The Hunter Foundation, last year the STV Appeal raised a fabulous £1.2 million.

Working closely with six major Scottish charities - Aberlour, Action for Children, Barnardo's Scotland, Children 1st, Save The Children Scotland and One Parent Families Scotland - The STV Appeal now also has the platform of Scotland's Premier Racecourse.

The evening kicks off with six exciting races and after the sport ends the evening's musical entertainment begins.

Look out for news of the fabulous act who will take to the outdoor stage to entertain the crowd.

The party doesn't end until midnight - a night certainly not to be missed.



SCOTTISH SUN RACEDAY

SATURDAY 23RD JUNE



Following hard on the hooves of the STV Appeal Racenight comes another of Ayr's most popular fixtures - the Scottish Sun Raceday.

A real feast of racing with seven races and four of them screened live on Channel 4.

The continued support of the Scottish Sun raises the profile of this day even higher and in recent years the newly crowned Miss Scotland has been a most welcome guest.

A great atmosphere is guaranteed with crowds packing the lawns around the Parade Ring.

Following the racing there is live music from a top local band and the fun lasts well into the evening.

A fabulous way to spend a Saturday afternoon and evening.

CHAMPAGNE G.H. MUMM LADIES' NIGHT

SATURDAY 11TH AUGUST

Champagne G.H. Mumm Ladies' Night is a real highlight of the social calendar for both ladies and gents.

Racing forms the early part of the evening with seven contests followed by some seriously good music from a chart topping act.

Ladies dress to impress in a bid to win a place in the 'Best Dressed Ladies' Competition final on William Hill Ayr Gold Cup Ladies' Day.

It really is a memorable night with crowds packing the Champagne lawns and gardens enjoying racing and music - in short a first class social event.

Glamour is a sure fire winner on Champagne G.H. Mumm Ladies' Night at Ayr - you'd be mad to miss out.





HOSPITALITY PRICES

DATE	FIXTURE	TYPE	SILVER	GOLD	PLATINUM
Monday 6th February*	February Raceday	National Hunt			
Tuesday 14th February*	Valentine's Raceday	National Hunt			
Friday 9th March	La Barrique Fine Wines Raceday	National Hunt	£120	£140	£160
Saturday 10th March	Irish Raceday	National Hunt	£120	£140	£160
Friday 20th April	Coral Scottish Grand National Festival	National Hunt	£190 (£160)	£205 (£175)	£220 (£190)
Saturday 21st April	Coral Scottish Grand National Festival	National Hunt	£250 (£200)	£265 (£215)	£280 (£230)
Wednesday 30th May	Spring Raceday	Flat	£120	£140	£160
Thursday 31st May	Blue Square Raceday	Flat	£120	£140	£160
Friday 22nd June	STV Appeal Racenight	Flat	£160	£180	£200
Saturday 23rd June	Scottish Sun Raceday	Flat	£150	£170	£190
Sunday 8th July	totepool Armed Forces Family Raceday	Flat	£120	£140	£160
Monday 9th July*	Summer Fun Raceday	Flat			
Monday 16th July	Glasgow Fair Festival	Flat	£120	£140	£160
Monday 23rd July*	Summer Sizzler Raceday	Flat			
Monday 30th July*	July Finale Raceday	Flat			
Saturday 11th August	Champagne G.H. Mumm Ladies' Night	Flat	£160	£180	£200
Tuesday 14th August	Wallaces Express Raceday	Flat	£120	£140	£160
Thursday 20th September	William Hill Ayr Gold Cup Opening Day	Flat	£120	£140	£160
Friday 21st September	William Hill Ayr Gold Cup Ladies' Day	Flat	£190	£205	£220
Saturday 22nd September	William Hill Ayr Gold Cup	Flat	£250	£265	£280
Tuesday 2nd October*	Autumn Raceday	Flat			
Thursday 11th October	Giles Insurance Raceday	Flat	£120	£140	£160
Saturday 3rd November	John Smith's Raceday	National Hunt	£120	£140	£160

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. Prices are applicable to all hospitality facilities except those in brackets which relate to the Paddock Lawn Marquee. *Hospitality packages only available for parties of 60 or more guests. Drinks Package includes House Red, White and Rose Wines, Beers, Spirits and Soft Drinks. All package prices include a per head allowance for drinks consumption of: Silver - £30; Gold - £50; Platinum - £70. Dress Code: All our Hospitality facilities operate a Smart dress code, although jacket and tie are not required. Strictly no jeans or trainers. Restaurant bookings for parties of six or less may require to share a table on our busiest racedays. All facilities are subject to availability on any particular raceday, and may be subject to change. We adhere to the Government's "25" alcohol policy, and recommend all hospitality guests who may be fortunate to look under 25 carry an appropriate form of age identification.





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.



A day at Ayr Races with our customers allows us to successfully mix business and pleasure. The welcoming and attentive staff and the top quality racecourse facilities allow for a very memorable experience.

Iain Weir
Director of Marketing
Ian Macleod Distillers Ltd





SPONSORSHIP BENEFITS

Opportunities are available for Single Race, Principal or Full Day Sponsorship throughout 2012. 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.

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
- 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 each sponsored race
- Framed photograph of the formal presentation



FULL DAY AND PRINCIPAL BENEFITS

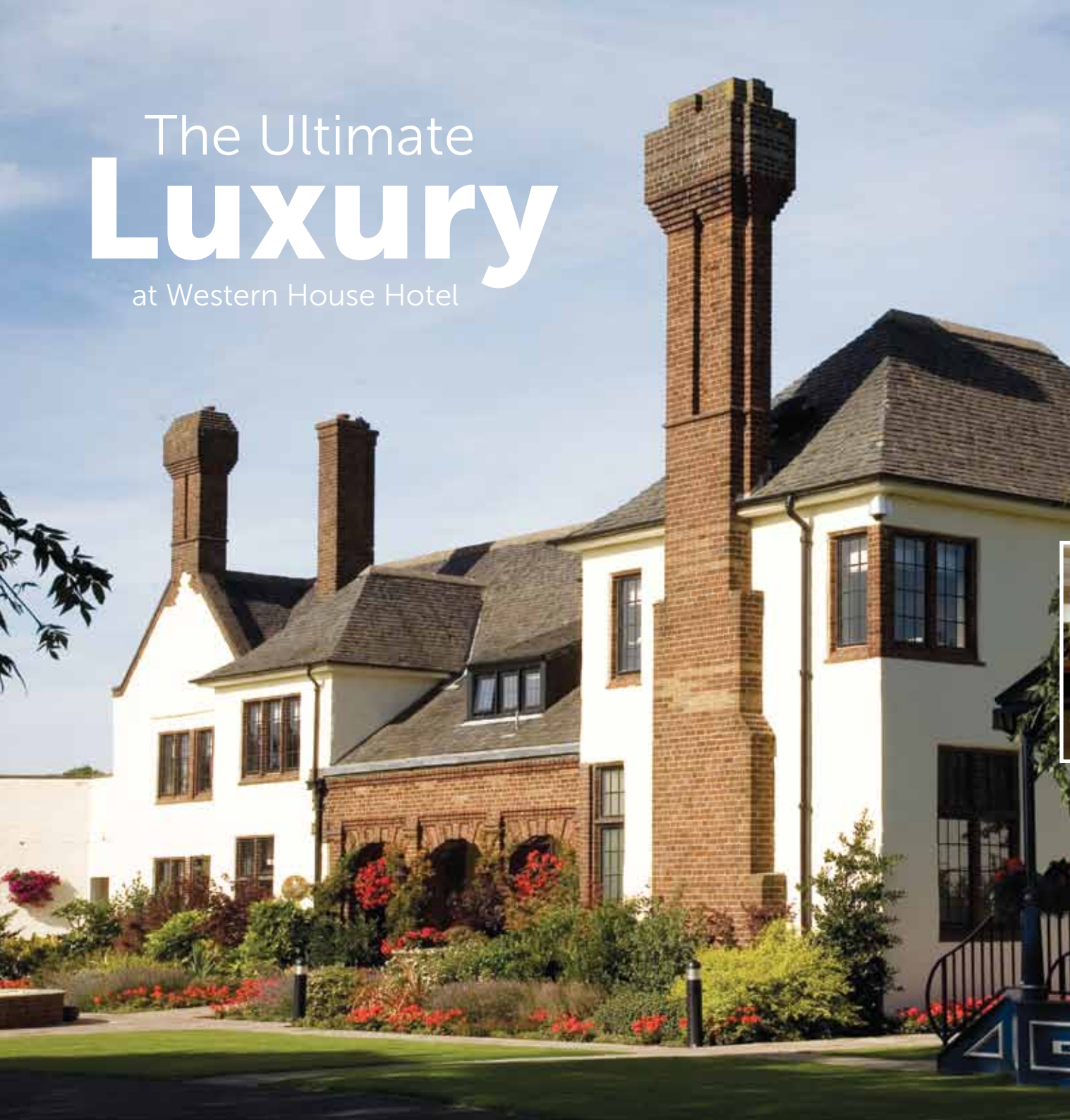
Full Day and Principal Sponsors receive all the benefits attached to each Single Race sponsored as detailed, plus:

- 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, email campaigns and 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 Channel 4
- 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 press coverage reaching in excess of 35 million people
- Promotional opportunities on the day
- A full page advert in two further race meetings racecards

* Excluding feature racedays. Badges cannot be used in conjunction with hospitality.

The Ultimate Luxury

at Western House Hotel



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

Voted Scotland's Wedding Hotel of the Year for 3 consecutive years* this beautiful hotel has established itself as one of the must visit venues in Scotland.

With a choice of 49 Executive Suites and Classic Bedrooms and set in beautiful gardens that include stunning water features, Western House Hotel is ideal for a short break.

Add to this the beautifully appointed Cathedral Ballroom and a first class 2 AA Rosette restaurant and it's easy to see why Western House Hotel is so popular.



For more information please call us on **01292 294990** or visit our website, www.westernhousehotel.co.uk.

 **Western House Hotel**
AT AYR RACECOURSE ★ ★ ★ ★

* Scottish Hotel Awards

Conference & 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 great view of the speaker.

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

Our hand picked team of talented chefs under the supervision of our Executive Chef ensures a first class dining experience.

Whether you are looking for a finger buffet for 20 or a five-course Banquet for 1000 our Award winning team will work with you to design a menu which will suit your budget and palate.

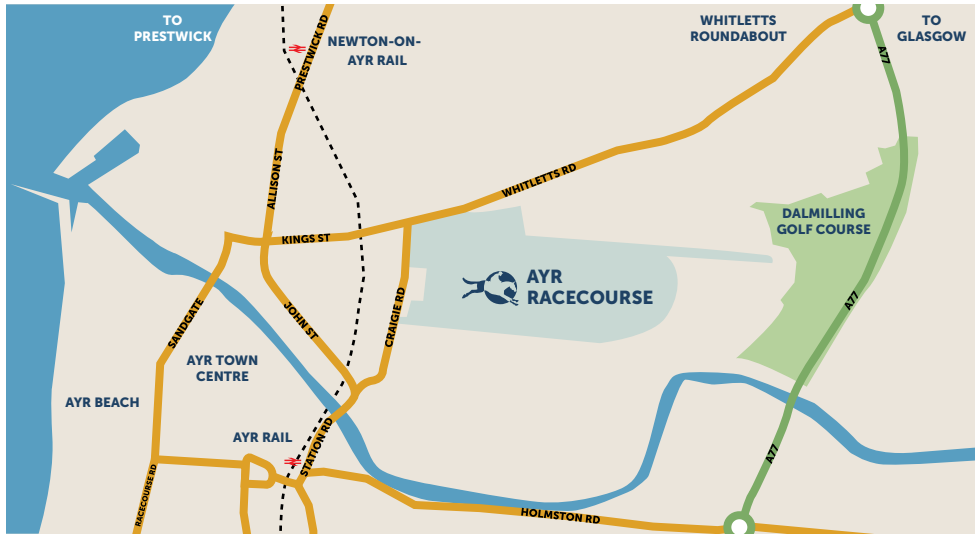
Our expert staff can assist in theming all of our rooms to suit the needs of each individual client.



www.ayr-racecourse.co.uk | 01292 264179

 Conference & Events
AT AYR RACECOURSE

HOW TO FIND US



By Road

The upgraded M77 links Ayr with Glasgow which is only 40 miles away and Edinburgh is a 90 mile drive.

By Air

Prestwick International Airport is only 10 minutes from Ayr and offers flights to a variety of destinations including London, Cardiff, Bournemouth, Dublin and all over Europe. Many of these are special deal flights.

There is also a direct rail link from Ayr to Prestwick Airport.

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 Belfast, and there are also ferry links from Cairnryan and Stranraer to Ireland.

Tel: 01292 264179

Fax: 01292 610140

www.ayr-racecourse.co.uk

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