



# HOSPITALITY & SPONSORSHIP 2023

Fine Dining & Raceday Experiences at Ayr Racecourse



# WELCOME

We're delighted to present our 2023 Hospitality calendar and packages and are excited to welcome you back to our 5 star Visit Scotland hospitality facilities.

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# FINE DINING IN FIRST CLASS FACILITIES

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Sit back and enjoy the thrill and excitement of top quality racing combined with mouth watering cuisine and fine wines in our stylish hospitality suites and restaurants.

Choose from either one of our exclusive private boxes overlooking the finishing line or the buzz of our well appointed restaurants with views of the track and parade ring.





# PRIVATE BOXES & MARQUEES



The exclusivity of these facilities is perfect for private business and personal entertaining, and 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 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, it's a prime location to soak up the atmosphere.

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 Princess Royal Stand, with a private balcony offering outstanding views over the finishing post and entire course, the Roman Warrior Restaurant remains a firm favourite.

A party of two, or exclusively for 180, Roman Warrior provides the perfect location 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 in the club enclosure opposite the finishing line.\*

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.



## *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 dining 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.

\* This viewing area may not be accessible to all guests at every race meeting.



# HOSPITALITY PACKAGES

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

With our teams of Chefs constantly raising the stakes to ensure the very best dining experience, and offering full choice menus in all facilities, we are able to cater for all tastes. And with all three packages offering a comprehensive drinks selection for your guests, while allowing you to upgrade and treat your party to finer wines and champagne, 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.



## Silver Package

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

From  
**£165** \*\*

## Gold Package

Hospitality Badge  
Racecard  
Bucks Fizz Reception  
Four Course Choice Lunch  
Afternoon Tea  
Drinks Package\*  
House Champagne  
Pinot Grigio and Shiraz replace  
House White and Red Wines  
Additional TV Viewing  
Private Betting Facilities  
Floral Table Arrangements  
Priority Parking

From  
**£185** \*\*

## Platinum Package

Hospitality Badge  
Racecard  
Bucks Fizz Reception  
Four Course Choice Lunch  
Afternoon Tea  
Drinks Package\*  
Moët & Chandon Champagne  
Chablis and Malbec  
replace House White and Red Wines  
Additional TV Viewing  
Private Betting Facilities  
Floral Table Arrangements  
Priority Parking

From  
**£210** \*\*

## SAMPLE MENU

### Choice of Starter

Smoked Salmon Cheesecake with a  
Tomato Salsa and Citrus Fruit Dressing

Highland Game Terrine on Toasted Brioche  
with Wild Heather & Pear Chutney,  
laced with Port Reduction

Cinnamon Scented Chilled Poached Pear  
with Chive Cream Cheese and Mint  
Yoghurt Dressing topped with Fine Leaves

### Choice of Main Course

Breast of Chicken with a Mango & Mild Curry Cream  
served with Fried Rice and Fried Seasonal Greens

Paupiettes of Lemon Sole Stuffed with Asparagus  
on Sautéed Potatoes with a White Wine Cream  
Sauce topped with Parma Ham Crisps

Field and Forest Mushroom Stroganoff  
flavoured with Brandy served with Fragrant Rice  
and Micro Herb Salad

### Choice of Dessert

Perthshire Strawberries with  
Champagne laced Ice Cream in a  
Chocolate Wafer Basket

Dark Chocolate & Tia Maria Torte  
on a pond of Chilled Sauce Anglaise  
and a Rosette of Chantilly Cream

A Trio of Lemon, Apple and Chocolate  
Tarts with accompanying Sauces





# 2023 EVENTS

We have many opportunities for you to enjoy our first class hospitality throughout the year, but here is a glimpse of our biggest events when our superb hospitality team will be available to make your day that bit more special.

| Coral Scottish Grand National  
2 Day Festival

| Virgin Bet Ayr Gold Cup  
3 Day Festival

| Unite Scotland Summer Saturday

| Scottish Sun Ladies Night

| Saturday Racedays

| Full Event List





# CORAL SCOTTISH GRAND NATIONAL FESTIVAL 2023

## FRIDAY 21 APRIL **LADIES DAY**

The Coral Scottish Grand National Festival 2023 gets under way with seven fantastic races plus tremendous entertainment before, during and after racing.

Glamour is the front runner here on Ladies Day with our fabulous Style Awards and exciting prizes for those crowned the most stylish racegoers.

The top race of the day is the Class 1 Hillhouse Quarry Handicap Chase, one of the most anticipated races of the year at Ayr.

Supported by a further six fantastic races plus a thrilling atmosphere and fabulous entertainment, guarantee your place and ensure you are part of the action on the opening day of this unmissable festival.

Then finish the day with fantastic entertainment including a DJ set after racing from the GBX legend himself George Bowie.

Be Part of the Action!

The Biggest and Richest jumps Festival in Scotland featuring two days of the best racing and entertainment, and where better to view such outstanding sport than from our hospitality facilities.









# SATURDAY 22 APRIL CORAL SCOTTISH GRAND NATIONAL

With eight races headlined by the legendary Coral Scottish Grand National – the second richest jumps handicap behind only the Grand National, you'll want to be part of the action!

Witness this historical race and enjoy an unparalleled atmosphere throughout the course. Be here as tension continues to build to fever pitch as the horses thunder up the home straight for the final time and hear the crowd roar on their favourite.

The main supporting race, the Coral Scottish Champion Hurdle is one of the most prestigious hurdle races in Britain. Add to this the CPMS Novices' Handicap Chase, the Jordan Electrics Ltd Future Champion Chase and the Listed Scotty Brand Handicap Chase and you have a star studded card.

Throughout the day there is a host of musical entertainment, this year the legendary George Bowie will play an amazing DJ set in the Ayrshire Suite to keep the party going after racing. And where better to experience the thrill of the whole day than from one of our fabulous hospitality suites.

**Hospitality facilities sell out weeks in advance so book early to secure your place at this fantastic occasion.**

Simply the most iconic sporting day of the year and the richest day of jumps racing in Scotland, the Coral Scottish Grand National Saturday is a day not to be missed.









# VIRGIN BET AYR GOLD CUP FESTIVAL 2023

THURSDAY 21 SEPTEMBER  
**OPENING DAY**

Three days of highly competitive and top quality racing kicks off on the Thursday with a seven race card headlined by a Class 2 handicap over one mile two furlongs for the Kilkerran Cup.

The opening afternoon invariably sets the scene for what is a terrific festival of racing.

Three days of the best Flat racing featuring the top trainers, top jockeys and equine superstars competing for the richest prize-money in the Scottish Flat racing calendar.





## VIRGIN BET AYR GOLD CUP FESTIVAL 2023

### FRIDAY 22 SEPTEMBER LADIES DAY

Day two of the Ayr Gold Cup Festival is Ladies Day and both on and off the track the excitement is building.

There is some fantastic racing with the feature race the Ayr Bronze Cup, the first of three legendary six furlong sprints with both the Ayr Gold Cup and Ayr Silver Cup run 24 hours later.

Other highlights include two Class 1 Listed Races with the EBF Stallions Harry Rosebery Stakes and the Arran Scottish Fillies Sprint Stakes.

Off track there is lots of glitz and glamour with everyone dressing to impress and not forgetting our fabulous style awards. All in all this is an afternoon and evening not to be missed.





## VIRGIN BET AYR GOLD CUP FESTIVAL 2023

### SATURDAY 23 SEPTEMBER AYR GOLD CUP

It's Scotland's biggest, best and richest Flat day's racing when many of the sport's most famous stars - trainers, jockeys and horses head to Ayr for this thrilling sporting occasion.

Top billing goes to the Ayr Gold Cup, an electrifying horse race over six furlongs which has the crowd roaring on their favourites as the 25 runner field speed down the home straight.

Add to this Scotland's only Group race the Class 1 Group 3 Firth of Clyde Stakes and the Ayr Silver Cup, it's the best Flat racing card in the country.

Before, during and after racing there is a fantastic entertainment line-up and after the last race it's party time with a live band playing in the Club Stand and a DJ in the Grandstand.

Hospitality facilities for the unique day sell fast so book now to avoid disappointment!





# SATURDAY 24 JUNE UNITE SCOTLAND SUMMER SATURDAY

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Our fantastic Summer Raceday is one of the most fabulous social occasions of the year.

The seven quality races are headlined by the Class 1 Listed British Stallion Studs EBF Land O'Burns Fillies Stakes, one of our top Flat races of the year.

And with glamour guaranteed, lots of fun and hopefully sun this is an unmissable event that you won't want to end!

There are hospitality packages to suit all so sparkle more stardust and make this super Saturday even more special.

To add to the mix we have a live covers band in the Princess Royal Suite plus a DJ in the Ayrshire Suite both playing for three hours after racing.





# SATURDAY 12 AUGUST

## SCOTTISH SUN LADIES NIGHT

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One of the social highlights of the year at Ayr Racecourse this is a night not to be missed with ladies – and gents – putting on the style.

This is a legendary evening and is very much a date to put in your calendar now! The fun starts when gates open and goes on until midnight.

The first race on the card is the only one of the year at Ayr where all the horses are ridden by either professional or amateur lady riders keeping the Ladies Night theme going.

The fashion stakes are high with our Style Awards as the Best Dressed Lady and Gent will be awarded with fabulous prizes.

There is also some top entertainment before, during and after racing, including a top live band to keep the night going.









# SATURDAY RACEDAYS

## Saturday 11 March **VIRGIN BET RACEDAY**

Join us for our first Saturday meeting of 2023, and our Food & Drink raceday to add to the usual top quality racing and musical entertainment.

And what better way to make your day even more enjoyable than by booking hospitality in one of our fantastic private boxes or restaurants.

The seven race card is headlined by the feature race a handicap hurdle for the Craigie Cup.

And after racing the fun continues with live music from a top covers band in the Princess Royal Suite.

## Saturday 4 November **NOVEMBER SATURDAY RACEDAY**

The final weekend meeting of the year at the track and a fabulous way to spend a Saturday afternoon and evening.

This is also the first major jumps meeting of our 2023-2024 season and is always a popular fixture so take advantage of your last chance of the year to enjoy a weekend day out at Ayr Racecourse. Book one of our superb hospitality packages to ensure the day goes even better.

The racing highlight is the Scottish Champion Hurdle Trial which is contested by highly rated hurdlers.

And after racing it's party time as a live band take to the stage in the Princess Royal Suite in the Club Stand and a DJ plays a set in the Ayrshire Suite in the Grandstand.









# EVENTS & PRICES

DATE	FIXTURE	TYPE	SILVER	GOLD	PLATINUM
Friday 10 March	Weatherby's Raceday	Jump	£165	£185	£210
Saturday 11 March	Virgin Bet Raceday	Jump	£165	£185	£210
Friday 21 April	Coral Scottish Grand National Ladies Day	Jump	£240	£260	£285
Saturday 22 April	Coral Scottish Grand National	Jump	£330	£350	£375
Wednesday 24th May	Tennents Raceday	Flat	£165	£185	£210
Saturday 24th June	Unite Scotland Summer Raceday	Flat	£205	£ 225	£ 250
Saturday 12th August	Scottish Sun Ladies Night	Flat	£205	£225	£250
Thursday 21st September	Virgin Bet Ayr Gold Cup Opening Day	Flat	£170	£190	£215
Friday 22nd September	Virgin Bet Ayr Gold Cup Ladies Day	Flat	£235	£255	£280
Saturday 23rd September	Virgin Bet Ayr Gold Cup Day	Flat	£315	£335	£360
Saturday 4th November	November Saturday Raceday	Jump	£180	£200	£225
Monday 11th December	Christmas Raceday	Jump	£165	£185	£210

\* Package includes admission ticket, racecard, 3 course set lunch and drinks package, no drinks package is £90 plus VAT per person.

\*\* Specific facilities available for each package. + At these fixtures, hospitality packages are available for parties of 60 guests or more. All prices plus VAT at the standard rate.

All package prices include a per head allowance for drinks consumption of: Silver - £30; Gold - £50; Platinum - £70. Bookings 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.

## Full Fixture List for 2023

<b>Mon 02 Jan</b>	Golf Inn New Year's Raceday
<b>Mon 09 Jan</b>	January Jumps Raceday
<b>Wed 01 Feb</b>	February Jumps Raceday
<b>Tue 14 Feb</b>	Valentines Raceday
<b>Mon 27 Feb</b>	Virgin Bet Raceday
<b>Fri 10 Mar</b>	Fab Friday Raceday
<b>Sat 11 Mar</b>	Virgin Bet Raceday
<b>Fri 21 Apr</b>	Coral Scottish Grand National Ladies Day
<b>Sat 22 Apr</b>	Coral Scottish Grand National
<b>Thu 04 May</b>	Spring Raceday
<b>Mon 08 May</b>	May Raceday
<b>Tue 23 May</b>	Spring Racenight
<b>Wed 24 May</b>	Tennents Raceday
<b>Mon 05 Jun</b>	June Raceday
<b>Tue 13 Jun</b>	Western House Hotel Racenight
<b>Sat 24 Jun</b>	Unite Scotland Summer Raceday
<b>Sun 09 Jul</b>	Family Raceday
<b>Mon 10 Jul</b>	Summer Sizzler Raceday
<b>Mon 17 Jul</b>	Glasgow Fair Family Raceday
<b>Mon 24 Jul</b>	July Raceday
<b>Mon 31 Jul</b>	July Finale Raceday
<b>Mon 07 Aug</b>	August Raceday
<b>Sat 12 Aug</b>	Scottish Sun Ladies Night
<b>Thu 17 Aug</b>	August Racenight
<b>Thu 21 Sep</b>	Virgin Bet Ayr Gold Cup Opening Day
<b>Fri 22 Sep</b>	Virgin Bet Ayr Gold Cup Ladies Day
<b>Sat 23 Sep</b>	Virgin Bet Ayr Gold Cup
<b>Tue 03 Oct</b>	October Raceday
<b>Thu 12 Oct</b>	Flat Finale Raceday
<b>Sat 04 Nov</b>	November Saturday Raceday
<b>Wed 15 Nov</b>	Western House Hotel Raceday
<b>Mon 04 Dec</b>	Winter Raceday
<b>Mon 11 Dec</b>	Christmas Raceday



# ENHANCE YOUR DAY

**Why not make your day even more memorable and add some extra special touches?**

## RACE SPONSORSHIP

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.

## GUEST TIPSTER

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.

## RACECARD ADVERT

If you are celebrating a special occasion why not place an advert in our racecard for the day.

## MAKE YOUR DAY YOURS

If you have an idea on how you would like to customise your hospitality experience with us for you and your guests, our specialist hospitality team would be happy to discuss any options that we can accommodate for you.





# SPONSORSHIP

**Race Sponsorship at Ayr provides a unique opportunity to raise the profile of your business or make a celebration special.**

Media coverage, combined with on-course branding, PR & advertising, on-line & 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.

The opportunities for sponsorship and its benefits are detailed here, 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.





# SPONSORSHIP

## 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
- Digital Marketing Opportunities
- 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 TV
- 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









# CONFERENCE & OTHER EVENTS

Events suites with panoramic views across Scotland's premier racecourse. Spacious suites with LCD 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 LCD 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.







Wedding  
DIRECTORY

Shire  
WEDDING SHOW | Scottish Wedding  
DIRECTORY  
FASHION PREVIEW 2019  
*Opus  
Couture*  
STAND 74



# WESTERN HOUSE HOTEL

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

The multi-award winning hotel has recently undergone an impressive refurbishment which has seen the stunning Cathedral Ballroom, Lounge Areas, Courtyard Bedrooms and Car Parking Areas all transformed!

Ideal for a short break the hotel also boasts 49 beautiful bedrooms and first class dining in their Jockey Club Restaurant.









# CONTACT

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**Tel: 01292 264179**

**[www.ayr-racecourse.co.uk](http://www.ayr-racecourse.co.uk)**

2 Whitletts Road, Ayr, Ayrshire, Scotland, KA8 0JE

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## 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.

