



2027

SPONSORSHIP PACKAGES

Racing • Hospitality • Community

2027 SPONSORSHIP PACKAGES

02 4822 2222 | admin@goulburnraceclub.com.au

2027 Sponsorship Packages

Promote your business through racing and race day experiences



Partner with Goulburn Race Club in 2027 to put your business in front of racegoers and promote your brand through the Club's racing calendar. Choose from annual sponsorship, feature race day naming rights, saddlecloth sponsorship and trackside signage.

CHOOSE YOUR SPONSORSHIP

Opportunity	Investment plus GST
Gold sponsor	\$2,000 per year
Silver sponsor	\$1,500 per year
Bronze sponsor	\$500 per year
Major race day naming rights	\$6,000
Saddlecloth sponsorship	\$6,000 per year
In Field signage	\$2,500 per year
Barrier Signage	\$1,800 per year
Winning Post Signage	\$2,200 per year

GOLD SPONSOR

\$2,000 plus GST



YOUR ANNUAL BENEFITS

- Naming rights to a minimum of three races throughout the year, with associated TV, social media and website publicity.
- Two Sponsors Membership cards providing entry to every race day and use of the Members Facilities.
- Your business logo featured on the big television screen each race day.
- One dedicated social media spotlight post promoting your business.
- Opportunity to display signage in the parade ring for the 12-month sponsorship period. The sponsor pays signage costs and must contact the Club for sizing requirements.
- A mention and link on the Goulburn Race Club website.
- Recognition on the Club's sponsors boards.

ON EACH RACE DAY WITH NAMING RIGHTS

- Receive five drink tickets, five race books and an advertisement or logo in the race book.
- Gold sponsors receive the 2027 race dates and nominate their three preferred naming rights dates in writing.

Full payment is required to secure sponsorship. Packages are allocated on a first-paid, first-served basis. See payment and reservation conditions on page 8.

SILVER AND BRONZE SPONSORS



SILVER SPONSOR

\$1,500 plus GST

- Naming rights to a minimum of one race, with associated TV, social media and website publicity.
- Two Sponsors Membership cards providing entry to every race day and use of the Members Facilities.
- One dedicated social media spotlight post promoting your business.
- Race book advertising full A5 page across 20 race meetings throughout the year. Sponsor to supply all artwork.
- A mention and link on the Club website, plus recognition on sponsors boards.
- Silver sponsors receive the 2027 race dates and nominate their preferred naming rights date in writing.

BRONZE SPONSOR

\$500 plus GST

An entry-level option for local businesses seeking exposure across the Club calendar without a full naming rights package.

- One dedicated social media spotlight post promoting your business.
- Race book advertising half A5 page across 20 race meetings throughout the year. Sponsor to supply all artwork.
- A mention and link on the Goulburn Race Club website.

Full payment is required to secure sponsorship. Packages are allocated on a first-paid, first-served basis. See payment and reservation conditions on page 8.

MAJOR RACE DAY NAMING RIGHTS

\$6,000 plus GST



Put your business at the centre of a feature race day.

Take naming rights to an entire feature race day, either Big Day Out in November or the Christmas Break Out in December, with exposure across the Club's two biggest social events of the year.

YOUR PACKAGE INCLUDES

- Naming rights to the full race day, including all associated, social media and website publicity.
- Your business name and logo attached to all event marketing, promotion and media coverage in the lead up to and on the day.
- VIP hosting includes five drink tickets with gate entry and a food platter of your choice. Recognition on the day, including announcements and big screen coverage.

ONLY TWO PACKAGES AVAILABLE

One package is available for Big Day Out and one for the Christmas Break Out. Packages are secured strictly on a first-in, first-paid basis. There is no waitlist or hold period. Whoever pays first secures the day.

Full payment is required to secure sponsorship. Packages are allocated on a first-paid, first-served basis. See payment and reservation conditions on page 8.

SADDLECLOTH SPONSORSHIP

\$6,000 plus GST per year

Annual brand exposure on the track and through Sky Racing.



Put your brand on custom saddlecloths and strapper bibs for one race at each of 20 meetings throughout the year. This annual package combines on-course visibility with exposure through the Sky Racing broadcast of every sponsored race.

The sponsorship fee includes a one-off charge of \$2,000 for the manufacture and supply of saddlecloths. For sponsors such who already have saddlecloths, this charge does not apply. Your saddlecloth sponsorship would therefore be \$4,000 per year, equivalent to \$200 per race.

YOUR PACKAGE INCLUDES

- Custom sponsor saddlecloths & bibs for one race per meeting across 20 race meetings each year.
- Exposure through the Sky Racing broadcast of every sponsored race.
- Your brand on display and promoted at every race meeting to attending and visiting patrons.
- Sponsor to supply artwork, for GDRC to order and supply.

Full payment is required to secure sponsorship. Packages are allocated on a first-paid, first-served basis. See payment and reservation conditions on page 8.

IN FIELD SIGNAGE

\$2,500 plus GST per year



Keep your business in view along the straight with prominent trackside signage, visible to patrons on course and in TV and broadcast coverage.

- Sign production and installation costs are the sponsor's responsibility and must meet Club specifications.
- Positioning of signage is at the discretion of GDRC and subject to availability.

BARRIER SIGNAGE - Next Available in 2028

\$1,800 plus GST per year



Give your business a strong presence where the action begins. Advertising on the starting barriers positions your brand alongside the horses and jockeys as they prepare to race, offering visibility to racegoers and opportunities for exposure through televised race starts.

WINNING POST SIGNAGE

\$2,200 plus GST per year



Put your brand where every race reaches its most exciting moment. Winning post advertising offers a prominent position at Goulburn Race Club, placing your business alongside the finish-line action and creating opportunities for exposure in race photography and broadcast coverage.

SECURE YOUR 2027 SPONSORSHIP

Complete the online form with your preferred package, race dates or signage requirements. Gold and Silver sponsors should provide their preferred race dates using the drop-down list online.

PAYMENT AND RESERVATION CONDITIONS

Sponsorship packages and trackside signage sites are not confirmed or reserved under any circumstances until full payment has been received by Goulburn Race Club. They are allocated strictly on a first-paid, first-served basis. Delaying payment may mean your preferred opportunity is secured by another sponsor.

Only two Major Race Day Naming Rights packages are available, one for Big Day Out and one for the Christmas Break Out. There is no waitlist or hold period. The first sponsor to pay secures the day.

Sponsorship does not grant preferred supplier status or any exclusive supply, purchasing or trading rights with the Club.

All listed sponsorship prices are exclusive of GST.

Goulburn Race Club is not responsible for the transfer, cancellation or abandonment of any race or race day and cannot guarantee that an alternative race will be allocated for naming rights if this occurs.

2027 RACE DAY CALENDAR – Draft only subject to RNSW change.

MONTH	DATE	FEATURE
January	Monday 25 th	
February	Tuesday 9 th Friday 26 th	
March	Monday 15 th Sunday 21 st	Country Championships
April	Tuesday 6 th Monday 19 th	
May	Friday 28 th	
June	Monday 28 th	
July	Friday 2 nd Friday 16 th	
August	Monday 2 nd Sunday 22 nd	Goulburn Cup
September	Friday 10 th Thursday 23 rd	
October	Tuesday 5 th October	
November	Saturday 6 th Monday 15 th	Big Day Out
December	Friday 17 th	Christmas Break Out