

20
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RoR



AWARDS

SUPPORTERS PACK



01488 648998

www.ror.org.uk

ABOUT THE AWARDS



INTRODUCTION

Launched in 2014, the Retraining of Racehorses (RoR) Awards is the charity's annual flagship promotional event. Held at the prestigious Jockey Club Rooms in Newmarket, the RoR Awards showcases aftercare and highlights the versatility of the thoroughbred, not just on the night but several months leading up to it.

The RoR Awards is well attended, with the 2023 Awards attracting over 140 attendees including racehorse trainers, well-known equestrians such as Piggy March, sponsors and breeders, as well as senior representatives from the racing world.

As well as a chance to celebrate RoR's Elite Winners, the 2024 Awards will feature two awards: The Horse of the Year Award, supported by the Jockey Club and the new Community Impact Award, supported by the Peter O'Sullivan Trust.

This year, we are opening up more opportunities for supporters to get involved with this prestigious event. The RoR Awards 2024 will take place on Wednesday 31 January at the historic Jockey Club Rooms in Newmarket.

ABOUT THE AWARDS



THE AWARDS IN NUMBERS

The supporting PR and promotional campaign enables us to reach a large audience on social and in media activity. It also provides an opportunity to educate followers and attendees about the broader aftercare elements that align the RoR's missions and goals.

During the 2023 Awards period 7 November-31 January, the Awards:

214,38 **FACEBOOK REACH**
DURING THE AWARDS PERIOD

 **650**
NEW FOLLOWERS
ON OUR SOCIAL CHANNELS

14,000 **INSTAGRAM REACH**
DURING THE AWARDS PERIOD



5,300 **USERS ON**
ROR-EVENTS.ORG.UK

 **8,437**
ROR MEMBERS
EMAILED TWICE

13 **COVERAGE IN MEDIA OUTLETS**
INCLUDING **BBC Midlands Today, Yorkshire Post, Horse & Hound, Racing Post** and more



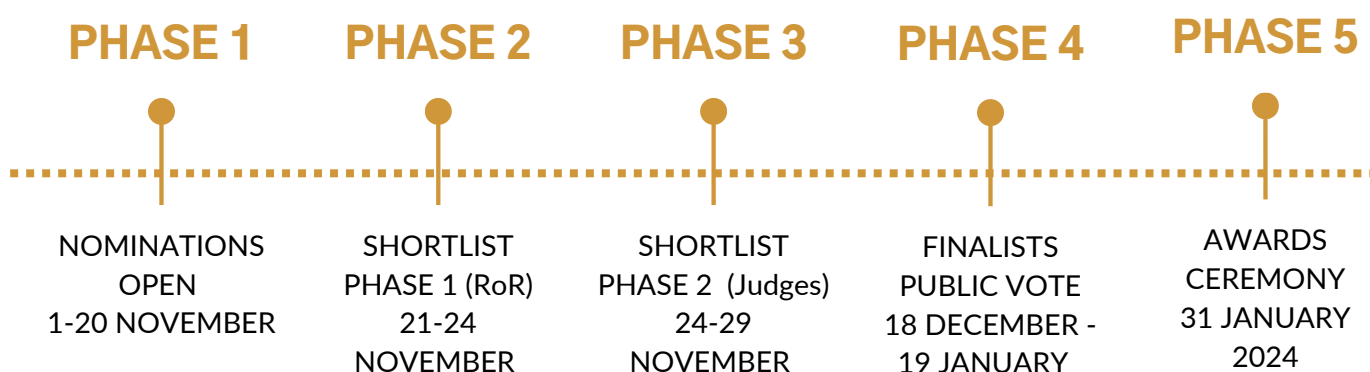
2024 AWARDS



TIMELINE & OPPORTUNITIES

TIMELINE

The 2024 Awards will take place on the evening of Wednesday 31 January at The Jockey Club Rooms, Newmarket. The timeline for the Awards is:



(Timeline could be subject to change)

OPPORTUNITIES

We have the following supporter opportunities available for the 2024 Awards:

DESCRIPTION	COST
HEADLINE SUPPORTER	£15,000
WELCOME DRINKS RECEPTION	£6,000
CAKE (WITH COMPANY LOGO)	£1,000
PROGRAMME ADVERTISING	£250
MICROSITE ADVERTISING	£500

OPPORTUNITIES DETAILS



	HEADLINE SUPPORTER	WELCOME DRINKS RECEPTION	CAKE (WITH COMPANY LOGO)	PROGRAMME ADVERTISING TWO AVAILABLE	MICROSITE ADVERTISING THREE AVAILABLE
SUPPORTER FEE	£15,000	£6,000	£1000	£250/ EACH	£500/ EACH
NAME ASSOCIATION	✓	✓			
CORPORATE LOGO ON INVITATIONS AND CORRESPONDENCE SENT TO GUESTS	✓				
CORPORATE LOGO ON ROR WEBSITE	✓	✓			
CORPORATE LOGO ON MICROSITE	✓	✓			
LINK TO SUPPORTERS WEBSITE	✓	✓			
BANNER ON MICROSITE	✓				✓
FULL PAGE ADVERTISEMENT IN EVENT PROGRAMME	✓			✓	
ACKNOWLEDGEMENT IN CHAIRMAN'S WELCOME	✓	✓			
CORPORATE LOGO ON ALL PRESS RELEASES	✓				
CORPORATE LOGO ON SCREEN PRESENTATION	✓				
BRANDING AT THE EVENT IN THE MAIN ENTRANCE AND HOSPITALITY AREAS	✓	(Welcome ✓ drinks area only)			
CORPORATE LOGO ON TABLE PLAN AND TABLE NUMBERS	✓				
HOSPITALITY TICKETS TO THE EVENT	(4) ✓	(2) ✓	(1) ✓		
PRIORITY BOOKING FOR OVERNIGHT ACCOMMODATION AT MEMBER'S ONLY THE JOCKEY CLUB ROOMS	✓	✓			
GUIDED PRIVATE VISIT TO NATIONAL HORSERACING MUSEUM TO FLAGSHIP ROR YARD (NEED TO ARRANGE THIS)	✓	✓			
INCLUSION OF QUOTATION FROM SENIOR REPRESENTATIVE IN RELEVANT PR RELEASE	✓				
SOCIAL MEDIA CAMPAIGN TO MAXIMISE SUPPORTER, AND DRIVE AWARENESS OF ASSOCIATION	✓				
OPPORTUNITY TO DISCUSS SPECIFIC PROMOTIONS OR CAMPAIGNS TO MAXIMISE PARTNERSHIP	✓				



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THANK YOU

CONTACT US

Thank you for your interest. For more information and to secure your supporter package, please contact:

Vicky Vine

Director of Fundraising, Marketing and Communications

Retraining of Racehorses (RoR)

T: 07467 182825

E: vvine@ror.org.uk

