

STARLIGHT

THE STARLIGHT CHARITY RACE DAY

NEWBURY RACECOURSE

FRIDAY 17TH MAY 2024



ABOUT THE EVENT

This May Starlight returns to Newbury Racecourse to host our annual Race Day. Chaired by Champion Trainer Nicky Henderson LVO OBE, the committee will host 140 guests for a spectacular afternoon's racing in the panoramic Fred Winter Suite, whilst served a gourmet lunch with a charity auction.

The Newbury Race Day raises £200,000 for Starlight, enabling us to ensure every child can experience the power of play, supporting their mental and physical health during treatment and recovery from illness.

Through the support of sponsors and partners, the Committee hopes that this year's event will be as successful as previous years in achieving its fundraising goal.

Whether your goal is reaching potential new customers, engaging existing ones or you're just passionate about supporting our work, we have a wide range of partnership opportunities available.





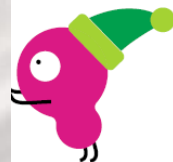
WHO WE ARE

Starlight is the UK's leading charity for children's play in hospitals and hospices.

Evidence shows that play has the power to reduce fear, pain and trauma during treatment and recovery from illness – boosting mental and physical health and resilience.

We work to ensure every child has the opportunity, space and time to experience play.

We also undertake research and campaign to ensure children's right to play is protected and provided for. This means campaigning for more and better, fully funded play services and play practitioners to be recognised and embedded within the NHS



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BECOME A PROTECTOR OF PLAY

THIS RACE DAY

Sponsorship of The Starlight Charity Race Day offers the opportunity to support a charity that makes a difference for seriously ill children whilst:

- ✓ Brand visibility – a chance to get in front of an audience of over 400,000 people both in person and watching on TV. This includes 140 high net worth individuals in attendance on the day such as senior business decision makers
- ✓ Showcasing your business – presenting your company and products in a new and innovative way
- ✓ Creating positive PR opportunities
- ✓ Hospitality for networking– a chance to entertain your clients at a relaxed and fun sporting occasion at one of the country's premier racecourses
- ✓ Enhancing your company's Corporate Social Responsibility (CSR) profile by supporting one of the UK's much loved children's charities.





SPONSOR A RACE

£5,000

- Naming rights to one race on the card
- 16 complimentary Premier Enclosure badges*
- Complimentary box overlooking the finish line (food & drink to be paid separately)**
- One full page colour advertisement in the race card
- Banners round the racecourse***
- Opportunity to judge the best turned-out horse in the paddock before the race
- Opportunity to watch your race from the Royal Box with a glass of champagne
- Opportunity to present the winners with a trophy (supplied by Starlight but you can supply your own or bring bottles of champagne)
- Coverage in local & national media (Racing Post and Sky Racing)
- Advertising on the big screen & TVs around the course

**Extra tickets are available at 50% discount*

***Food & drink to be paid separately.*

Sprint package: 2-course (main course buffet & dessert) £78.69+vat pp

Hurdle package: 3-course sit down (mains & dessert buffet plus champagne reception and afternoon tea/cheese) £95.46+vat pp

Chase package: canapes on arrival, 3-course sit down meal with silver service with afternoon tea £110.98+vat pp

****All banners to be provided by sponsor but can be arranged by Starlight if costs covered*



MORE WAYS TO SUPPORT



Advertising in the Brochure:

Each guest to the Starlight lunch will have a brochure at their place setting making it a great opportunity for brand exposure at the following rates:

£300 Half page full colour advertisement (x1)

£500 A full page full colour advertisement (x1)

£750 Back inside cover full colour advertisement (x1)
(subject to availability)

Donating Gifts in Kind and Prizes:

Are you an organisation or individual who could help support the Starlight Charity Race Day by donating product or prizes for the team presentations or our Live Auction?

Past prizes in the auction have included celebrity experiences, private jet and helicopter flights, sculptures, fine wine, shooting and fishing days, experiences and exclusive event tickets.



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FOR MORE INFORMATION PLEASE CONTACT

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