

Sponsorship



LIMERICK RACECOURSE



Sponsorship in most forms is now recognised as an important part of the marketing mix, Race Sponsorship is by far one of the most effective and proven forms of marketing and can be tailor made to suit budgets and profiles more than any other sport.

The Benefits of Sponsorship

- Live coverage on Satellite Information Services Television, beamed directly into Irish and UK Betting Shops with an audience averaging 1,000,000 daily.
- Live on 'Attheraces' television channel each day.
- Press coverage in local, regional and national press including radio, tabloid and broadsheet.
- On course branding and advertising next to Winning Post, Parade Ring and Main Entrances.
- Free racecard advertising.
- Opportunity to present prizes to the winning connections.
- Branding opportunities including number cloths, winner's rug, racecard cover, admission tickets and flag sites.
- Exhibit and market your products on course during racing.
- Corporate guest entertaining in our Private Boxes or Panoramic Restaurant overlooking the home straight.

Corporate Advertising



The new Limerick Racecourse at Patrickswell has been completed after a four-year development programme and investment of almost €15 million. We provide an ideal advertising opportunity with excess of 250,000 people through our gates each year. In addition to our year long racing calendar, we cater for a range of events to include public exhibitions, conferences and corporate events.

We are happy to tailor design an advertising package in line with your budget and have prices available from a 1 or 3-year basis fixed term.

The cost of Sponsorship and advertising is less than you think, for more details please contact us today on + 353 61 320000.