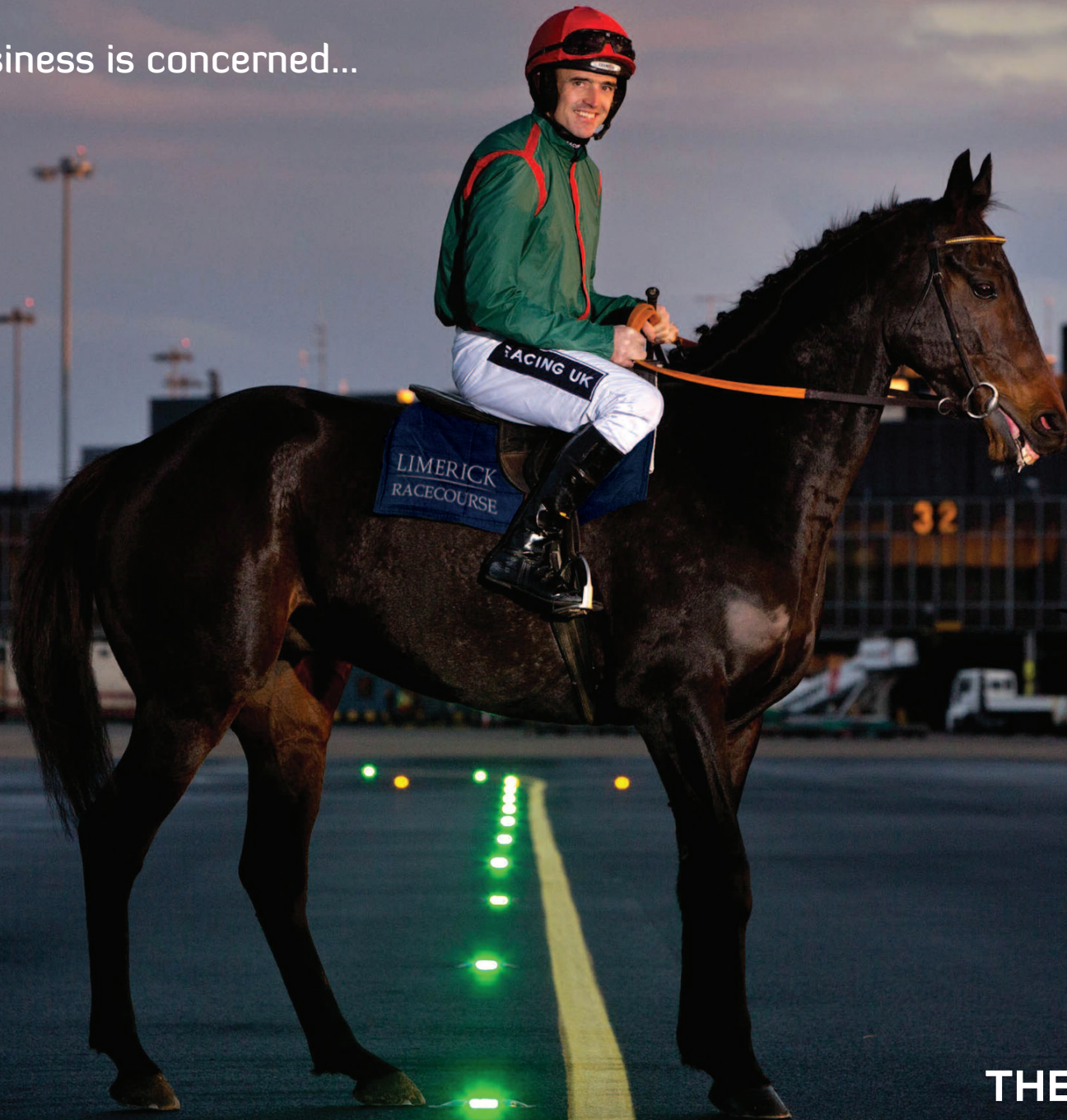


Where business is concerned...



THE SKY'S THE LIMIT



ABOUT US

Limerick Racecourse is set amongst two hundred and fifty acres of picturesque countryside at Greenmount Park, Patrickswell, Co. Limerick. A stone's throw away from the quaint village of Adare, the racecourse is conveniently located just off the M20, ten minutes from the epicentre of Limerick City and less than a thirty minute drive from the regions primary gateway, Shannon Airport.

Greenmount Park is the ideal venue for both horse racing and events, hosting a varied and exciting schedule of entertainment throughout the year. Staging 18 race-meetings annually, Limerick Racecourse offers a thrilling mix of national hunt and flat racing which combine to ensure an exhilarating atmosphere and a spectacular experience.

The sport of kings has a strong tradition in the Treaty County with racing dating back to the eighteenth century. A purpose built arena at Greenmount Park opened to the public in 2001, making it one of Ireland's most modern, accessible and state of the art entertainment venues. The innovative facility is a hive of activity, annually hosting an abundance of public events, festivals, agricultural shows, concerts, conferences and corporate activities.

The Fitzgerald family of The Woodlands Hotel Adare, offer exceptional hospitality throughout our exclusive array of suites and panoramic restaurants overlooking the racecourse. Quality local produce is complemented by a creative and contemporary approach to ensure our clients' expectations are exceeded with

every bite. A vibrant selection of themed race days have been designed to attract a diverse audience to Greenmount Park, the home of Limerick Racecourse. Popular themes on offer for the social client include Best Dressed Lady, Family Fun, Student, Business Networking and Community Focused Days, to mention but a few.

The social line-up is complemented by the high calibre of racing staged at Limerick Racecourse. Our Grade 1 track is synonymous with the prestigious Munster National and our four day Christmas Racing Festival, an annual highlight and a firm favourite on the sporting and social calendars.

Over 100,000 people descend on Greenmount Park each year to enjoy the festivities. Visitors are encouraged to stay and sample all that Limerick has to offer, a European city renowned as a social, sporting and shopping destination. Nearby attractions like Bunratty Castle, Thomond Park, The Flying Boat Museum, Ballyhoura and King John's Castle provide a unique spectrum of sport, heritage and cultural experiences.

COMMERCIAL OPPORTUNITIES

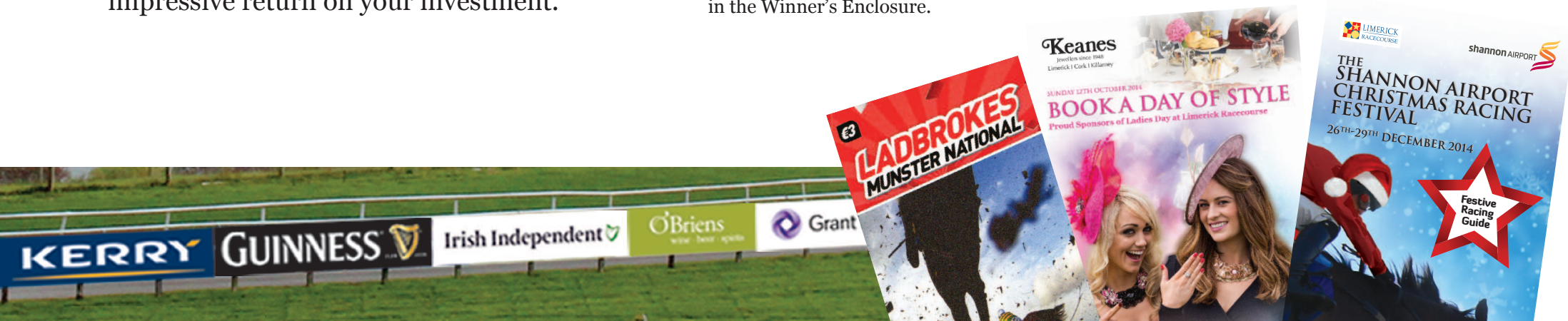
Horse Racing in Ireland is steeped in history and glory with our horses, trainers, jockeys and breeders renowned as market leaders on the international stage. As brands jockey for position in the ever-crowded marketplace, a sponsorship opportunity at Limerick Racecourse will deliver your bespoke objectives whilst maximising an impressive return on your investment.

Your company's involvement with Limerick Racecourse will align your brand with one of Ireland's most popular and successful sports. Sponsorship opens the door to a wide variety of lucrative opportunities that your business simply cannot afford to miss. Irish-bred horses are sought after in global markets with an export value in excess of €205,400,000 to 37 indigenous countries. This industry is big business and certainly one your company can benefit from.

A sponsorship package at Limerick Racecourse provides the ideal platform for your company to build brand awareness, consumer engagement and increase sales. In addition, the benefit of National and International media coverage and PR exposure is guaranteed.

Limerick Racecourse is offering your company a unique and cost effective sponsorship opportunity that is distinctly Irish. We will work within your budget to tailor the ultimate package to suit your company's specific requirements and ensure optimum results.

We provide a healthy return on investment by customising every individual sponsorship deal and implementing the appropriate strategy to achieve our clients' objectives. An impressive sponsorship retention rate reflects our capacity and drive to exceed expectations. Essentially, doing business with Limerick Racecourse will increase your bottom-line and put your company in the Winner's Enclosure.





RACING HOME FOR C

THE SHANNON AIRPORT CHRISTMAS RACING

RACING HOME FOR C

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OUR AUDIENCE





Horse racing offers an attractive platform for any brand with 60% of our audience representing the attractive ABC1 socio-economic profile, the target market for any company. Sponsorship at Limerick Racecourse offers your company the chance to engage with a unique combination of corporate business and consumer entertainment. The environment which we provide ensures an exhilarating atmosphere for excited crowds and a captivated audience.

Mosaic Lifestyle Groups research has proven that our audience predominantly hail from A) Affluent Suburbs and H) Semi Rural Areas. Those who fit the Affluent Suburbs criteria include well educated, successful individuals, older families, empty nesters or suburban residents with prestigious cars. While those within the parameters of the Semi-Rural Areas profile include agricultural, tourism and other sectors with low unemployment, large houses and live a typical country lifestyle.

Both socio-economic profiles provide a very exciting prospect for your business. The gender profile at Limerick Racecourse is exceptional for any sporting event with a 51:49 female to male ratio in attendance. A recent online survey has indicated that 85% of those surveyed have gone racing in Ireland within the past 12 months, with 37% aged between 25 and 34. In addition to the home support, an estimated 80,000 tourists go racing in Ireland each year, contributing millions to the local economy.

www.limerickraces.ie



GUARANTEED MEDIA EXPOSURE

Media exposure is one of the most attractive elements of sponsorship at Limerick Racecourse with your race details covered across all national newspaper titles and online news platforms as standard.

At The Races is the UK and Ireland's largest, dedicated racing channel, on Sky digital 415, reaching up to 1.9 million individuals each month in the UK alone providing live coverage of every race at Limerick Racecourse.

The attheraces.com website has become the clear market leader amongst horse racing websites in the UK and Ireland and now attracts over 2.5 million monthly unique users. Likewise SIS also provide a live feed of all races to every betting shop on the high streets throughout the UK and Ireland and stream live footage online through bookmakers websites.

In addition to Sky digital and SIS coverage of every race that takes place at Limerick Racecourse, our four day Christmas Festival is covered by RTE with dedicated footage of our feature race shown live each day. The RTE Christmas Racing Festival coverage boasts an average viewership peak in excess of 500,000 and an overall average of 420,000.







OUR SPONSORS

An extensive selection of companies make the commercial decision to do business at Limerick Racecourse, these vary from Bluechips to SMEs*

We take time with our sponsors to tailor the ideal Sponsorship package for their business. We believe in building positive and lasting relationships with our clients. We have attracted and retained a host of great sponsors who enjoy a superb return on their investment at Limerick Racecourse.

Whether you're building a brand, entertaining valued customers or rewarding your staff, we will create a racing sponsorship package that meets your specific requirements.

*Please see a selection of the commercial partners who choose Limerick Racecourse to promote their business.



BENEFITS TO SPONSORS



TICKETING & TICKET ALLOCATION

We offer a valuable ticket allocation to our sponsors to reward your best clients and we engage in ticket promotions with your clients database to raise the profile of your sponsorship and offer them a discounted deal as well. Title sponsors are also afforded the opportunity to design and brand the admission tickets for the duration of the sponsorship.



CORPORATE HOSPITALITY

The Greenmount Suite and our exclusive array of Private Suites boast panoramic views of the entire racecourse offering the ideal setting to entertain. Whether you are rewarding existing clients or recruiting new ones, our hospitality combines delicious food, live entertainment and an exciting atmosphere with a social setting where clients can bring their partners along for a memorable day out.

While enjoying these elements of hospitality at Limerick Racecourse your business will also benefit by strengthening your client relationship. A raceday offers up to 5 hours face to face time with your guests away from the formalities of the corporate environment.

*“Limerick Racecourse is a tremendous asset to the Shannon area and a great medium for business promotion and networking.
It attracts an incredible audience - 60% ABC1 and H profiles in the heart of the Mid-West.”*

Helen Downes, Chief Executive, Shannon Chamber of Commerce



BRANDING OPPORTUNITIES

The branding opportunities available at Limerick Racecourse are endless. From the front cover of the racecard to the back, admission tickets, saddlecloths, winner's rug, flag poles and the best turned out award. You will also have the exclusive right to mark the occasion by presenting to the winning connections of your race on the podium in the Winners Enclosure, complete with a backdrop of your company's branding.



NAMING RIGHTS

You will have the naming rights to the race title and / or raceday to incorporate the sponsor's name which will appear across all media sources to include TV, Radio, Press and Online coverage.

BENEFITS TO SPONSORS



SIGNAGE

Signage is a very effective branding tool available to sponsors at Greenmount Park with numerous key vantage points throughout the racecourse, on the avenue, the track, on fences, the winning post, within the enclosure and in the Parade Ring for the duration of the sponsorship or indeed on an annual basis.

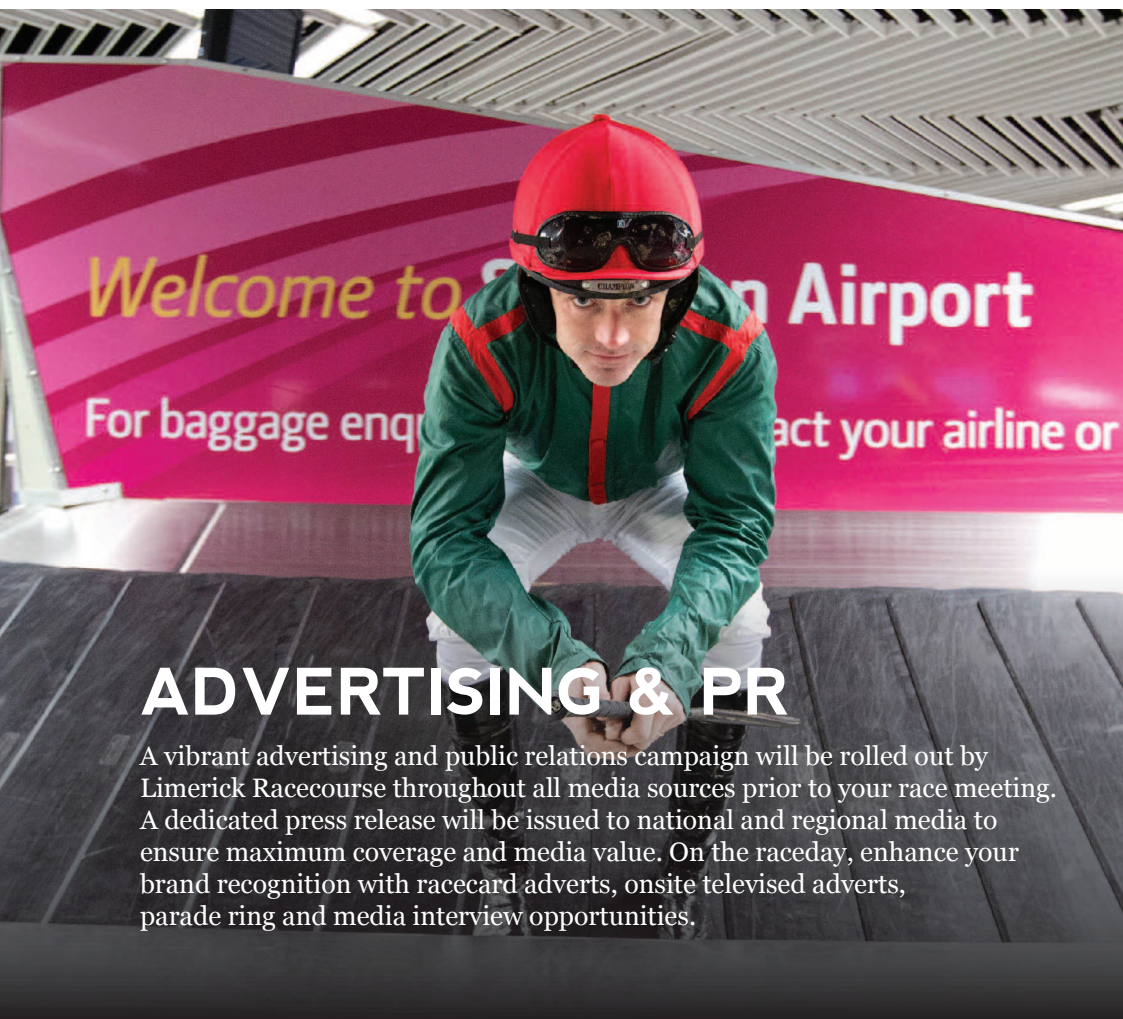


PROMOTION

At Limerick Racecourse, sponsors can avail of the opportunity to showcase their products to a captive audience in a variety of ways from sampling to promotion through exhibition units and the circulation of added value opportunities, discount offers and promotional materials. Sponsors can include a data capture tool in the form of a racecard competition to generate and enhance their database with new potential clients.

*“Limerick has a splendid programme of races throughout the year, providing safe racing for every type of horse.
We enjoy going there to such a modern facility with an innovative focus.”*

W.P. Mullins, Champion National Hunt Trainer



ADVERTISING & PR

A vibrant advertising and public relations campaign will be rolled out by Limerick Racecourse throughout all media sources prior to your race meeting. A dedicated press release will be issued to national and regional media to ensure maximum coverage and media value. On the raceday, enhance your brand recognition with racecard adverts, onsite televised adverts, parade ring and media interview opportunities.



BECOME PART OF THE ACTION

To discuss a tailored package that will offer your business a remarkable return on investment, please contact:

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e: conor.oneill@limerickraces.ie

ELEVATE YOUR BUSINESS TO NEW HEIGHTS



061 320000 limerickraces.ie

