

PINJARRA TROTS

The Home of Real Horse Power!



SPONSORSHIP OPPORTUNITIES 2025



PINJARRA PACEWAY

WA's best country harness racing Club

The Pinjarra Harness Racing Club is the largest provincial harness racing Club in WA, and one of the largest country harness racing Club in Australia.

Race days are held on Mondays all year round, at the Pinjarra Paceway; the Club conducts 50 race days annually which are well supported by our Members and harness racing industry participants from throughout the State.

Pinjarra Paceway's prominent location on South Western Highway means that on average more than 5,000 vehicles see the Club each week.



Standard race day attendance is around 500 people, though several thousand attend the Club's "feature race days" throughout the year - particularly public holiday Mondays and the annual Pinjarra Pacing Cup.

Pinjarra Paceway is a family friendly entertainment venue, with patrons & participants from every walk of life.

Race days and permanent track signage at the Pinjarra Paceway provide Sponsors with a magnificent environment & opportunity to promote your products or services directly to the racing fraternity, to the Club's 250+ Members, to patrons on race & trial days, PLUS to our local community.

In addition to promotion locally, all races at the Pinjarra Paceway are broadcast across Australia and internationally on the dedicated racing TV channels, Sky Racing 1x and Sky Racing 2.

As well as operating as a racing and entertainment venue throughout the year, the Pinjarra Paceway is utilised on a daily basis by local harness trainers as a Standard-bred training facility, AND as a function centre for non-race day events and private functions.

The Peel region is home to the largest number of harness racing trainers in regional WA; More than 180 registered trainers live in the Peel region. With our central locality to Mandurah, the South West and Perth Metro areas, the Peel region is a preferred location for many harness participants. The Club looks forward to welcoming your company to our sponsorship family.



RACE BOOK ADVERTISING

Race Day Advertising direct to customers

BENEFITS

Direct branding & promotion on-course

- ✓ Race books are an essential reference for industry participants, sponsorship partners and patrons on-course at every race day
- ✓ 200+ Race Books printed & distributed weekly
- ✓ EVERY Trainer & Driver receives a race book
- ✓ Sponsors advertisements printed in a FULL colour
- ✓ Single week advertising or monthly packages available
- ✓ Supply your own artwork, or have your ad designed by Pinjarra Paceway. (Charges apply)



COST PER ADVERTISEMENT

	Ad size	P/week	4 Week Package
Full Page	A5 14.8cm (w) x 21cm (h)	\$80 + GST	\$240 + GST
Half Page	A6 10cm (w) x 9cm (h)	\$50 + GST	\$150 + GST
Back Cover	A5 14.8cm (w) x 21cm (h)	\$120 + GST	\$360 + GST

THE ULTIMATE SPONSORSHIP

Track Naming Rights

BENEFITS

Long term brand exposure on and off track. Strengthened with a partnership alongside the Pinjarra Trots.

- ✓ Track naming rights including Race Course entrance signage
- ✓ Advertising opportunities with social media promotions on the Club's Facebook & Instagram pages
- ✓ Logo added to club merchandise
- ✓ Verbal recognition by race call every race day
- ✓ Logo added to masthead for every race plus a full page (A5) full colour advert on the inside front cover
- ✓ High presence on website
- ✓ Logo on tractor
- ✓ Sponsorship rights to pony trots
- ✓ Guaranteed 2 race name per month



ANNUAL COST

ANNUAL COST
\$29,850
+GST

RACE NAME SPONSORSHIP

Individual Race Name

EXCELLENT GIFT IDEA

A SPECIAL
RACE NAME ON
YOUR CHOSEN
DAY. A UNIQUE
GIFT TO MARK IN
HISTORY

BENEFITS

Promote, Celebrate or Commemorate

- ✓ Advertising opportunities with social media promotions on the Club's Facebook & Instagram pages
- ✓ Airtime opportunities - PA announcements by the race caller, immediately prior to your race
- ✓ Trophy presentation - Race Name sponsors have the opportunity of donating a trophy for presentation to the race winner, to be presented track-side immediately after the race is completed
- ✓ A full page (A5) full colour ad in the race book
- ✓ Supply your own artwork, or have your ad designed by Pinjarra Paceway. (Charges Apply)



COST PER RACE

COST PER RACE

\$120+GST

PINJARRA PACING CUP RAFFLE

Biggest event of the year!

RESERVE YOUR TICKET
ONLY 60
TICKETS
AVAILABLE

WIN Naming rights to the \$50,000 Pinjarra Pacing Cup

1ST PRIZE



Cup naming rights, plus naming rights to one supporting race on Cup Day



Trophy presentation



Advertising package



Hospitality for 12 guests on Cup Day



Racebook & promotional advertising



On-course promotions & temporary signage on Cup Day



Permanent track sign for 12 months

All Ticket Holders are invited to the special Cup Raffle Draw Function, held in January.

Cup Day is on the first long weekend in March - a Public Holiday Monday

2ND TO 8TH PRIZE



Naming rights to one supporting race on cup day



Hospitality for 4 guests on Cup Day



Race Book advertising



Temporary signage on Cup Day

9TH TO 60TH PRIZE



Hospitality for 2 guests on Cup Day



Race Book logo placement



Temporary signage on Cup Day



TICKET COST

TICKETS SELL FAST

\$460_{inc}

RACE DAY SPONSORSHIP

Any Monday Race Day

BENEFITS

Reach a whole new market



8 x race names of your choice



Hospitality for four guests including lunch, dessert & drinks package, plus complimentary racebook



Front cover race book logo placement



A full page (A5) full colour ad in the race book



Advertising opportunities with social media promotions on the Club's Facebook & Instagram pages



Promotional opportunities for product displays on-course, merchandise giveaways to patrons, flyer distribution in the Paceway Pavilion or stalls area. Plus PA announcements by the race caller; product/service promotion

EXTRA VALUE

- Dedicated Members E-News promotions to Club Members
- 2x Honorary Memberships for use year round
- Inclusion in the annual Members Passport
- Additional race names & race book advertising throughout the year, when the opportunity arises



ANNUAL COST

ANNUAL COST

\$1,100_{+GST}

PERMANENT TRACK SIGNAGE

Daily Brand Exposure On-track

BENEFITS

Branding Exposure

EVERY RACE - EVERY MONDAY at the Pinjarra Paceway is broadcast live on Sky Racing - with a rapidly expanding international audience across all continents, Sky Racing has an average in excess of 100,000 viewers at any time.



Track signage is viewed daily by industry participants using the racetrack for training purposes



Track signage is viewed weekly on Race Day by participants, patrons on-course & on TV



Track signage is viewed by guests at Club functions or events on non-race days

SKY RACING & INTERNATIONAL TV COVERAGE

Sky Racing is broadcast live to more than 2 million home viewers and in over 5,300 commercial Hotels, Clubs, TABs across Australia.



ANNUAL COST

**plus Signage installation cost*

1 Year commitment
2 Year commitment
3 Year commitment

from \$2,200 + GST*
from \$1,900 + GST*
from \$1,750 + GST*

EXTRA VALUE

Additional race names throughout the year PLUS Additional race book ads

WATER TRUCK SPONSORSHIP

Daily Exposure



BENEFITS

For Your Company



Double sided signage per water truck for maximum exposure



Water truck signage is viewed daily by industry participants using the racetrack for training purposes



Water truck signage is viewed weekly on Race Day by participants, patrons on-course, harness racing industry participants, owners and officials from all over WA



The Club has 2 x water trucks available for signage sponsorship

ANNUAL COST

Approx 3m x 1.2m

\$4500_{+GST}

STALLS SIGNAGE SPONSORSHIP

Individual Race Day Stalls Signage

BENEFITS

Daily exposure to WA's harness racing industry participants



1 sign per stall. Every stall is available for signage sponsorship



127 Stalls available



Stalls signage is viewed daily by industry participants at training



Stalls signage is viewed weekly on Race Day (Mondays) and Trials (Wednesdays) by racing participants, owners and officials from all over WA.



ANNUAL COST *Sign artwork & installation costs additional*

60cm (w) x 50cm (h)

\$150_{+GST}

CORPORATE SPONSORSHIP

The Complete Race Day Experience

EXTRA VALUE

Additional race names throughout the year PLUS Additional race book ads

BENEFITS

The thrill of harness racing!

- ✓ Hospitality for 8 guests including lunch, dessert & drinks
- ✓ Advertising opportunities with social media promotions on the Club's Facebook & Instagram pages
- ✓ Front cover race book logo placement and a full page (A5) full colour ad in the race book
- ✓ Promotional opportunities for product displays on-course, merchandise giveaways, flyer distribution in the Paceway Pavilion or stalls area. PA announcements by the race caller and directly to patrons for product/service promotion.
- ✓ 2 x honorary memberships to the Club
- ✓ Dedicated members E-News promo to Club members plus inclusion in different Business Focus platforms such as social media and website
- ✓ Four race names



THE EXPERIENCE OF A LIFETIME

MOBILE BARRIER RIDE - Sit beside the Starter and see the horses thundering towards you at full speed, for the start of an official race

HOT LAP IN A DUAL SULKY - Feel the power of a racehorse in your hands, sit alongside a professional driver for a lap of the racetrack

STABLES TOUR - Of Pinjarra Paceway's world class equine facility

MEET & GREET - Chat to some of WA's best drivers & trainers on the day

ANNUAL COST

CORPORATE
\$1,300_{+GST}

PLATINUM SPONSORSHIP PACKAGE

Race Day + Track Signage

EXTRA VALUE

Additional race names throughout the year PLUS Additional race book ads

BENEFITS

Premium race day experience

- ✓ Permanent track signage for 12 months
- ✓ 1 dedicated race day including 8 x race names of your choice
- ✓ Hospitality for 8 guests including lunch & dessert plus complimentary racebook
- ✓ Front cover race book logo placement PLUS 2 x full page (A5) full colour advertisements in the race book
- ✓ Advertising opportunities with social media promotions on the club's Facebook & Instagram pages. PLUS website acknowledgement on the Club's website
- ✓ Presentation of trophy. Club to provide trophy
- ✓ Promotional opportunities for product displays on-course, merchandise giveaways to patrons, flyer distribution in the Paceway Pavilion or stalls area. Plus PA announcements by the race caller; product/service promotion
- ✓ 2 x honorary memberships to the Club
- ✓ Dedicated members E-News promo to Club members plus inclusion in different Business Focus platforms such as social media and website



ANNUAL COST

* Sign artwork and installation not included in price

ANNUAL COST

\$3600+GST

RACE CALL - TRACK MARKERS

Verbal recognition during *EVERY* race + Track Sign

YOUR BRAND ON AIR DURING EVERY RACE

with the race caller naming the "Your Brand Name" 400/800 metre mark

400m or 800m mark

- ✓ 8 Races every Monday, 50 Mondays per year
- ✓ 400 audio announcements annually
- ✓ Broadcast live on SKY RACING TV to more than 2 million Australian homes to more than 5,000 outlets and 51 countries across the world! Sky Racing has more than 100,000 Viewers watching in hotels, Clubs, TABs & from home at any time
- ✓ TAB radio Statewide broadcast to 34 different locations in WA - TAB Radio listeners are not only racing industry participants, but punters and enthusiasts from a variety of backgrounds
- ✓ Permanent 12 x 1.2m track sign located on the track fence
- ✓ Track signage is viewed daily by industry participants using the racetrack for training purposes
- ✓ Track signage is viewed weekly on Race Day by participants, patrons on-course & on TV
- ✓ Track signage is viewed by guests at Club functions or events on non-race days
- ✓ 2 x Honorary Memberships to the Club



ANNUAL COST

ANNUAL COST
\$4,000_{+GST}

UNIQUE SPONSORSHIP

Additional opportunities



BENEFITS

Other On-course Opportunities

- Winning post signage
- Corporate events - non-race day
- Mother's day, Father's day & special occasion race names
- Southwest Highway stalls complex signage
- Parade ring & chute signage
- Large scale event hosting
- Mile rate
- Family fun days
- Semaphore board



ANNUAL COST

ANNUAL COST

POA



Whatever the occasion, we will make it special for you

Stylish and spacious Paceway Pavilion function centre overlooking the picturesque surrounds of the racecourse.



DISCOUNTED VENUE HIRE FOR SPONSORS

from
\$350_{+GST}



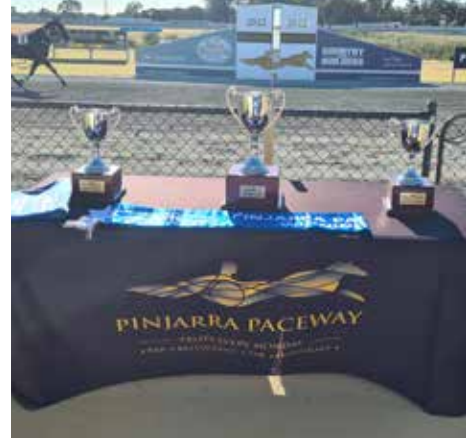
Available for Functions on all non race days **Tuesday to Sunday; Breakfast, Lunch or Dinner**

- Suitable for groups of 30-400 people
- Versatile and spacious for any event setup
- Fully Licenced bar with beverages at Club prices
- Alfresco area for outdoor or large scale events
- Custom designed menu and settings to suit your function needs



PINJARRA HARNESS RACING CLUB

Contact

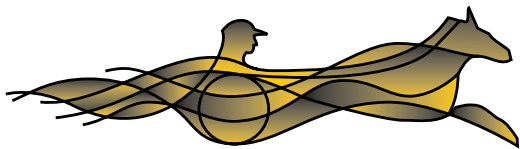


For further information regarding sponsorship opportunities contact

Jodie Austin
Administration & Marketing Coordinator
08 9531 1941
office@pinjarrapaceway.com.au

Judi Henning
Administration & Marketing Assistant
08 9531 1941
trots@pinjarrapaceway.com.au

Dale Putland
General Manager
0424 145 910
08 9531 1941
hrm@pinjarrapaceway.com.au



PINJARRA TROTS

The Home of Real Horse Power!

Pinjarra Paceway 7 Paceway Court, Pinjarra WA 6208

 @PinjarraHarnessRacing

 #PinjarraPaceway

 PinjarraPaceway