

Sponsorship Proposal





Our history

Established in 1944, Scone Race Club is a cornerstone of Australian country racing. Our current racecourse, built in 1994, is just two minutes from Scone Airport and is widely regarded as the premier country racing circuit in New South Wales. The Scone Cup was first run in 1947 and achieved Listed status in 2006. The Dark Jewel Classic, first held in 1996, was quickly recognised for the quality of its fields, earning Listed status in 1999 and becoming a Group 3 race in 2014 – the only Group 3 race held at a country race club in NSW.

With the launch of our two-day stand-alone metropolitan carnival in 2011, Scone firmly established itself on the national racing calendar. The success of this event led to the Scone Quality Open 1100m being elevated to Listed status, and following the 2012 carnival, the 2YO Fillies, 3YO Fillies, and Scone Open 1300m were also awarded Listed status.

Today, the Scone Cup Carnival showcases:

- 1 x Group 3 race (Dark Jewel Classic)
- 5 x Listed races
- The \$200,000 Listed Scone Cup, a qualifying race for the \$2 million Big Dance

It's a feast of black-type racing, attracting the best in the business.

Beyond the May Carnival, Scone Race Club proudly hosts over 16 TAB meetings annually, including fan favourites like:

- The Country Championships
- Spring Ladies Day
- Christmas Party Race Day
- Twilight Family Race Day
- Winter Wonderland Races

We are deeply grateful for the ongoing support of the regions renowned thoroughbred studs and our valued sponsors and partners. Their backing helps deliver a racing experience of metropolitan quality, right here in the heart of the Upper Hunter.

Sponsorship Opportunity

Sponsorship Benefits	Platinum \$50,000+*	Gold \$25,000*	Silver \$15,000*	Bronze \$5,000*
SRC Memberships	4	2	1	0
Scone Cup GA Tickets	30	20	10	5
Scone Cup Carnival Inclusions				
Scone Cup (Friday) Marquee Tickets	20	10	4	2
Dark Jewel (Saturday) Noel Leckie Tickets	10	10		
Scone Cup Listed Race Naming Rights	●			
Big Screen Advertising	●	●		
Signage, Racing & Advertising Inclusions (Signage to be paid for by sponsor)				
Winning Post Fence Signage	●	●		
Tier 1 Event Day Naming Rights (Th/Fr/Sat/Sun)	●			
Tier 2 Event Day Naming Rights (Mo/Tue/Wed)		●		
Tier 1 Race Naming Rights (Th/Fr/Sat/Sun)	5	3	2	1
Tier 2 Race Naming Rights (Mo/Tue/Wed)	5	3	2	1
Racebook, Website & Social Media Advertising	●	●	●	●
Branded Cloths & Bibs (on naming rights races)	●	●	●	●
Other Inclusions				
Discounted use of Noel Leckie Function Centre	●	●	●	●
Opportunity for other activations and publicity through term	●			

Platinum Sponsorship

\$50,000+*

Platinum sponsorship with Scone Race Club offers the ultimate premium experience – positioning your brand at the forefront of one of Australia's most prestigious country racing events. With exceptional hospitality, elevated visibility, and exclusive access, this tier is designed for those who want to lead from the front and be recognised as a true racing or market leader. This is more than sponsorship – it's a long-term partnership built on shared values and a commitment to excellence.

Inclusions for the duration of your agreement:

Naming Rights & Race Day Exposure

- Naming rights to one Listed Race during the Scone Cup Carnival
- Naming rights to a Tier 1 SRC race day
- Naming rights to five Tier 1 SRC races
- Naming rights to five Tier 2 SRC races
- Branded saddlecloths and bibs use for your carnival and Tier 1 races
- Trophy presentation rights for your named carnival race (trophies provided by SRC)

Hospitality Inclusions

- Two tables of 10 in the Marquee on Scone Cup Carnival Friday
- One table of 10 in the Noel Leckie Function Centre on Scone Cup Carnival Saturday
- 30 x General Admission tickets for each day of the Scone Cup Carnival
- 4 x SRC Memberships

Marketing & Promotional Opportunities (All signage and advertising to be provided by sponsor)

- On-course signage on the winning post fence
- Big screen advertising throughout the Scone Cup Carnival
- Advertising in all SRC race books
- Prominent signage at the main entrance to the Scone Race Club
- Website presence with your logo and a direct link on the SRC sponsor page
- Promotion on SRC social media platforms
- Inclusion in PR opportunities coordinated by SRC

Additional Benefits

- Discounted use of the Noel Leckie Function Centre
- Opportunity for alternate activations or publicity initiatives as agreed



Gold Sponsorship

\$25,000*

Gold sponsorship with Scone Race Club delivers premium exposure and meaningful connection with one of Australia's most respected country racing events. This tier offers strong visibility, quality hospitality, and standout branding opportunities across the iconic Scone Cup Carnival and key race days throughout the year. Designed for organisations seeking to elevate their regional presence and align with excellence in racing, the Gold tier is a smart, strategic investment with lasting impact.

Inclusions for the duration of your agreement:

Naming Rights & Race Day Exposure

- Naming rights to one race during the Scone Cup Carnival
- Naming rights to a Tier 2 SRC race day
- Naming rights to three Tier 1 SRC races
- Naming rights to three Tier 2 SRC races
- Branded saddlecloths and bibs use for your naming rights races
- Trophy presentation rights for your named carnival race (trophies provided by SRC)

Hospitality Inclusions

- One table of 10 in the Scone Cup Marquee on Carnival Friday
- One table of 10 in the Noel Leckie Function Centre on Carnival Saturday
- 20 x General Admission tickets for each day of the Scone Cup Carnival
- 2 x SRC Memberships

Marketing & Promotional Opportunities (All signage and advertising to be provided by sponsor)

- Winning Post Fence signage
- Advertising in all SRC race books
- Big screen advertising during the Scone Cup Carnival
- Logo listing on the SRC website with a direct link to your website
- Branded promotion on SRC social media (Facebook & Instagram)

Additional Benefits

- Discounted use of the Noel Leckie Function Centre



Silver Sponsorship

Silver sponsorship offers strong brand exposure, quality hospitality, and race day naming rights – making it a smart and visible investment in regional racing.

\$15,000*

Inclusions for the duration of your agreement:

Naming Rights & Race Day Exposure

- Naming rights to two Tier 1 races**
- Naming rights to two Tier 2 races**

Hospitality Inclusions

- One SRC Membership
- Four tickets for the Scone Cup (Friday) Marquee
- 10 Scone Cup GA Tickets

Marketing & Promotional Opportunities (All signage and advertising to be provided by sponsor)

- Branded cloths and bibs for your naming rights races
- Race book advertising on days of your races
- Logo listing on the SRC website with a direct link to your website
- Branded promotion on SRC social media (Facebook & Instagram)

Additional Benefits

- Discounted use of the Noel Leckie Function Centre

Bronze Sponsorship

Bronze sponsorship with Scone Race Club provides race naming rights and brand exposure to connect your business with the racing community.

\$5,000*

Inclusions for the duration of your agreement:

Naming Rights & Race Day Exposure

- Naming rights to one Tier 1 race**
- Naming rights to one Tier 2 race**

Hospitality Inclusions

- Two tickets for the Scone Cup (Friday) Marquee
- 5 Scone Cup GA Tickets

Marketing & Promotional Opportunities (All signage and advertising to be provided by sponsor)

- Branded cloths and bibs for your naming rights races
- Race book advertising on days of your races
- Logo listing on the SRC website with a direct link to your website
- Branded promotion on SRC social media (Facebook & Instagram)

Additional Benefits

- Discounted use of the Noel Leckie Function Centre



Tier 1 Raceday

\$7,500*

A Tier 1 raceday sponsorship positions your business front and centre on race day, combining premium hospitality with high-impact exposure across Scone Race Club's platforms.

Tier 1 racedays are normally held on Thursday, Friday or Sunday.

Inclusions for the duration of your agreement:

Naming Rights & Race Day Exposure

- Naming rights to a Tier 1 raceday
- Naming rights to one Tier 1 race
- Acknowledgement across all race day announcements and presentations
- Presentation opportunity for the winning connections in your sponsored race

Hospitality Inclusions

- Reserved table for 10 guests in the Noel Leckie Function Centre on the day of your sponsored race
- Premium raceday hospitality including buffet lunch and access to bar and betting facilities
- Table signage recognising your business sponsorship

Marketing & Promotional Opportunities

(All signage and advertising to be provided by the sponsor)

- Logo featured on the front page of the official racebook on your sponsored race day
- Logo featured in the official racebook for your sponsored race
- Branded promotion on Scone Race Club's social media channels (Facebook & Instagram) acknowledging your partnership (several posts)
- Mentions and logo in The Monthly EDM publication
- Opportunity to provide promotional material or small giveaways for guests on the day

Tier 2 Raceday

\$5,000*

Perfect for businesses looking to build community presence, reward clients, and align with a trusted rural brand – all while enjoying a great day at the races.

Tier 2 racedays are normally held on Monday, Tuesday or Wednesday at Scone Race Club.

Inclusions for the duration of your agreement:

Naming Rights & Race Day Exposure

- Naming Rights to a Tier 2 raceday
- Naming rights to one Tier 2 race on your raceday
- Acknowledgement in all on-course race announcements
- Opportunity to present the trophy to the winning connections in your sponsored race

Hospitality Inclusions

- Reserved table in the Noel Leckie Function Centre for up to 10 guests on the day of your sponsored race
- Table signage acknowledging your sponsorship
- Access to bar and betting facilities.

Marketing & Promotional Opportunities

(All signage and advertising to be provided by the sponsor)

- Logo featured on the front page of the official racebook on your sponsored race day
- Logo featured in the official racebook for your sponsored race
- Branded promotion on Scone Race Club's social media channels (Facebook & Instagram) acknowledging your partnership
- Opportunity to provide promotional material or small giveaways for guests on the day

More to discover

Additional Sponsorship Opportunities

In addition to our tiered packages, Scone Race Club offers a variety of tailored sponsorship options to suit your business goals. From feature race days to midweek meetings, we can create a customised partnership that delivers strong brand alignment and community engagement. If you're interested in being part of the iconic Scone Cup Carnival, we invite you to reach out for our dedicated carnival sponsorship prospectus, which outlines exclusive opportunities available across this major event.

We also offer on-course signage opportunities in key areas of the racecourse, including the Members & Owners Enclosure, Noel Leckie Function Centre, and The Mounting Yard. These high-visibility locations provide lasting brand presence throughout the racing season, reaching patrons, owners, and VIP guests alike.

To request the Scone Cup Carnival sponsorship prospectus or enquire about signage availability and pricing, please contact the Scone Race Club team – we'd love to tailor something for you.





Thank you

The SRC Board, Members and Staff thank you for your support and look forward to continuing working with you into the future. Please do not hesitate to get in touch if you have any questions about your Scone Race Club partnership proposal.

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