



Sponsorship and Exhibitor Packages 2021

Vowley Racing is proud to be hosting the only International Falcon Racing event in Britain for a third year. The races will take place on the last weekend in September, with open stakes qualifiers taking place on Friday 24th and Saturday 25th ahead of the season final on Sunday 26th.

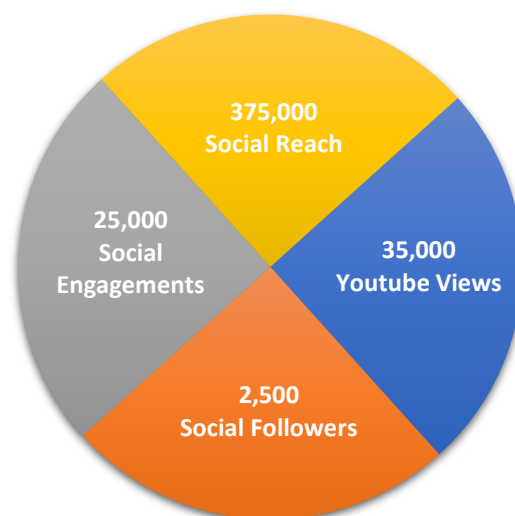
The high-profile racing event will be held at Vowley; a purpose-built falcon training and racing facility nestled within the Wiltshire countryside. The weekend will see some of the most talented falconers from the UK and Europe compete head-to-head in races which demonstrate the true flying abilities of a hunting falcon and the straight-line speed of a flat race falcon.

The British falcon races are a fantastic opportunity to gain exposure to arguably the largest gathering of professional falconers and serious falconry enthusiasts in the UK. Falconry holds a firm position amongst similar country field sports, attracting largely the same demographic with similar interests.

Sponsorship of the 2021 British Falcon Races is a unique opportunity to get involved with the emerging and fast-growing sport of falcon racing in the UK. Promotional activities undertaken by Vowley Racing reach the global falconry market and beyond (see diagram below).

Vowley Racing is pleased to offer a range of sponsorship and exhibitor packages to suit all budgets and requirements. We are dedicated to providing value for money to sponsors and exhibitors alike and look forward to working with you.

2020 Market Exposure



*Chart not to scale



Sponsorship Packages

| | Platinum £15,000 | Gold £10,000 | Silver £5,000 | Bronze £2,500 | Contributor £1,000 |
|-------------------------------------------------------------------------------|-----------------------------|-------------------------|--------------------------|--------------------------|-------------------------------|
| Identified as sponsor in all marketing and promotional activities | Prior, During & After | Prior, During & After | Prior & During | Prior & During | During |
| Full colour feature in the event programme given to all attendees | Double Page | Double Page | Full Page | Half Page | Quarter Page |
| Pavilion Passes | 10 | 8 | 6 | 4 | 2 |
| Additional guest discount | 20% | 20% | 15% | 10% | 10% |
| Trade exhibitor package included (optional) | Premium | Premium | Standard | Basic | 25% Discount |
| Naming rights of sponsored item (Flat Race, Hunt Race, Pavilion, Gala Dinner) | Limited Availability | - | - | - | - |
| Presentation of cash prizes to podium finishers | Named Race sponsors only | - | - | - | - |
| Name/logo to appear on: | | | | | |
| Advertising Boards (up to 3x6ft) | 6 | 5 | 4 | 3 | 2 |
| Feather flags | 10 | 8 | 6 | 4 | 2 |
| Scrolling display screens | Full Screen | Full Screen | Half Screen | Quarter Screen | Listed |
| Race highlights video - shared on social media | Large | Large | Medium | Medium | Small |
| Vowley.com Website with link to your own site | Large | Large | Medium | Medium | Small |
| Media backdrop appearance | Dominant | High | Standard | Feature | - |
| Social Media mentions | ✓ | ✓ | ✓ | ✓ | ✓ |

*All packages subject to VAT.



| Trade Exhibitor Packages | Premium £450 | Pro £300 | Standard £150 |
|---------------------------------------------------|-------------------------|---------------------|--------------------------|
| Exhibitor tent space | 3x6m | 3x6m | 3x3m |
| 6ft Trestle tables | 2 | 2 | 1 |
| Chairs provided | 3 | 2 | 2 |
| Standard Adult entry included | 3 | 2 | 2 |
| Feature in event programme given to all attendees | Half Page | Quarter Page | Listing |
| Lunch voucher included | ✓ | - | - |
| Name/logo to appear on: | | | |
| Vowley.com website | ✓ | ✓ | ✓ |
| Social Media mentions | ✓ | ✓ | ✓ |
| Scrolling display screens | ✓ | ✓ | - |
| 3x6ft Arena Advertising | 1 | - | - |

**All packages subject to VAT.*

Trade exhibitors are invited to attend the three-day weekend 24-26th September 2021. However Sunday 26th is the final and is expected to be the most popular day for spectators.

Race Programme Advertising

Raise your company profile with event attendees by advertising in the official race programme. The full-colour A5 programme is professionally printed and handed to all attendees upon arrival. *Artwork to be supplied by the advertiser.

We have a number of advertising opportunities as follows:

| | |
|-------------------------------------|-------------|
| Full-page inside front cover | £250 |
| Full-page inside back cover | £150 |
| Full-page | £100 |
| Half-page | £75 |
| Quarter-page | £50 |

**All prices subject to VAT.*



Sponsorship and Trade Exhibitor Booking Form

To be completed in **BLOCK CAPITALS** and emailed to events@vowley.com.

COMPANY INFORMATION

| | | | |
|-----------------------|--|------------------|--|
| Contact Name | | | |
| Company Name | | | |
| Address Line 1 | | | |
| Address Line 2 | | | |
| City | | Post Code | |
| Contact Number | | | |
| Contact Email | | | |
| Website | | | |

ITEM SELECTION

| Sponsorship Package | | | | |
|----------------------------------------------|------------------------------------------|-------------------------------------------|-------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Platinum £15,000 | <input type="checkbox"/> Gold £10,000 | <input type="checkbox"/> Silver £5,000 | <input type="checkbox"/> Bronze £2,500 | <input type="checkbox"/> Contributor £1,000 |

| Trade Exhibitor Package | | |
|---------------------------------------------------------|----------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Premium 3x6 £450 | <input type="checkbox"/> Pro 3x6 £300 | <input type="checkbox"/> Standard 3x3 £150 |
| <input type="checkbox"/> Additional 6ft table £10.00 | <input type="checkbox"/> Additional Chair £5.00 | <input type="checkbox"/> Standard Power outlet £10.00 |

| Programme Advertisement | | | | |
|-----------------------------------------------------|----------------------------------------------------|--------------------------------------------|-------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Inside Front Cover £250 | <input type="checkbox"/> Inside Back Cover £150 | <input type="checkbox"/> Full-page £100 | <input type="checkbox"/> Half-page £75 | <input type="checkbox"/> Quarter-page £50 |

Optional Extras - Please state quantity required

- Additional entry: Sunday only £20..... Weekend Fri-Sun £30
- Additional arena advertising boards (3x6ft) at £45 each.
- Feather flags at £35 each.

Signed.....

Date.....

**All prices subject to VAT.*



Sponsorship and Trade Exhibitor Booking Terms

Once a sponsorship and/or trade exhibitor booking has been confirmed in writing Vowley Racing will provide a booking form to be completed.

Completion of a booking form will be taken as acceptance of the terms of booking and payment.

The person or persons signing the Contract shall be deemed to have full authority to do so on behalf of the Sponsor/ Trade Exhibitor.

All sponsorship, trade exhibition and advertising opportunities are non-refundable once the booking has been confirmed.

All sponsorships/exhibitors will be invoiced within 14 days of confirmation and payment is due on receipt of invoice. All payments must be received before any promotional activities can take place and no later than 60 days prior to the event.

Vowley Racing reserves the right to make changes to the events, sponsorship, advertising and exhibiting packages without notice. Any amendments will be advised accordingly.

Photos and videos will be taken at the venue during events. This may include images or footage of exhibitors and sponsors and their representatives.

Attendance at the event gives consent to the organisers use of recordings and images for commercial and promotional purposes.

All items or property that are delivered, brought to, displayed at, and removed from, Vowley are done so entirely at the exhibitor/sponsors risk. Vowley Racing is not liable for any loss or damage incurred.

All promotional items organised or supplied by Vowley remain the property of Vowley. These items may be reused at future events for a reduced fee.

Where discount on advertising/packages is offered, only one item of discount can be used, this will be taken from the highest level based on the packages being secured. (i.e only one discount can be applied, not combined).

Trade exhibitors are invited to attend the three-day weekend 24-26th September 2021. Sunday 26th is the final and is expected to be the most popular day for spectators.

Trade exhibitors will have vehicular access to the trade area until 8.30am each morning, and after 6pm each day. No vehicle access will be permitted inside these hours.

For enquiries and bookings please contact – events@vowley.com or 01793 852115.

Signed.....

Date.....

Thank you for choosing to promote your business with Vowley, we look forward to working with you.