

# Partnerships



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# About Us



Club Menangle has made its mark on the Australasian harness racing scene but we are far more than just a racetrack! We pride ourselves on being a first class hospitality facility. We have over 115 years experience as a registered Club and in the harness racing industry.

After moving from Harold Park in 2010, the club has invested over \$75 million in our current facilities at Menangle Park. The Club has a diversification of operations with two venues, Club Menangle Trackside and the recently refurbished Menangle Country Club. We offer our members and guests a great range of benefits across Southwest Sydney's most exciting entertainment precinct.

Both complexes boast some of the largest and most versatile entertainment spaces on offer. Our facilities appeal to the entire family and are suitable for both race day hospitality as well as non-race day events of any scale across all function formats.

Amongst all the fun, our partners, whether they be corporate, families, members, guests, participants or community, have become a vital part of our operations. Take the next step with us today...

# Celebrations

Club Menangle Trackside offers the perfect opportunity to celebrate that special moment. Enjoy our tailored hospitality packages for:

- Birthdays
- Anniversaries
- Engagements
- Hens/bucks nights
- Surprise gifts
- + More!

It's as simple as enjoying your choice of hospitality plus creating a race name and having a super night out!

Additional aspects may include:

- Photo opportunity with the winning horse
- Facebook advertising
- Meeting a driver or trainer
- + more.. It's all up to you!

*Find a checklist on page 9.*



# Corporate Opportunities



Our goal is to coordinate with your business and your key requirements to provide a unique and exciting experience to benefit your company.

With the knowledge and expertise of our sponsorship team, we have ability to tailor your complete package to your needs and optimise your key goals.

Whether it be increased exposure, corporate entertaining or celebrating an event or milestone, we have the skills to guide you and establish a suitable partnership.



# Charity & Fundraising

Our packages cater to you and it is important that your event is profitable. Your charity or sports group is able to partner with our highly qualified hospitality and sponsorship teams to provide a simple and easy way to raise funds.

The race naming packages are provided as exceptional value which enables you to on sell each race to benefit your overall profits and gain exposure. In doing this, you will also enjoy a great night of hospitality, harness racing action and entertainment.



# Race Naming Inclusions

## Our custom race experiences are available now!

We want you to enjoy the thrill and enjoyment of hospitality at Australasia's premier harness racing venue.

*Please find a checklist on page 9 to create your package today*

### **Naming Rights:**

Enjoy exclusive naming rights trackside and on Sky Racing.

### **Photo Opportunity with the Winning Horse**

You will be able to sash the winning horse on the track after it wins your race.

### **Facebook Advertising**

The facebook showcases the horses in each race along with advertising opportunities.

### **Judges Box Experience**

Head up to the top level of the grand stand and meet the race caller, the judges and see the behind the scenes of how the race is put together!

### **Sky Walk Stables Experience**

A tour through the stable facilities to see the behind the scenes.

### **Meet a driver or trainer**

If you would like to personally meet with a driver or trainer and get your photograph taken with them, this is the option for you.

### **VIP Parking**

This is a complimentary inclusion

### **On Course Brand Advertising**



# Hospitality

## **Chairman's Lounge** - *Our Premium Function Room*

- Level 2 of the Rex Horne Stand offers superb indoor & outdoor views
- Perfect option to cater for a larger number of guests
  - à la carte Menu & beverage package **OR**
  - Servery option & beverage package **OR**
  - Canapé & beverage package
- Private bar & betting facilities
- Minimum 80 guests (lounge can be combined with suites to increase overall capacity)



## **Pavilion Bar** - *A great option for a relaxed night out*

- Panoramic glass frontage overlooking the Winning Post with direct access to grandstand seating & trackside lawn
- Reserved inside seating with optimum viewing
- Multiple betting terminals
- Casual canapes and a complimentary drink on arrival
- Available for 2+ guests



## **No.1 Club** - *Suitable for a casual event*

- Semi-private area within the Pavilion Bar
- Premium views of the racetrack with bar atmosphere
- Access to multiple betting terminals
- Deluxe Canapés & drinks
- Available for 10+ guests

## **Miracle Mile Restaurant** - *Wine & Dine with us*

- Reserved seating in a prime viewing position
- à la carte with beverage package or complimentary bottle of wine
- Available for 2+ guests

## **Parade Terrace** - *Perfect location for a summer event*

- Outdoor private bar and covered alfresco function space offering exclusive views of the parade ring as well as private trackside viewing
- TVs and betting facilities
- Deluxe canapés & beverage package
- Minimum 80 guests

## **Private Suite** - *Fantastic private option to cater for your party*

- Premium private space with indoor and outdoor viewing on the top level of the Rex Horne Stand
- Unobstructed views of the home straight and winning post
- Private bar & betting facilities
- Servery option & beverage package **OR**
- Canapé & beverage package
- Minimum 30 guests (suites can be combined to increase overall capacity)





# Signage

We have a large number of options at our venues to showcase your brand and increase your exposure. These include:

## Track Signs

Our track signage is highly sought after and is an excellent source of exposure both trackside & via Sky Racing.

## LED Big screens

There are 2 large screens located in the centre of the track which gives you the ability to advertise during the race meeting. One of the benefits to these is the ability to view these from almost anywhere on track.

## Internal Screens

- Club Menangle Trackside
- Menangle Country Club

The screens at our venues can give you additional exposure in the lead up and also the night of your race/event.

## Racebook

Advertising opportunities are available on the front cover of the racebook and within the book which a large number of patrons will utilise during the meeting.

Our mission is to exceed your expectations! In doing so, you will enjoy an experience like no other.



### Club Menangle would like to thank our partners for their continued support!

- |                           |                          |                  |
|---------------------------|--------------------------|------------------|
| Access Group Solutions    | Cordina Chicken Farms    | Multiquip        |
| Agnes Banks Equine Clinic | C91.3FM Radio            | Pryde's Easifeed |
| Ainsworth                 | Evecare                  | Success Stud     |
| Allied Express            | DM Plumbing              | TAB              |
| APG                       | Farmer Joes              | Tabcorp          |
| Asahi Premium Beverages   | Garrards Horse and Hound | Sky Racing       |
| Clintons Toyota           | Hyland Sportswear        | Ultra Air        |
| Cobbitty Equine Farm      | McLaren Real Estate      | Wards Accounting |
|                           |                          | Woodlands Stud   |



# Exposure



**Sky Racing** reaches over 300,000 viewers weekly and is an integral part of showcasing Harness Racing across Australasia. Club Menangle Trackside racing is showcased via the premium channel; Sky Racing One which features the biggest and the best Harness, Thoroughbred & Greyhound racing from around the globe including Miracle Miles to Melbourne Cups. The channel is screened to over 5,000 pubs and clubs nationally. Sky Sports Radio also has 64,000 weekly listeners (27,000 unique weekend morning listeners)



In combination with Sky Racing, **TAB** also boasts over 60,000 unique users on the App and a large social media reach with 609K on Facebook and 40.6K on Twitter.

## Social Media Exposure

Club Menangle Trackside audience of 16K combined users on Facebook, Instagram & Twitter.

## Potential Further Exposure

- Newspapers (Daily Telegraph – special lift out form guide every Friday, Sydney Morning Herald – The Form, National Trotguide, Harness Racing Weekly and other regional & country titles)
- Digital coverage – (Club Menangle website, TrotsTV, Harness.org.au & additional social media platforms such as Harness Racing NSW (16k in followers) and beyond)
- Club Menangle Monthly Newsletter sent to our database



# Race Naming Checklist

## Naming Rights:

..... Preferred number of races

## Additional Benefits:

- Sash the winning horse + photo
- Facebook advertising
- Judges Box experience
- VIP Parking
- Meet a trainer or driver
- On course brand advertising

## Hospitality:

..... Number of guests

- Pavilion Bar
- No.1 Club
- Miracle Mile Restaurant
- Parade Terrace
- Private Suite
- Chairmans Lounge

## Exposure

- Sky Sports & TAB Exposure
- Social Media
- LED Big Screen
- Internal Screens - Trackside
- Internal Screens - Menangle Country Club



# Partner Checklist

## Contracted Basis

### Naming Rights:

- Carnival race name (subject to availability)
- 1 x Tuesday race name each week
- 1 x Saturday race name each week
- Additional race names included where possible due to being a contracted partner

### Hospitality Preference:

- ..... Number of guests
- Pavilion Bar
- No.1 Club
- Miracle Mile Restaurant
- Parade Terrace
- Private Suite
- Chairmans Lounge

### Exposure

- Sky Sports & TAB Exposure
- Social Media
- LED big screen
- Internal Screens - Trackside
- Internal Screens - Menangle Country Club
- E-Newsletter advertising

### Signage:

- Physical track signage
- Virtual signage

**Please note, all signage is subject to availability**

### Additional Benefits:

- Enquire about additional benefits currently available



Join us today!



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MENANGLE  
EXPERIENCE