



POONCARIE
— RACING CLUB —

EST 1891

2026 POONCARIE CUP SPONSORSHIP PACKAGES



The Pooncarie Racing Club is once again hosting its annual Pooncarie Cup Day meeting on Saturday the 19th of September 2026.

Established in 1891, the Pooncarie Racing Club provides a unique and enjoyable outback racing experience, a great social day out for the family.

The Pooncarie Racing Club is a not-for-profit organisation and relies on our hard working volunteers and local businesses for support on their annual race day.

We would like to offer you the opportunity to be a sponsor of the Pooncarie Racing Club's Cup Day.

Your business can benefit from the sponsorship opportunities and packages available, as your business name and logo will be included on all promotional media, track signage, social media and broadcast throughout the day as part of our race day commentary.

We would like to secure a commitment from your business by the 1st of September 2026 to ensure your logo can be included in our race program.

Thank you and we look forward to your business being a part of this hugely successful day.

**LYLE MASSEY
PRESIDENT**



24 February 2026

To Whom It May Concern,

RE: Letter of Support - Pooncarie Race Day

Mildura Motor Holdings has been a long-term and proud sponsor of the Pooncarie Race Day, and we are pleased to provide our strong support for this important community event as part of its grant application.

The Pooncarie Race Day continues to grow each year and has become a significant regional event, attracting a record crowd and strong support from local businesses and the broader community. The day provides substantial economic and social benefits to the region, bringing visitors into the area and supporting local organisations, volunteers and businesses.

As a sponsor, our involvement has included race naming rights, race book advertising, on-course signage including fence and winning post signage, regular public address acknowledgements throughout the day, and the presentation of the trophy to the winning owners of our sponsored race.

The exposure and engagement opportunities provided are excellent and allow us to connect meaningfully with clients and the wider community in a relaxed and enjoyable setting.

The event is exceptionally well organised and provides a fantastic day for our invited guests and clients. It is also encouraging to see the strong number of businesses that continue to sponsor and support the race day, reflecting the importance of this event to the region.

We are proud to support the Pooncarie Race Day and look forward to continuing our involvement in future years. We strongly endorse its application for funding support.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Paul Shelly', with a long, sweeping horizontal line extending to the right.

Paul Shelly
Group CEO
Mildura Motor Holdings P/L

2026 POONCARIE CUP NAMING RIGHTS SPONSOR

- Naming rights for the 2026 Pooncarie Cup meeting.
(Featured in all racing advertising, including race program, on-track announcements, local & outback media coverage, etc.)
- Full double page colour ad in the race book on front and inside page.
- Prominent exposure on all promotional material, including: TV, Radio, Newspaper, posters, social media, etc.
- Business name on the 2026 Pooncarie Cup horse rug.
- Your selected representative to present the rug and trophy to the 2026 Pooncarie Cup Winners.
- Signage on track and around the grounds on race day.
- Live interview and endorsement on Race day.
- 10 x admission tickets to the 2026 Pooncarie Cup meeting.
- 10 x drink vouchers and food platter
- Entry into the Sponsors draw - drawn at the 2026 Pooncarie Cup meeting.
(valued at \$500)
- Race day story in the Sunraysia Daily newspaper, before and after the races. Plus all sponsors 'Thank You' article after the Race Meeting.



PLATINUM SPONSORSHIP

\$1,000 + GST

BENEFITS:

- Shared naming rights for a local race (Featured in race book, race day announcements, racing website etc):

Race 1 POONCARIE

TASCO CALTEX NORTHSTAR MOTORS ROBINSON PLUMBING MAIDEN HCP

1:15pm 1200m

Of \$7,000 and trophies of \$100. 1st \$3,935 and \$100 trophy to owner, 2nd \$1,190, 3rd \$560, 4th \$275, 5th \$225, 6th \$225. Equine Welfare Fund \$70, Jockey Welfare Fund \$70. BOBS Bonus Available Up To \$2406.25 Maiden Handicap. Apprentices can claim.

Track Record: 1-10.81H MY DAD'S A PIRATE (30/9/06) [Good] -&- SACHIN (4/10/14) [Fast]

Class Record: 1-10.81H SACHIN (4/10/14) [Fast]

- 1 x full page ad in the race book
- Race day signage around the track:



- Exposure on promotional material: newspaper, posters, social media etc
- 10 x admission tickets to the races
- 10 x drink vouchers and food platter
- Entry into the Sponsors draw. Drawn at the 2023 Pooncarie Cup meeting (valued at \$500)
- Table of 10 (Under cover marquee provided, with TV coverage and food platters)

GOLD SPONSORSHIP

\$500 + GST

BENEFITS:

- 3/4 page ad in the race book
- Race day signage around the track
- Exposure on promotional material: posters, social media etc
- 4 x admission tickets to the races
- 4 x drink vouchers
- Entry into the Sponsors draw drawn at the 2023 Pooncarie Cup meeting (valued at \$500)

SILVER SPONSORSHIP

\$250 + GST

BENEFITS:

- 1/2 page ad in the race book
- Exposure on promotional material: social media etc
- Entry into the Sponsors draw - drawn at the 2023 Pooncarie Cup meeting (valued at \$500)

BRONZE SPONSORSHIP

\$125 + GST

BENEFITS:

- 1/4 page ad in the race book
- Entry into the Sponsors draw - drawn at the 2023 Pooncarie Cup meeting (valued at \$500)



VOUCHERS:

Cash or voucher donations would be greatly appreciated to use as prizes for the Sponsors Draw, Fashions on the Field etc.

AD SIZE EXAMPLES

FULL PAGE

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3/4 PAGE

		
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POONCARIE

RACING CLUB

EST 1891

2026 Sponsorship Form

Pooncarie Racing Club Inc.

President:

Lyle Massey - 0418 505 507

Treasurer:

Stacey Byrnes - 0499 225 694

SPONSOR'S DETAILS

Name/Company			
Primary contact person			
Email			
Phone number			
Invoice required?	Yes		No
Level of Sponsorship	Platinum \$1,000 + GST		Silver \$250 + GST
	Gold \$500 + GST		Bronze \$125 + GST
	Naming Rights & Vouchers: Please contact Lyle on 0418 505 507		

PAYMENT DETAILS

Payment Method	Direct Deposit		Cheque
	Card		
Pooncarie Racing Club Banking Details	BSB: 633 000		ACC: 154434997
Credit Card Details	Mastercard		Visa
Card Number			
Name on Card			
Signature			
Make Cheque out to	Pooncarie Racing Club Inc.		

Please complete and email this form and a high resolution company logo/advertisement to:

Lyle Massey - lmassey@ctfnre.com.au

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*HAS HELPED US WITH
THESE RECENT PROJECTS*



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