



Pooncarie Racing Club Sponsorship packages for 2025.

Dear

The Pooncarie Racing Club is once again hosting its annual Cup day meeting on Saturday 20th of September 2025.

Due to the Pooncarie Racing Club being a “(not for profit)” organization, events like our annual race day are solely ran on sponsorship from within the local community.

As you can envisage running an event like this can prove to be quite costly, and we are seeking sponsorship to continue on with this fantastic long running community event for 2025.

We are contacting you in the hope your business will be able to assist us in sponsoring this unique once a year family friendly event.

Your name/business and logo will be included on all promotional media/posters/race book/signage will be placed at the track, including social media and broadcasted around the track throughout the day.

Please see attachment for your sponsorship options for your business.

We thank you and look forward to your business being part of this unique highly successful day.

We would like to secure a committee from your business (Major sponsors) that will have their business logo on the “Poster” and be completed in the next few weeks ready for delivery to all our different areas.

With all other sponsors we would like a commitment no later than the 1st of September 2025 to ensure your logo can be included in your business marketing.

If you can respond to me with an email or phone call on any questions at all, otherwise I will follow you up with a phone call.

Many thanks,

Lyle Massey

President



POONCARIE
— RACING CLUB —

EST 1891



2025 POONCARIE CUP SPONSORSHIP PACKAGES





POONCARIE — RACING CLUB —

EST 1891



The Pooncarie Racing Club is once again hosting its annual Pooncarie Cup Day meeting on Saturday the 20th of September 2025.

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 2025 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

2025 POONCARIE CUP NAMING RIGHTS SPONSOR

- Naming rights for the 2025 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 2025 Pooncarie Cup horse rug.
- Your selected representative to present the rug and trophy to the 2025 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 2025 Pooncarie Cup meeting.
- 10 x drink vouchers and food platter
- Entry into the Sponsors draw - drawn at the 2025 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
- 6 x admission tickets to the races
- 6 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)

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

Another way to read your local paper



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MEMORIAL SPORTING CLUB LIMITED




1/4 PAGE



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3/4 PAGE

		
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POONCARIE

RACING CLUB

EST 1891

2025 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:

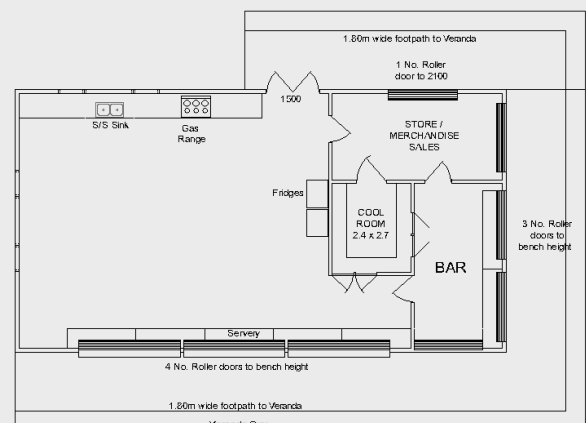
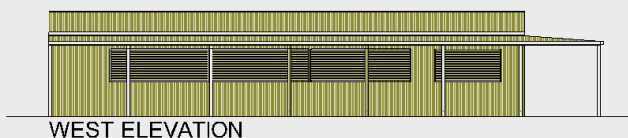
Lyle Massey - lmassey@ctfnre.com.au

YOUR GENEROUS SUPPORT

*HAS HELPED US WITH
THESE RECENT PROJECTS*



CONCEPT REPLACEMENT KITCHEN POONCARI RACE COURSE



CURRENT PROJECT: NEW KITCHEN



Bendigo Bank

Community Bank
Wentworth & District

MAJOR SPONSOR COMMUNITY BANK WENTWORTH & DISTRICT – BENDIGO BANK

2024 POONCARIE CUP

(1550m) \$20,000

SATURDAY 21ST OF SEPTEMBER

6 RACE PROGRAM

Total Prize Money: \$88,000 & \$1,700 Trophies Program



AIRSTRIP | SKY CHANNEL | FULL ON COURSE TOTE & BOOKMAKERS

NEW GRASS & SHADED AREAS | NEW 12 STALL STABLES | NEW TOILET & SHOWER FACILITIES



FASHIONS ON THE FIELD IS BACK

Categories:

- Best Dressed Lady
- Best Dressed Gent
- Best Headwear
- Best Dressed Teen (13-19)
- Best Dressed Child (7-12yrs)
- Best Dressed Tiny Tot (0-6yrs)

WWW.POONCARIERACINGCLUB.COM.AU

FIND US ON FACEBOOK



NO GLASS

THANKYOU TO OUR SPONSORS FOR YOUR CONTINUOUS SUPPORT

NO BYO

All enquiries: President: Lyle Massey | M: 0418 505 507 | E: lmassey@ctfnre.com.au | www.pooncarieracingclub.com.au