

Partnerships



Welcome to Beverley Racecourse

Beverley Racecourse has been at the heart of the local community and Yorkshire since 1690. We're an influential and iconic venue, the only one of its kind in East Yorkshire and offer superb opportunities to reach an engaged and diverse local audience via a unique and exciting medium.

The racecourse offers a platform for businesses; local, regional, and nationwide as well as individuals or groups to showcase their brand, celebrate an anniversary or to generate awareness to circa 120,000 visitors a year.

Whether it's a season long partnership, advertising & branding opportunities, raceday sponsorship or brand activations. We have a portfolio of partnership packages and take a tailored, personable approach to help you achieve any specific objectives.

Get in touch to find out more about the opportunities here at Beverley Racecourse. Email: joe@beverley-racecourse.co.uk or give us a call on 01482 867488

"Coming together is a beginning; keeping together is progress; working together is success"

– Henry Ford



Partnerships

With 19 racedays from April to September, featuring Saturday racedays, bank holidays, midweek evenings and afternoons there's something to suit everyone's needs.

The team at Beverley Racecourse work closely with our partners across the season and on each raceday.

We are always looking at new and innovative routes to market, plus at the same time growing our existing customer marketplace. From start to finish the team at Beverley will work closely with you in delivering and exceeding your goals from a partnership.



39K



21K



6K



4K

70k

SOCIAL MEDIA FOLLOWERS
& GROWING



1.5 Million

SOCIAL MEDIA IMPRESSIONS
AVG PER MONTH (APR - SEPT)



120k+

CUSTOMER LIVE AUDIENCE



50k+

RACECARD SALES,
RUNNERS & RIDERS
& DOWNLOADS



38k

PEOPLE OPTED IN CRM
MARKETABLE DATABASE

Racing TV
RACING MEDIA PARTNER

60k

SUBSCRIBERS TO CIRCA 20M
HOMES IN THE UK & IRELAND



120k+

LARGE SCREEN &
HOSPITALITY CCTV VIEWS

Season Packages

Year Round Partnership and Exposure



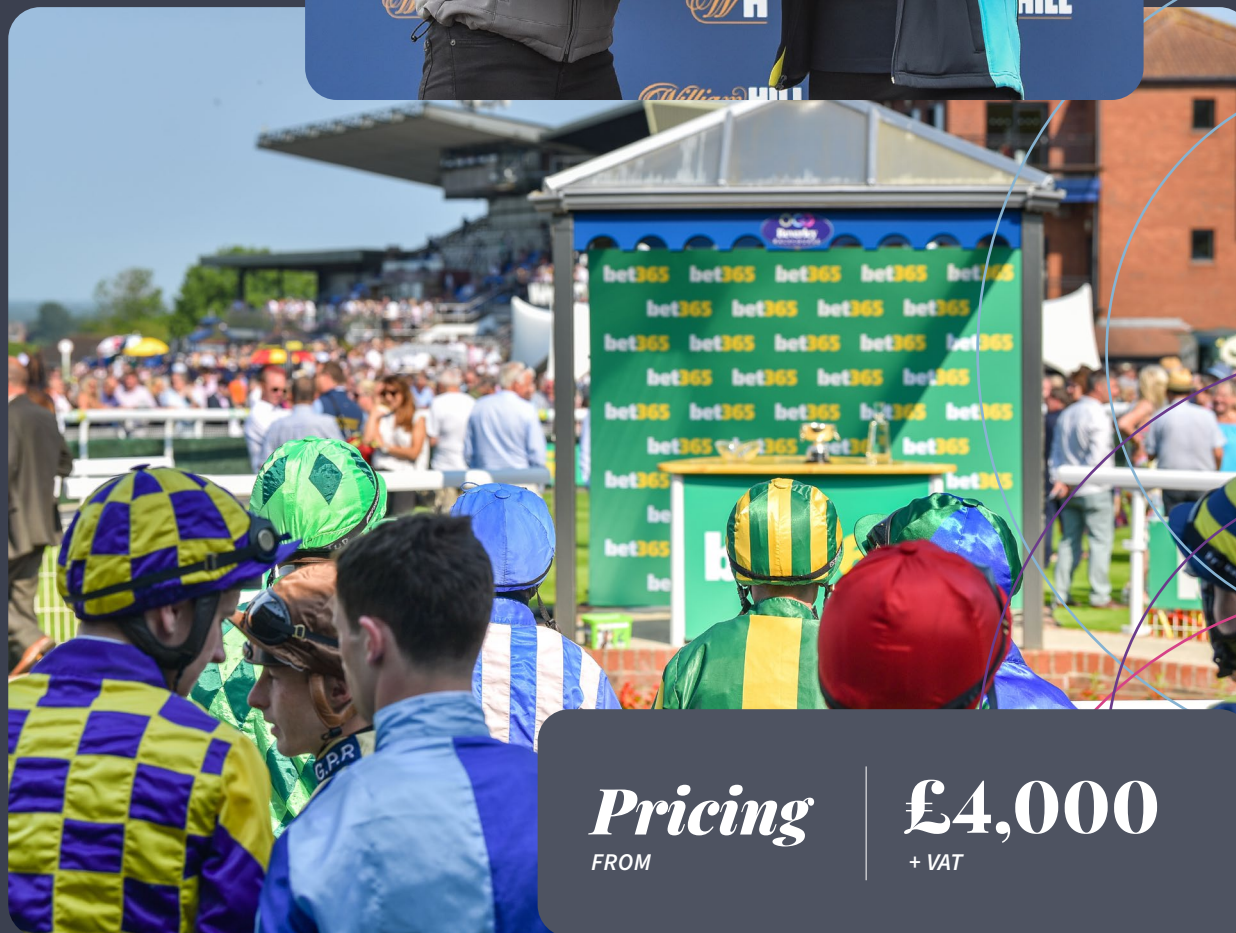
Season Package

WHAT'S INCLUDED?

- ◆ Advertising board on the final furlong (Cost of production and install not included)
- ◆ Two annual badges
- ◆ Website news story
- ◆ Six social media links, including one giveaway if suitable.
- ◆ Half page advert in the racecard (minimum 15 meetings)
- ◆ Advert on the big screen at meetings (minimum 15 meetings)
- ◆ 10 bathroom poster sites
- ◆ Website link for one year

PERFECT FOR

Businesses looking to reach racegoers throughout the season, both on course and digitally, as well as offering tickets that could be used for directors, employees or customers.



Pricing
FROM

£4,000
+ VAT



Raceday Sponsors

Impact on a raceday

Raceday Title Sponsorship

The quality mark for sponsorships, this raceday is dedicated to your brand or business, offering excellent brand visibility both digitally and on site, as well as a chance to really impress customers and clients with VIP treatment throughout the day. Best paired with hospitality to enjoy the day in comfort.

WHAT'S INCLUDED?

- ◆ Naming rights to the day (e.g. Ladies Day presented by Porsche Centre Hull)
- ◆ Naming rights to five races (e.g. The Tyresavings.com Handicap Stakes)
- ◆ Visit to the Parade Ring to choose the Best Turned Out Horse, followed by a champagne viewing of your races
- ◆ Presentation of trophy to the winning owners, including photo memento
- ◆ The front cover of the racecard and a minimum of two individual full page adverts
- ◆ Big screen airtime for promotional video and adverts
- ◆ Exhibition space, including product placement and the opportunity to bring a street team
- ◆ Logo and name incorporation into all raceday branding and advertising
- ◆ Social media posts linking to your business before and after raceday
- ◆ Brand name and link in pre-event email to all attendees (GDPR compliant)



Pricing
FROM

£4,000
+ VAT

Single Race Sponsorship

Superb as a standalone day out, or in addition to a hospitality package to really impress your guests, this also features some excellent on-the-day brand visibility.

WHAT'S INCLUDED?

- ◆ Single race sponsorship – (The Jacksons of Yorkshire Handicap Stakes)
- ◆ Visit to the Parade Ring to choose the Best Turned Out Horse, followed by a champagne viewing of the race
- ◆ Presentation of trophy to the winning owners, including photo memento
- ◆ A full page advert in the racecard & on the big screen
- ◆ A choice of 4 premium banner sites



Pricing
FROM

CELEBRATION
£550
+ VAT

CORPORATE
£850
+ VAT

Product Placement Partner

WHAT'S INCLUDED?

- ◆ Exhibition space and the opportunity to bring your own street team
- ◆ Brand name and link in pre-event email (GDPR compliant)
- ◆ Full page racecard advert
- ◆ Big screen airtime for promotional video and adverts
- ◆ Brand activation (to be discussed as this is completely individual to each company)
- ◆ Naming rights to one race on the day
- ◆ Interview with raceday presenter following your race

PERFECT FOR

Perfect when you have a product to launch to an engaged local audience.



Pricing
FROM

£1,800
+ VAT

Testimonials

“For over a decade, Bond International has been proud to sponsor Beverley Racecourse, a partnership that reflects our passion for horse racing. Supporting the racecourse allows us to celebrate a sport that has been part of our company’s story for generations, while also giving back to the local community that has supported us over the years.

Working alongside the Beverley team has always been a pleasure—their professionalism, dedication, and support has always made it a seamless, enjoyable experience”



Scott Christian
CFO Bond International

“As a local house-builder with a proud heritage spanning over 45 years, our long-standing partnership with Beverley Racecourse has become a much-treasured part of our legacy. It’s also extremely reflective of some of our most important values as a business - building community, fostering connection and creating memorable moments to share with those you love.

The racecourse is, and always has been, such an exciting gathering place for our local residents, as well as visitors, and being involved as a sponsor allows us to celebrate the people and traditions that make the area so wonderful. We very much look forward to seeing our partnership continuing to grow with such a vibrant, sporting venue that brings enjoyment to so many.”



Peter Ward
Chairman Peter Ward Homes

Contact Us

To discuss any of these packages, or to book get in touch with Joe Pollak

 **01482 867 488**

 **joe@beverley-racecourse.co.uk**

Find out more online

beverley-racecourse.co.uk



SAVE THE DATE

2026 Fixture List



Beverley
RACECOURSE

APRIL

Wed	15	Season Opener
Thu	23	Afternoon Racing

MAY

Mon	4	Family Fun Raceday
Tue	12	Afternoon Racing
Wed	27	Family Fun Raceday
Sat	30	bet 365 Very British Raceday

JUNE

Tue	16	Evening Racing
Tue	23	Afternoon Racing

JULY

Fri	3	Evening Racing
Sat	4	Summer Saturday
Tue	14	Afternoon Racing
Mon	20	Evening Racing
Tue	28	Family Fun Raceday

AUGUST

Wed	12	Ladies Day, presented by Porsche Centre Hull
Thu	13	Afternoon Racing
Sat	29	Summer Saturday
Sun	30	William Hill Beverley Bullet

SEPTEMBER

Wed	16	Afternoon Racing
Tue	22	Season Finale



**Discover Racedays
at Beverley**

beverley-racecourse.co.uk

Follow us for more [f](#) [i](#) [x](#)