

A Winning Combination - Sponsorship & Corporate Hospitality at Harolds Cross

Harolds Cross Greyhound Stadium can offer your business outstanding opportunities including Sponsorship and Advertising packages that will make other corporate events appear dull in comparison. We will make it our business to promote your Company extensively and comprehensively and we believe that you will be both amazed at how affordable Sponsorship can be and surprised by the range of beneficial options that Greyhound racing can provide for your business.

Our state of the art facilities at Harolds Cross offers a warm and friendly atmosphere with highly trained and courteous staff, top class catering supplied by the well known Dobbins organisation and the bonus of a truly memorable experience to each and every visitor.

Our patrons interests are always paramount and our marketing team at Harolds Cross will tailor make a Sponsorship package to suit your particular needs. Sponsorship packages are available from as little as €500 upwards for a single race event to the premier events which can be attained for a five figure sum. Even the smallest package can provide excellent coverage for your Company.

Whether your intention and goal be building or promoting a brand, entertaining valued customers or rewarding your staff we are confident that we can provide an unrivalled sponsorship/hospitality package.

The proven combination of corporate entertainment, superb dining and thrilling racing action will enthral you and your guests and we will provide a media mix that can include TV, Radio (pre and post race) Press Coverage (local and national) as well as online with our recently revitalised web site www.igb.ie.

On the track both track side and in field advertising opportunities are part of all sponsorship packages which also include race/event naming, greyhound jacket and trophy Company name branding and post race presentation opportunities with a personalised photo as your memento. In addition the opportunity also exists for race sponsors to have Company signage above our starting traps.

Harolds Cross racing is shown via the Irish Greyhound Board inter-track service, not only nationwide to all other stadia racing on our three race nights, but also through our web site to homes throughout the country, as well as Sweden. There are plans well advanced to broadcast to the UK market and other European countries. Company signage either above the starting traps or at trackside/ infield will therefore provide sustained coverage of your Company to both a nationwide and ever increasing overseas market.

Race card advertising, both in advance of, and throughout your event, will ensure that your Company is at the forefront of our patrons minds.



Also available as part of the sponsorship package are screen adverts promoting your Company at all IGB tracks, displayed at key times throughout the night.

The Final night is the ideal time to impress your guests with superb dining and hospitality, with a choice of our Corporate Suites or Grandstand Restaurant. The Corporate Suites offer a high level of comfort, overlooking the track, with a private bar and dedicated Tote staff. The popular Grandstand Restaurant provides panoramic views of the racing action, with bar and Tote service to the table. A private tipster, Tote betting vouchers, bar tab and drinks vouchers are all welcome additions which can be arranged on request.

We can work closely with you in devising a sponsorship/hospitality package for an event carrying your Company name combining many of the benefits mentioned above and in addition supplying you with complimentary admissions throughout the event which you can distribute to customers, staff etc. Obviously the greater the prize fund for the event the more press coverage it tends to receive. However what Harolds Cross can guarantee is that we will both make your investment work for your Company giving it maximum publicity and great entertainment to your Company pre and post event and our commitment to you remains as we will continue promoting your Company or brand long after the event ends with our track side signage and race card advertising continuing for as long as you require.



**Low Cost, High Impact
Advertising & Sponsorship Opportunities
available at Harolds Cross Greyhound Stadium in 2009**

It's never been so important to market your business and we believe we can help give you that competitive edge in 2009. With over 140,000 patrons passing through our turnstiles last year and Harolds Cross racing shown at all other Stadia open on our race nights as well as live pictures being available on the Irish Greyhound Board web site at www.igb.ie every Monday, Tuesday and Friday night trackside signage at the venue offers an excellent opportunity to get your company name/brand noticed by an audience drawn from all age groups and backgrounds.

The Stadium currently has a number of big companies advertising with us so why not join them and have your company name, logo or brand on show.

Packages can be tailor made to suit your Company's requirements.

For further details call Patrick Flynn (General Manager) on

087 9577064 / 061 448084

Or e-mail Patrick.flynn@igb.ie

**2009 Super Value "SPECIAL OFFER" €1000 Advertising Package
(Limited spaces available)**

This Includes:

- **Trackside Signage for a 12 month period (15 ft x 4 ft sign erected upon supply)**
- **Complimentary Dinner for 10 on a Monday/Tuesday night or dinner for 6 on a Friday night.**
- **Race card Ad for your company for a 4 week period of your choice.**
- **20 complimentary admission passes for another night of your choice.**

Race Sponsorship Packages

Sponsorship packages are available from as little as €500 and offer excellent exposure to your business through a marketing mix that has a proven record of success.



(Sample Sponsorship Packages)

€500 Package

- This would see a sweepstake called after your business/company/brand run over three race nights with the final on an agreed night. This would appear in the race titles on the race card.
- Full page advertisement for your company in our race card for the duration of the sweepstake.
- 20 complimentary admission passes for the night of your final. (value €200)
- Post race presentation made by a representative of your Company to the winning owner/trainer (trophy supplied by Harolds Cross)

€1000 Package

- This would see a sweepstake with a prize fund in excess of €2000 called after your business/company/brand run over three race nights with the final on a Friday night which is our principal night.
- Full page advertisement for your company in our race card for duration of the sweepstake.
- Complimentary dinner for 4 in the grandstand restaurant overlooking the track on the night of your sweepstake final.
- 30 complimentary admission passes for the night of your final. (value €300)
- Company banners etc can be displayed throughout the event at an agreed prominent location.
- Presentation jacket for winning greyhound with company name and trophy supplied by Harolds Cross for post race presentation.

€2500 Package

- This would see a sweepstake with a prize fund in excess of €5000 called after your business/company/brand run over four nights with the final on a Friday night which is our principal night.
- Track side sign (15ft x 4ft) advertising your company erected upon supply in an agreed prominent location for a 12 month period.
- Full page advertisement for your company in our race card for a six week period.
- Complimentary dinner for 6 in our grandstand restaurant on the night of your sweepstake final.
- 40 complimentary passes for the night of your sweepstake final (value €400)
- Additional company signage can be displayed for the night of your sweepstake final.
- Presentation jacket with company name for the winning greyhound and trophy for post race presentation supplied by Harolds Cross.



€5000 Package

- This would see a major sweepstake run over 4 race nights with a prize fund in excess of €8000 . This event would gain both local and national media coverage. The final would be scheduled for an agreed Friday night.
- Both track side signage (15ft x 4ft) and infield signage advertising your company would be erected upon supply for a 12 month period in a prominent position agreed by both parties.
- Company ad will be shown on TV screens throughout the stadium on your final night.
- Full page advertisement for your company for an 8 week period in the race programme.
- Complimentary dinner for 10 in our grandstand restaurant on your final night.
- 50 complimentary admission passes for the night of your sweepstake final. (value €500)
- Additional company signage can be displayed on the night of your sweepstake final.
- Presentation jacket with company name for the winning greyhound and trophy for post race presentation supplied by Harolds Cross.
- Personalised framed photo of the post race presentation will be forwarded to your self.

€10,000+ Package

- This would see the running of a major sweepstake over a minimum 4 week period which would be guaranteed significant local and national media coverage. The final will take place on an agreed Friday night.
- Possibility depending upon the level of sponsorship of securing live TV coverage of your final night.
- Two Track Side company signs (16ft x 4ft) and one infield sign would be erected upon supply for a 12 month period. In addition the option also exists at no extra cost to place a company sign (space permitting as this is allocated on a first come basis) above one of the sets of starting traps. This signage would receive sustained coverage throughout the year as Harolds Cross racing is also shown at all other stadia racing on our race nights and on the Irish Greyhound Board website www.igb.ie.
- Full page advertisement for your company for a 6 month period in our race programme.
- Company ad will be shown on TV screens throughout the stadium on each night of your event.
- Complimentary dinner for 12 in our Grandstand Restaurant on your final night.
- 75 complimentary passes for your final night (value €750)
- Additional company signage can be placed at agreed locations for the duration of the event.



- Presentation jacket with company name for the winning greyhound and trophy for the post race presentation would be supplied by Harolds Cross.
- Personalised framed photo of the post race presentation will be forwarded to yourself.

Whether your intentions and goals are to build or promote a brand, entertain valued customers or rewarding your staff we are confident that we can provide an unrivalled advertising/sponsorship package helping give your company that all important competitive edge with our great value packages which are priced according to the challenging times we find ourselves in.

The above packages/prices are only guidelines and these can be tailor made to suit your requirements or incorporate any other ideas you may have.

I would welcome any queries you may have or would be pleased to sit down and discuss in greater detail at your convenience.

**Many thanks,
Patrick Flynn
General Manager Harolds Cross Greyhound Stadium
TEL: 087 9577064 or 061 448084
Patrick.flynn@igb.ie**

