

The 2019 Cazenove Capital and OBH Point-to-Point at Lockinge

Easter Monday 22nd April 2019



Photo credit: Olivia Pile



Cazenove
Capital



Photo credit: Olivia Pitt

The 2018 Cazenove Capital and OBH Point-to-Point at Lockinge

Listed in Tatler Magazine's *4 Smartest Point-to-Points* the Cazenove Capital and OBH Point-to-Point is a stand-out day of racing, shopping and family attractions. Held at Lockinge Point-to-Point Course near Wantage, this Easter family favourite is easily accessed from Newbury, Oxford, Swindon and the surrounding areas. Known to attract crowds well in excess of 8,000 people, the day is a fun packed event hosting a number of great sponsorship and partnership opportunities.

Facts and Figures

6

Races & 2 Pony Races

85

Entries

50

Tradestands, exhibitors
and producers

20

Bookmakers

10.00 am Gates open

11.00 am Pre-racing attractions

12.30 pm First pony race

1.00 pm Parade of hounds

2.00 pm First race

4.55 pm Last race

6.30 pm Showground closes

Admission: **£10 per person**

Why sponsor Point-to-Point?

The Point-to-Point audience is a slightly refined mirror of jump racing at large, appealing to a 70% ABC1 demographic of largely affluent rural land and property owners. The gender balance is fairly equal throughout this family activity and is centred around the efforts of horse and rider, rather than betting, in contrast to much of horseracing.

Sponsorship

We are delighted to welcome back Cazenove Capital as the headline sponsor of this year's event. A number of other sponsorship opportunities remain available:

Race Sponsorship

- Ownership of the race name (The XXX Member's Race), and the opportunity to present the prizes for your race.
- Opportunity to display your branding for race presentation and associated press.
- PA announcements throughout the day thanking our race sponsors with a brief description.
- Complimentary full page Race Card advert.
- Prominent banner display in the Paddock.
- Listing in the 'Major Sponsors' section of the website.
- Complimentary passes to the event.

Tenders for this package of £1,400 and above will be considered. There are five main races & two pony races available.

Fence Sponsorship

- Ownership of fence name (The XXX Fence) and branding included on course map in the Race Card.
- Banner display on the side of fences (fence banners maximum height 45cm).
- Mentions from the race commentator during racing.
- Reduced rate advertising in the Race Card.
- Reduced rate event site banner advertising.
- Listing in the 'Other Sponsors' section of the website.
- Complimentary passes to the event.

Tenders for this package of £205 and above will be considered. There are nine fences available at varying rates depending on location.



Photo credit: Olivia Pile

Show Ring Sponsorship

Throughout the day events will be happening in the show ring, alongside the day's main racing events. Benefits of sponsorship will include:

- Ownership of the ring name (The XXX Ring).
- Exclusive rights to banner advertising in the Show Ring.
- PA announcements throughout the day on both the main event site PA and the independent Show Ring PA system.
- Opportunity to display your branding for Show Ring presentations.
- Complimentary full page Race Card advert and branding included on the site map in the Race Card.
- Listing in the 'Major Sponsors' section of the website.
- Complimentary passes to the event.

Tenders for this package of £750 and above will be considered.

Artisan and Local Produce Tent

A new sponsorship opportunity at this year's event is to sponsor the Artisan & Local Produce Tent in the trade stand area. Benefits of sponsorship will include:

- Ownership of the tent name (The XXX Tent for Artisans & Local Produce).
- Branding to the exterior and interior of the Artisan & Local Produce Tent.
- PA announcements throughout the day.
- Complimentary full page advert in the Race Card and branding included on the site map in the Race Card.

- Listing in the 'Major Sponsors' section of the website.

- Complimentary passes to the event.

Tenders for this package of £750 and above will be considered.

Bar

A new sponsorship opportunity at this year's event is to sponsor the Main Showground Bar.

Benefits of sponsorship will include:

- Ownership of the Bar name (The XXX Bar).
- Branding to the exterior and interior of the Bar.
- PA announcements throughout the day.
- Complimentary full page advert in the Race Card and branding included on the site map in the Race Card.
- Listing in the 'Major Sponsors' section of the website.
- Complimentary passes to the event.

Tenders for this package of £750 and above will be considered.

Tailord Sponsorship Packages

If you have a particular aspect of the event that you think would fit well with your brand and you would like to discuss sponsorship opportunities, then we are more than happy to build a package to suit your requirements.



Photo credit: Olivia Pile

Hospitality

Situated in a prime position between the Paddock and the Trade Stands, Hospitality Marquees are available on request, either as part of a sponsorship package or standalone. An ideal opportunity to entertain clients and guests at the heart of the action. Please contact us for further details.

Advertising

Race Card Advertising

Each year we print 3,000 64 page full colour Race Cards, currently retailing at £3 on Race Day. We expect to sell-out by the end of the day.

Print advertising technical data

All adverts are full colour. Files to be supplied as a CMYK print ready JPEG or PDF at 300dpi or higher. Please ensure cover adverts are supplied with +3mm bleed and crop marks

Rates and sizes

Full page (trim)	w 128mm x h 185mm	£315
Half page (Landscape only)	w 128mm x h 90mm	£170
Quarter page (portrait only)	w 62mm x h 90mm	£90
Inside front and back cover pages	(A5) w 148mm x h 210mm (+3mm bleed)	£480



Trade Stands and Exhibitors

An excellent opportunity to showcase your products and services. We are happy to discuss options for your particular business needs.

Artisan Tent:

Internal Pitch

- 1 x 13 amp power
- 2m table and chairs.

Fixed fee of £75 per pitch (held @ 2018 prices).

External pitches

From £20 per metre.

Premium front row and corner pitches available for early bookings from £30 per metre of frontage.

Corner units: Both sides open to the public will be subject to charge by the metre and £30 per metre.

Individual food vendors:

From £150 per unit/food type. All fees must be paid in full. No deposits.

All Trade Stands & Exhibitors will benefit from:

- A two line listing in the Race Card, with space for a colour image.
- A 10% discount on any further Race Card or banner advertising.
- A listing on the website, live from as soon as your invoice is paid.

Trading hours on the day are 10.00 am – 6.00 pm

Site will be accessible to Trade Stands & Exhibitors from 10.00 am on Sunday 1st April 2018. There will be security onsite from that point until 7.00 pm on Monday 2nd April 2018.

Contacts

Chairman

David Leigh-Pemberton
david@obhpointtopoint.co.uk

Hon. Secretry

Lucy Cowen
obhp2p@gmail.com

Clerk of the course

Paul Caudwell
clerk.of.course@obhpointtopoint.co.uk

Hon. Treasurer

Richard Green
treasurer@obhpointtopoint.co.uk

Trade Stands & Exhibitions

Michelle Longden
tradestands@obhpointtopoint.co.uk

Advertising

Philly Sishton
advertising@obhpointtopoint.co.uk

Sponsorship & Hospitality

David Leigh-Pemberton & Philly Sishton
sponsorship@obhpointtopoint.co.uk

General Enquiries

info@obhpointtopoint.co.uk