

The 2022 OBH

Point-to-Point

A T L O C K I N G E

Listed in Tatler Magazine's *4 Smartest Point-to-Points* the 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 and
2 Pony Races

85

Entries

50

Tradestands, exhibitors
and producers

15

Bookmakers

10.30 am Gates open

11.30 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

**£15.00 on the day, £13 in advance,
under 14s go free**

Why sponsor Point-to-Point?

The Point-to-Point audience is a slightly refined mirror of jump racing at large, attracting 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

A number of 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 £210 and above will be considered. There are nine fences available at varying rates depending on location.

Tailored 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.

Have-a-go Dog Show Sponsorship

Throughout the day dog owners will be able to take part in have-a-go dog agility and dog racing, 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 ShowRing 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 £500 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.

VIP Hospitality Area

A new sponsorship opportunity at this year's event is to sponsor the VIP Hospitality Area.

An exclusive area with premium viewing of the final bend, refreshments and comfortable seating. Benefits of sponsorship will include:

- Ownership of the VIP Hospitality Area name (The XXX VIP Hospitality Area).
- 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 £500 and above will be considered.



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. All that we ask is you invite your clients to join you on the day! Please contact us for further details.



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

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 & Drink vendors:

From £150 per unit/food type and 10% of gross takings on the day. All fees must be paid in full. No deposits.

All Trade Stands & Exhibitors will benefit from:

- A two line listing in the Race Card.
- A 20% 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
10.30 am – 6.00 pm

Site will be accessible to Trade Stands and Exhibitors from 10.00 am on Sunday 17th April 2022 (or before by arrangement only.) The site will be manned from that point until 7.00pm on Monday 18th April 2022.

Contacts

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