



The 2024 OBH

Point-to-Point

at Lockinge on Easter Monday 1st April

In support of the Thames Valley Air Ambulance

Held at Lockinge Point-to-Point Course near Wantage, this Easter Monday family favourite is easily accessed from Newbury, Oxford, Swindon and the surrounding areas. Listed in Tatler Magazine's 4 Smartest Point-to-Points, it provides a range of opportunities to display your branding or showcase your products during the day via sponsorship, hospitality, advertising or trade stands.

The Point-to-Point audience is a 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, in contrast to much of horseracing, is centred around the efforts of horse and rider rather than betting.

6 Point-to-Point Races

2 Pony Races

Approximately 85 Entries

11 Bookmakers

Up to 50 Trade Stands, Exhibitors, Producers

10.30am Gates Open

11.30am Pre-racing attractions & Dog Show

12.15pm First Pony Race

1.00pm Parade of Hounds

2.00pm First Point-to-Point Race

4.55pm Last Race

6.30pm Event closes

Admission: £20.00 on the day, £15 in advance, under 14s go free

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, but below are the more standard packages on offer with cost guidelines. Further details are in the brochure, but some of the below include an advert on the big screen and in the programme, either full or half page.

Sponsorship

Those providing sponsorship of £500 or more will get a free half page in the Programme.

Title Sponsorship	Cost to be negotiated
2 Pony Races	From £400 per race
6 Races	From £1,000 - £1,500
9 Fences	From £250 - £350
Hospitality	For discussion, but a site fee will be based on the size of the marquee when compared with the fee charged for a trade stand
The Dog Show	£500
The Farmers Bar	From £500
Car Passes	£500
The Viewing Stand	£500
Hats and Gilets for the Staff	Cost of product
Signage for the Car Park	£1,500
The Big Screen	£1,500
Advertising in the Race Card	£100 - £500
Trade Stands	£120 (4m), £240 (8m), £360 (12m)

An additional voluntary payment of 5% will be added to all sponsorship invoices and will be paid over to the Thames Valley Air Ambulance.



Title Sponsorship

This is by negotiation and is the only sponsorship that might include some exclusivity.

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 coverage.
- PA announcements throughout the day thanking each race sponsors with a brief description.
- Complimentary full page Race Card advert opposite their race entries.
- Advertisement or information on the big screen, to be provided
- Prominent banner display in the Paddock.
- Listing in the 'Major Sponsors' section of the website.
- 4 x complimentary car passes to the event.

There are 6 Point-to-Point Races & 2 Pony Races available to sponsor and tenders as above will be considered.

Fence Sponsorship

- Ownership of fence name (The XXX Fence) and branding included on course map in the Race Card.
- Banner display on the back side of fences (fence banners maximum height 45cm).
- Race will be referred to as 'the XXX fence' by the race commentator during each race.
- Advertising rate in the Race Card reduced by 50%.
- Listing in the 'Other Sponsors' section of the website.
- 2 x complimentary car passes to the event.

There are 9 fences available and rates vary from £200 to £350 depending on location.

Hospitality

An ideal opportunity to entertain clients and guests, there are two areas available for hospitality:

- For 30 guests or more, up to 3 large marquees can be erected for that purpose with power prior to the day in a prime position close to the Paddock and the Trade Stands (NB power & marquee to be provided by hospitality provider).
- For smaller numbers, there are 12 individual spaces on the right-hand side of the hill overlooking the course can be reserved. Each space will be sufficient for two cars and up to two mini marquees to be erected in front of the cars. These are available on request, either as part of a sponsorship package or standalone. Banners advertising a company may be erected withing each space or on the mini marquee.

The site fees for a site close to the Paddock depend on the size, but are from £1,000. The 12 spaces on the hill are £250. Both include 2 complimentary car passes, all that we ask is you invite your clients to join you on the day and consider providing them with car passes should you wish to do so!

The Dog Show

The Second Ring is close to the Paddock and the Bookies and is overlooked by the 12 mini marquee sites. There will be a series of dog races and shows during the day and children are encouraged to take part with their dogs. The opportunities for sponsorship include:

- Ownership of the ring name (The XXX Ring).
- Banner advertising in the Show Ring.
- Announcements throughout the day on both the main event site PA and the independent Show Ring PA system.
- The presentation of prizes.
- Complimentary half page Race Card advert and branding included on the site map in the Race Card.
- Listing in the 'Major Sponsors' section of the website.
- 2 x complimentary passes to the event.

Tenders of £500 for all of the above package will be considered, but individual sponsorships could be negotiated.

The Farmers Bar

The Farmers Bar is a cash bar hosted by members of the OBH and is there primarily to provide a venue for supporters of the day and the hunt. It provides the opportunity for a local business to show their support for the local community and traditionally any sponsorship goes towards providing some complimentary drinks to those judged by those behind the bar to deserve a drink.

There is room for one banner and tenders from £500 will be considered.

Car Passes

Complimentary car passes are sent to 350 landowners and farmers in the Old Berks Hunt Country, which includes a large part of South Oxfordshire, West Berkshire and East Gloucestershire, owners of the horses entered, parents of children in the 2 Pony Races and Trade Stands. The back of the hanging car passes provide an advertising opportunity.

Sponsorship in kind or tenders of £500 will be considered.

The Viewing Stand and VIP Hospitality Area

A viewing stand was a successful introduction in 2023. Situated close to the official's marquee, it is primarily there for those who have connections to the race, either through sponsorship or to those riding, or who merely want a good view of the course and the final bend. Entry is not restricted.

This provides an opportunity to combine sponsorship of the stand with access to hospitality in the Committee tent during the day which would include a table of 8 for lunch.

Benefits of sponsorship will include:

- Branding to the back of the stand and at the entrance to the Committee tent.
- Complimentary full page advert in the Race Card.
- Listing in the 'Major Sponsors' section of the website.
- 4 complimentary passes to the event.

Tenders for this package of £1,500 and above will be considered. Sponsorship in kind will also be considered.

Hats and Gilets for the Staff

Branded hats and gilets for the officials on the day, including those car parking and selling raffle tickets.
Sponsorship in kind or tenders of £500 will be considered.

Signage for the Car Park

The car park includes extensive signage for the car park rows and each sign can carry the sponsors details.
Tenders from £1,500 will be considered.

The Big Screen

New for 2024, the runners and riders board will be replaced by a big screen. In addition there will be smaller screens in the main bar and the Farmers Bar. These will show live all the races and provide greater coverage of the various sponsorships. As well as sponsors being able to use the big screen to provide more coverage and information, there is the opportunity for sponsorship of the big screen which would include signage beneath the screen and on the screen between races.
Tenders from £1,500 will be considered.

Advertising in the Race Card

Race Cards are A5 full colour and have 64 pages. 3,000 are printed and distributed on the day or sold to the public.

- 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	£320
Half page (landscape only)	w 128mm x h 90mm	£175
Quarter page (portrait only)	w 62mm x h 90mm	£100
Inside front and back	w 148mm x h 210mm (+3mm bleed)	£500
Back	w 148mm x h 210mm (+3mm bleed)	£500

Trade Stands and Exhibitors

An excellent opportunity to showcase your products and services. Trading hours on the day are 10.30am to 6.00pm and the site will be accessible to Trade Stands and exhibitors from 10.00am on Easter Sunday (or before by arrangement only) with security on site from 5.00pm until 7.00am Easter Monday. Tractor assistance will not be available after 8.00pm on Monday until 9.00am on Tuesday.

All Trade Stands & exhibitors will benefit from:

- A two line listing in the Race Card with contact details.
- A 20% discount on any further advertising in the Race Card.
- A listing on the website, live as soon as your invoice is paid.

There will be 3 tiers for site fees - £120 (4m), £240 (8m), £360 (12m). We are happy to discuss options for your particular needs and our aim is to limit the number of trade stands that are similar.

A table in the Artisan's Tent will be £50, own tables, chairs and power to be supplied.

The full site fee must be paid by cop Friday 22 March.



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