

125th Annual **YASS
PICNIC RACES**

**SPONSORSHIP
PROPOSAL**

SATURDAY, 28TH FEBRUARY 2026

Dear Valued Sponsor,

On Saturday, 28th February 2026, the Yass Picnic Race Club will mark a remarkable milestone – 125 years of racing at Marchmont. Since our beginnings in 1901, the Yass Picnic Races have been a constant in regional sporting and social life, offering a day where racing, community and tradition come together. Few country race clubs can look back on such a rich history and it is with great pride that we invite you to join us in celebrating this special anniversary.

The 2026 race meeting will be both a tribute to the generations who have kept this event alive and an opportunity to look forward. We are preparing for a bigger and busier day than ever, confident that our 125th year will be remembered as one of the most significant in the club's long story. With your support, we aim to deliver a day that honours the past while showcasing what makes the Yass Picnic Races such a valued and enduring fixture on the country racing calendar.

The Yass Picnic Races feature a six-race program, attracting horses and connections from across New South Wales, alongside racegoers who come to experience the relaxed yet competitive picnic racing atmosphere. The unique setting of our Marchmont Racecourse, first dedicated to racing in 1913, has long been the heart of the club and continues to provide a venue steeped in history.

Our committee, comprised entirely of volunteers, works year-round to prepare the course and improve the facilities, ensuring the event remains welcoming, inclusive, and sustainable. The dedication of our sponsors makes this possible. Each contribution directly supports not only the race meeting, but also the ongoing care and development of our grounds for future generations.

In recent years, we have made steady progress towards upgrading key facilities, in collaboration with the Marchmont Trust Committee, with the longer-term vision of establishing a multi-purpose equestrian precinct. Your sponsorship plays an essential role in helping us achieve these goals, while also giving your business meaningful exposure and recognition in front of a broad and engaged audience.

As we prepare to celebrate our 125th year, we are delighted to share the sponsorship opportunities available for 2026. If the packages listed do not align perfectly with your business, we are more than happy to discuss tailored arrangements. Likewise, in-kind support that directly contributes to the racecourse or race day operations is always welcomed.

On behalf of the Yass Picnic Race Club committee, I warmly invite you to join us in making the 2026 Yass Picnic Races a landmark celebration. With your involvement, we look forward not only to another outstanding race day, but to ensuring the legacy of this event continues well into the future.

Thank you for your continued support of our club and our community.

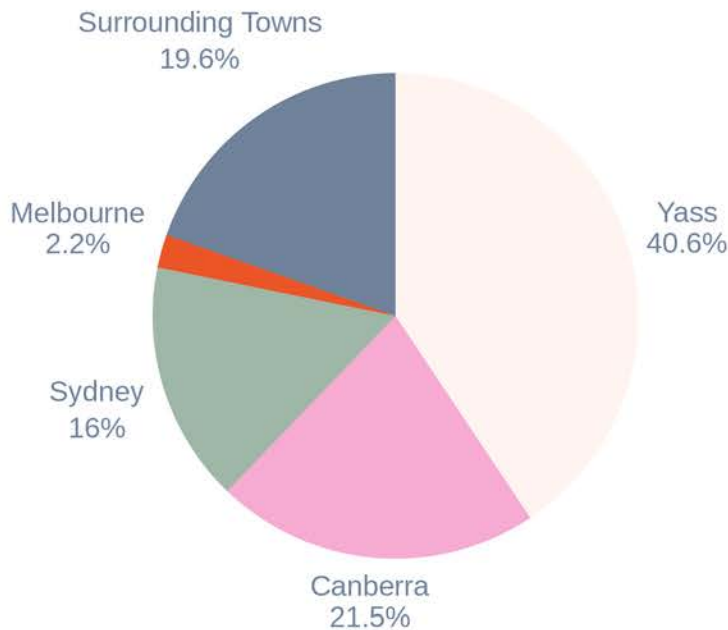
Sincerely,



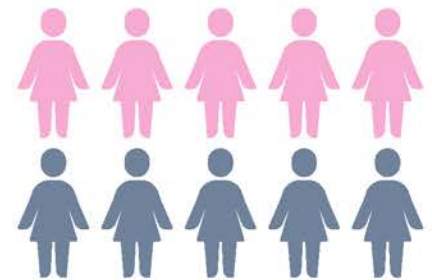
Hugh Rainger
President
Yass Picnic Race Club

2025 STATISTICS

Audience locations via social media



Ave. Age & Gender race day



Men = 48.8%
Women = 51.2%

KEY FINDINGS FROM DECEMBER 24' - MARCH 25'



- **Total content views/displays: 161,789** (*This includes plays or displays of all reels, regular videos, posts, Instagram/Facebook stories and paid ads*)
- **Likes and reactions: 4,175** (*Total across all platforms, reflecting engaged positive feedback*)
- **Organic Facebook visits: 8,137** (*Direct visits to the Facebook page not prompted by paid promotions*)
- **Link clicks: 2,389** (*Clicks from posts, stories or ads directing people to YPR-related sites or calls-to-action*)
- **Website sessions (60-day period): 9,654** (*Total website sessions from all digital sources, including both organic and paid*)
- **Facebook reach: 86,805** (*Total unique people who saw YPR content on Facebook in the reporting period*)



2026
SPONSORSHIP
PACKAGES



Full Race Day Sponsor

What's included

- Full naming rights to the Yass Picnic Races as the "XXXX 2026 Yass Picnic Races"
- 10 tickets to the fully catered Marchmont marquee (valued at \$1950) OR your own private marquee, tables, and chairs for 20, including gate entry tickets and race guides (valued at \$1700)
- Logo on YPRC stubby holders
- Branding on the front gate, winning post and throughout the racetrack (YPRC will create and provide the signage)
- Full branding across all print and digital materials prior to, on the race day, and in the wrap-up of the races
- Boosted social media promotions and coverage
- Front cover of the official race guidebook
- Media coverage as the full race day sponsor in all media advertising, including:
- Logo and coverage on the Yass Picnic Races website homepage with inclusion of SEO strategies to boost awareness
- Links to your website if applicable, social media, radio, newspapers, flyers, online, etc.
- Personal video/interview of your business for social media
- Microphone advertising throughout the race day promoting your business as The XXXX Yass Picnic Races
- Official thank you from the President

Total sponsorship amount = \$20,000.00



Marchmont Marquee Sponsor

What's included

- Full naming rights to the Marchmont Marquee as "2026 Marchmont Marquee proudly sponsored by XXXXX"
- The only marquee on site where patrons pay for a premium race experience, fully catered, positioned at the winning post and alongside the bookmakers and televised races (major traffic area)
- 10 tickets to the Marchmont Marquee (valued at \$1950) with the option to purchase more at a discounted price
- Full branding across all print and digital material related to this marquee, plus branding on the marquee itself on race day
- Media coverage as the premium "XXXX" Marchmont Marquee race day sponsor across all media advertising, including:
 - Logo and coverage on the Yass Picnic Races website homepage with links to your website if applicable, social media, radio, newspapers, flyers, online, etc.
 - Logo and branding on all marquee marketing materials
 - Advertisement for your business on the outside back cover of the official race book
 - Personal video/interview of your business for social media
 - Microphone advertising throughout the race day promoting your business as the official sponsor for the XXXX Marchmont Marquee
- Official thank you from the President

Total sponsorship amount = \$10,000.00



Gold Package

What's included

- Naming rights of a race (listed in the programme on the Racing NSW website)
- 6 tickets to the fully catered Marchmont Marquee (valued at \$1170) OR a private marquee with tables and chairs for 15 guests, including 15 free entry tickets and race guides (valued at \$1425)
- One full-page ad in the official race book and naming rights to a race
- Interview with the MC of the race club about your business on the day
- Media coverage as Gold Sponsors in all media advertising, including: logo and coverage on the Yass Picnic Races website, social media, radio, newspapers, flyers, online, etc.
- Microphone advertising throughout the race day promoting your business as XXXX Official Sponsor of Race XX
- Race sponsor to sash the winning horse with your business name on the rug and present the winners of your race
- Opportunity to display your business promotional material around the racing grounds
- Official thank you from the President during the ceremony

Total sponsorship amount = \$6,000.00



Silver Package

What's included

- 4 tickets to the fully catered Marchmont Marquee (valued at \$780) OR 8 free entry tickets and 8 complimentary race books (valued at \$280)
- Media coverage as a Silver Sponsor in all media advertising, including logo and coverage on the Yass Picnic Races website homepage and sponsorship page, social media, radio, newspapers, flyers, online, etc.
- Microphone advertising throughout the race day promoting your business as a Silver Sponsor
- Opportunity to display your business promotional material around the racing grounds
- Official thank you from the President

Total sponsorship amount = \$3,000.00

Bronze Package

What's included

- 6 free entry tickets and 6 complimentary race books (valued at \$210)
- Media coverage as a Bronze Sponsor in all media advertising, including logo and coverage on the Yass Picnic Races website homepage and sponsorship page, social media, radio, newspapers, flyers, online, etc.
- Microphone advertising throughout the race day promoting your business as a Bronze Sponsor
- Opportunity to display your business promotional material around the racing grounds

Total sponsorship amount = \$1,500.00

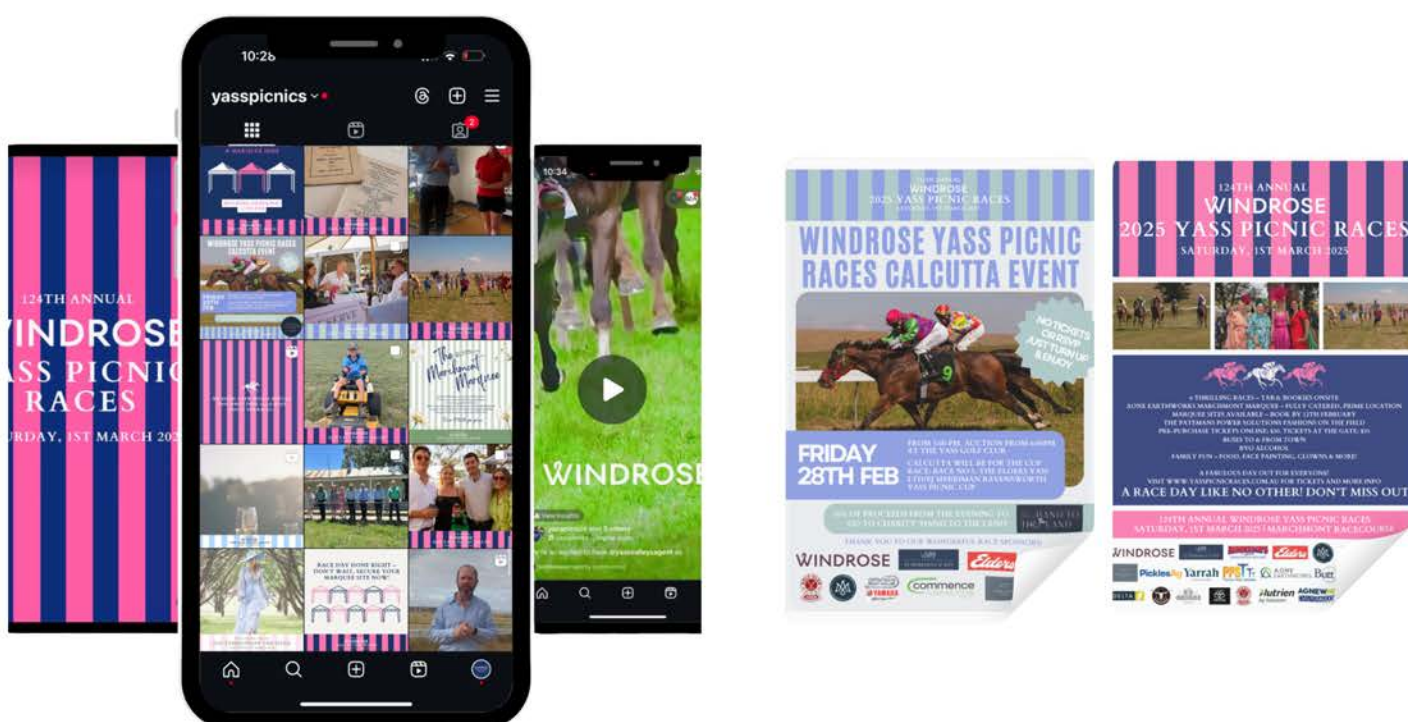


Media Sponsor Package

What's included

- Spot in the centre of the race guidebook
- 2 entry tickets and 2 complimentary race books
- Advertising on the website, social media, promotional flyers, and online race day
- Microphone advertising throughout the race day
- Logo on the A3 race day flyer in Yass shops
- Photo/media board logo advertising on track

Total sponsorship amount = \$750.00





Major Sponsor of the Yass Fashion on the Fields

What's included

- **Exclusive Naming Rights** to Fashions on the Field as the official sponsor, featured prominently across all event materials.
- **Presentation Opportunity:** Present winners alongside a notable public figure for all six Fashions on the Field categories, providing your business with high-profile visibility.
- **6 Tickets to the Fully Catered Marchmont Marquee (valued at \$1170) OR a private marquee with tables and chairs for 15 guests, including 15 free entry tickets and race guides (valued at \$1425).**
- **Full-Page Advertisement in the Race Guide:** Your business featured with a full-page ad in the official race book, along with Fashions on the Field naming rights in the programme on the Racing NSW website.
- **Extensive Media Coverage:** Logo and recognition as a Gold Sponsor in all media advertising, including the Yass Picnic Races website, social media channels, radio, newspapers, flyers, and online media.
- **Prominent Branding at the Event:** Advertising banners with your business logo displayed on either side of the Fashions on the Field presentation area.
- **Social Media & Website Features:** Dedicated posts promoting your business across our social media platforms, as well as prominent placement on the Yass Picnic Races website.
- **Microphone Announcements Throughout Race Day,** highlighting your business as the official sponsor of Fashions on the Field.
- **Photography and Media Exposure:** Professional photography of Fashions on the Field winners on race day, with post-event news coverage and social media publications, ensuring further exposure of your brand.
- **Opportunity to Display Promotional Material** around the racing grounds, maximising brand visibility.
- **Official Thank You** from the President during the ceremony.

Total sponsorship amount = \$5,000.00

Previous sponsors

Windrose, EJ Merriman & Son, Commence Communications, Elders, Offshore Boat Sales, Clubhouse Hotel, Millers Pharmacy, Waldren Constructions, WMD Group (Walker Family), SELX, Robertsons Landscape Supplies, Landmark Yass, Patricks Butchery, Yarrah, Agriweb, The Sir George Jugiong, Pickles Ag, Sprout Agribusiness, Butt Livestock & Property, Bendigo Bank, Grogansworth Merino Stud, Bogo Merino Stud, Sprout Ag, Merchant Campbell, Talmo Pastoral, Connell Family, M & K Walker, Elders Yass, Hamilton Rise, Agnews Hire, Merchant Campbell, Bow & Arrow, Endeavour Meats, Delta Agribusiness.

WINDROSE



THANK YOU *for*
YOUR TIME

To discuss further please contact –

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