



PARTNERSHIP
OPPORTUNITIES



The opportunity to be involved with the world's finest flat horseracing by becoming a QIPCO British Champions Day commercial partner.

QIPCO BRITISH CHAMPIONS DAY

“British Champions Day is without doubt one of the highlights of the racing calendar, combining top-class action with a superb atmosphere at one of the nation’s most spectacular sporting venues. I haven’t missed one yet, and nor do I intend to.”

– Tony Hodson, Editor of Sport Magazine

QIPCO British Champions Series features 35 races at some of the most iconic racing festivals, such as the Investec Derby Festival at Epsom, Royal Ascot and the Qatar Goodwood Festival.

The Series comes to a climax on QIPCO British Champions Day, one of the highlights of the global racing calendar. The day showcases the very best in the sport battling for their place in the history books and their share of £4.2 million in prize money. Britain’s richest raceday is the finale to the European Flat season.



WHY PARTNER
WITH US?



WHY PARTNER WITH US?

THE WORLD'S FINEST FLAT RACING

“British Champions Day is racing’s equivalent of the Champions League Final. It signals the end of the European Flat season with four Group 1 races and the highest amount of prize money for the season on offer. It is a day of entertainment unrivalled by any other on the British calendar.”

– Michael Owen, BT Sport presenter and racehorse owner

QIPCO British Champions Day has achieved an average attendance of over 28,000.

In 2012, the world’s greatest racehorse, Frankel, signed off his unbeaten career with victory in the feature QIPCO Champion Stakes. This resulted in capacity being extended to 32,000 and a complete advance sell-out.

The international broadcast distribution reaches over 100 countries and all races are broadcast on terrestrial TV. The Champion Jockey and Owner are both crowned on QIPCO British Champions Day, reinforcing the day’s standing as an event of true sporting excellence and ensuring that the biggest names are there to be celebrated.

WHY PARTNER WITH US?

AUDIENCE INSIGHT.

49%

attended for a social occasion, 46% with a partner or family and 41% with friends

OVER
70%

of spectators rated QIPCO British Champions Day 2015 as the best or amongst the best racedays they had ever attended, with 6% saying that it was **the best overall sporting event they had ever attended**

2,900

student registrations for the UK's biggest student raceday

44%

of attendees are female*

50%

consider themselves sports fans

Majority of attendees are

ABC1

*compared to sport average of 20%

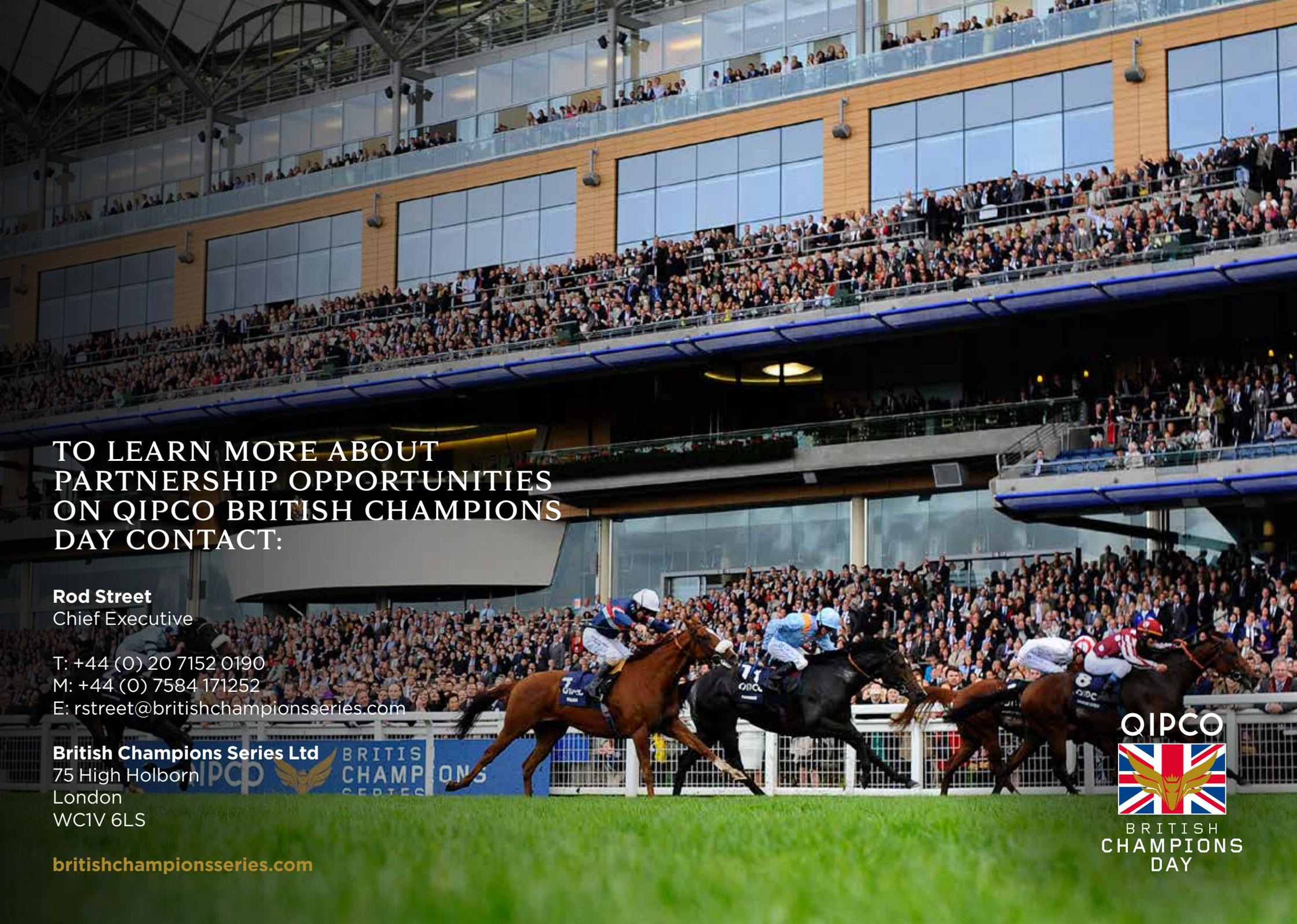
Source: QIPCO British Champions Day 2015 Survey



OPPORTUNITIES

A limited number of partnership opportunities are available on QIPCO British Champions Day.

- On-site presence at one of the most famous sporting venues in the world
- Brand activation to attendees
- Association with the After Party
- Sponsorship of the Student Zone
- Promotion across all QIPCO British Champions Series Digital platforms, including database access and reach to a deeply engaged social media audience of over 200,000
- Promotion to corporate guests
- Activation at Pre-QIPCO British Champions Day event



TO LEARN MORE ABOUT
PARTNERSHIP OPPORTUNITIES
ON QIPCO BRITISH CHAMPIONS
DAY CONTACT:

Rod Street
Chief Executive

T: +44 (0) 20 7152 0190

M: +44 (0) 7584 171252

E: rstreet@britishchampionsseries.com

British Champions Series Ltd
75 High Holborn
London
WC1V 6LS

britishchampionsseries.com



BRITISH
CHAMPIONS
DAY