



**Tweed River Jockey Club**  
*#Go Racing On The Tweed*

# Classic Club

2024-25



# Introduction



**11**

Race Meetings

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**80+**

Horses in Work

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**150+**

Members

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**10,000+**

Yearly Attendance

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Welcome to the Tweed River Jockey Club! One of the most picturesque racecourses in New South Wales and Australia. Home to 10 trainers with over 80 horses in work per morning, We conduct 11 race meetings per year including the annual Riverview Hotel Murwillumbah Cup and our traditional Big Dance on Melbourne Cup race meeting and ANZAC Day race meeting



# Classic Club



## How does it work?

The Classic Club is an exclusive club of corporate members wanting to enjoy country thoroughbred racing while exposing their businesses to a large audience.

The Classic Club is a great opportunity to connect with like minded business leaders from local, regional and national organisations. Every member receives several benefits throughout the year in terms of hospitality and sponsorship throughout the TRJC. Additionally, each member will win a prize in the draw to be conducted on Grafton Cup Preview Day on Sunday 3th June 2024.

The major prize will include naming rights to the 4th annual Tweed Coast Classic Summer Carnival to be held over the summer months of 2024-2025.

## What is it?

Tweed River Jockey Club founded the Classic Club, formerly known as the 70 Club, in 2017. The Classic Club is a perfect opportunity for businesses to become a member of the Tweed River Jockey Club while enjoying many great benefits of sponsorship.

## Opportunity

Since its inception, it has proven to provide an opportunity to expose their business and network with other business leaders within the Gold Coast & Northern Rivers area.

Additionally, it provides an avenue for businesses to attend the races while publicising their services or goods.

# Pricing Options



## Original Package

**\$650**  
+ GST

- ✓ 4 Classic Club Members Cards
  - Free Entry to all TRJC race meetings
  - No voting rights are held by this membership
- ✓ 2 Tickets to the Classic Club Welcome Function to be held at Grafton Cup Preview Day on Sunday 2nd June 2024
  - 5 Hour Beverage Package
  - Canapes Prepared by Executive Chef Nigel Coulson
  - Complimentary Racebooks
  - Private bar and TAB facilities
- ✓ 2 Tickets to the Classic Club Garden Party at Kingscliff Cup Day on Sunday 2nd February 2025
  - Private Area on Brian Charman Deck
  - Complimentary Burger & 3 Drink Vouchers
  - Racebooks
- ✓ TRJC Classic Club Marketing Package
  - Listing on Classic Club Honour Board around the Club
  - Listing on Classic Club Business Directory on website and social media
  - Logo in the racebook for each meeting during 2024-25 racing season
  - Discount on race day hospitality and venue hire



## Platinum Package

Additional to Original Package

**\$1099**  
+ GST

- ✓ Premium Raceday Sponsorship Package
  - Naming rights to one (1) race at a meeting decided by TRJC
  - Catering for 8 people in the Galloper's Restaurant
  - One (1) page of advertising in the racebook
  - Limited to first 10 businesses only

# Prizes

## 25th and beyond prize

VALUED AT **\$750**

- ✓ Ten (10) general admission tickets to the 2024 Riverview Hotel Murwillumbah Cup on Friday 23rd August 2024
- ✓ Thirty (30) general admission tickets to use throughout the 2024-25 Tweed Coast Summer Racing Series.

## 15th to 24th prize

VALUED AT **\$1,150**

- ✓ Two (2) Race Day Hospitality Tickets to one of the following:
  - 2024 Murwillumbah Cup - Friday 23rd August
  - 2024 Big Dance Day on Melbourne Cup - Tuesday 5th November
  - 2024 Christmas Raceday - Friday 13th December
- ✓ Ten (10) general admission tickets to the 2024 Riverview Hotel Murwillumbah Cup on Friday 23rd August 2024
- ✓ Thirty (30) general admission tickets to use throughout the 2024-25 Tweed Coast Summer Racing Series.



# Prizes

## 10th to 14th prize

VALUED AT **\$2,450**

- ✓ Kingscliff Cup Non-Feature Sponsorship Package
  - Naming Rights to one (1) non-feature race at Kingscliff Cup Day on Sunday 3rd February 2025
  - Inclusion on all race day social media for the 2025 Kingscliff Cup
  - Catering and some beverages for 8 people in the Galloper's Restaurant
  - One (1) page of racebook advertising
- ✓ Ten (10) general admission tickets to the 2024 Riverview Hotel Murwillumbah Cup on Friday 23rd August 2024
- ✓ Thirty (30) general admission tickets to use throughout the 2024-25 Tweed Coast Summer Racing Series.

## 3rd to 9th prize

VALUED AT **\$2,950**

- ✓ Tweed Coast Classic Non-Feature Sponsorship Package
  - Naming Rights to one (1) non-feature race at Tweed Coast Classic Day on Friday 27th December 2024
  - 8 Tickets to the Byron Bay Brewery Garden Party
  - One (1) page of racebook advertising
- ✓ Two (2) Race Day Hospitality Tickets to one of the following:
  - 2024 Murwillumbah Cup - Friday 23rd August
  - 2024 Big Dance Day on Melbourne Cup - Tuesday 5th November
  - 2024 Christmas Raceday - Friday 13th December
- ✓ Ten (10) general admission tickets to the 2024 Riverview Hotel Murwillumbah Cup on Friday 23rd August 2024
- ✓ Thirty (30) general admission tickets to use throughout the 2024-25 Tweed Coast Summer Racing Series.



# Prizes

## 2nd prize

VALUED AT **\$3,750**

- ✓ Tyalgah Cup Feature Sponsorship Package
  - Naming Rights to the 2024 Tyalgah Cup to be held at Riverview Hotel Murwillumbah Cup Day on Friday 23rd August 2024 - one of 25 Country Cup Qualifiers for the \$3 million Big Dance
    - Tyalgah Cup is the Open Handicap (2020m) worth \$30,000
  - Eight (8) tickets to the Murwillumbah Cup Enclosure
    - Includes entry to racecourse, entry to enclosure, catering from Executive Chef to the Stars Nigel Coulson, beverage package and racebooks
  - Present the trophy to winning connections on the day and join them celebrate their win in the Members Bar
  - Inclusion on all social media and advertising involving the 2024 Riverview Hotel Murwillumbah Cup
  - Inclusion on any media articles, press releases, television or radio advertisements or media opportunities
  - One (1) page of racebook advertising
  - Invitation to advertise your business via on-course activation, signage or promotional material around the complex for the day
- ✓ Twenty-five (25) general admission tickets to the 2024 Riverview Hotel Murwillumbah Cup on Friday 23rd August 2024
- ✓ Thirty (30) general admission tickets to use throughout the 2024-25 Tweed Coast Summer Racing Series.



# Prizes

## 1st prize

VALUED AT **\$15,000**

- ✔ Tweed Coast Summer Racing Series Sponsorship Package
  - Naming Rights to the entire 2024-25 Tweed Coast Summer Racing Series which includes
    - Christmas Raceday - Friday 13th December 2024)
    - Tweed Coast Classic Day - Friday 27th December 2024
    - Tweed Summer Dash - Saturday 25th January 2025
    - Kingscliff Cup Day - Sunday 2nd February 2025
  - Inclusion on all social media and marketing associated with the Tweed Coast Summer Racing Series
  - One (1) page of facebook advertising each day of the Series
  
- ✔ Tweed Coast Classic Feature Sponsorship Package
  - Naming Rights to the 2024 Tweed Coast Classic to be held on Friday 27th December 2024
    - The winner of the 2024 Tweed Coast Classic gains a ballot exemption into the 2025 edition of the Ballina Cup - a qualifier for the \$3 million Big Dance
  - Private function on the Brian Charman Deck
    - Forty (40) complimentary tickets
    - Private and exclusive use of the Brian Charman Deck
    - Televisions and private bar
    - Catering and beverage package
    - Complimentary racebooks
  - Present the trophy to winning connections on the day and join them celebrate their win in the Members Bar
  - Inclusion on all social media and advertising involving the 2024 Tweed Coast Classic Day
  - An additional one (1) page of facebook advertising
  
- ✔ Winning post signage of your business for a period of 12 months from 1st of July 2024 to 30th of June 2025
  - Cost of the signage is the responsibility of the prize winner
  
- ✔ Twenty-five (25) general admission tickets to the 2024 Riverview Hotel Murwillumbah Cup on Friday 23rd August 2024
  
- ✔ Fifty (50) general admission tickets to use throughout the 2024-25 Tweed Coast Summer Racing Series.



# Marketing Exposure



- ✓ Sky Racing Network
  - Sky Racing 1 - except Community and Sky 2 meetings
    - Sky Raceday is the leading program on Foxtel on a Saturday. Sky Racing is broadcasted to over 5,000 commercial venues including TAB outlets, pubs, clubs & hotels. Sky Racing reaches over 2 million viewers per week.
  - Sky Thoroughbred Central (not all meetings)
  - Race name listed on the screen for an average of 90 seconds with announce and race caller mentioning the race name several times before jump.
- ✓ Various Radio and Television Advertising/Media
- ✓ Social Media
  - Facebook - Over 2.5k Followers | Average reach of 3,000 per post
  - Instagram - Over 850 Followers | Average reach of 450 per post
  - Twitter - Over 225 Followers | Average impression of 1250 per tweet
- ✓ Facebook Advertising
  - Full page advertising | Normally sell approximately 300 per race meeting
- ✓ Other Print and Associated Racing Websites
  - News Corp form guides and newspapers, Racing NSW website, TAB website & app, wagering websites, horse racing news websites such as Punters.com.au and other horse racing pages
- ✓ On-Course Announcements
  - Race names are announced by race callers before each race several times



# Tweed River

Jockey Club



## Contact Us



**Website**

[www.tweedriverjockeyclub.com.au](http://www.tweedriverjockeyclub.com.au)



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