

**MOORA
RACE CLUB**
ESTABLISHED 1907

Sponsorship Package

2026





SPONSORSHIP OPPORTUNITIES

DEVELOPING MUTUALLY BENEFICIAL PARTNERSHIPS

Racing at Moora brings together people from all walks of life. This provides your business the opportunity to maximize your brand exposure to a broad, captive audience. Sponsorship at the Moora Cup Race Day 2026, on Saturday 3 October also presents the perfect occasion to entertain Clients and Business Associates in a unique and cost-effective way.

The Moora Race Club is now over 115 years old. Established in 1907 the early years were humble beginnings, but through good times and bad, the spirit, tenacity and persistence of the people of Moora (along with a handful of extraordinarily hard-working, horse mad, fanatics aka The Committee) have kept Thoroughbred Racing and this very special day alive. Today the Moora Races are one of the most anticipated social events in WA and arguably the Premier Country Race Meeting on the Calendar.

Attendance at the Moora Race Day has grown by leaps and bounds since it's resurgence in 1993. Race Day is not only well supported by the local community, but many patrons also travel to Moora from the surrounding districts, and a large number of patrons travel from Perth and beyond especially for the event.

The Moora Races is established in the racing calendar with Telecast on sky racing, Seven+ Racing WA, Radio coverage as a fully listed TAB meeting. Horse racing enthusiasts from all States and Territories can see, hear and punt on the Moora Races providing WORLDWIDE exposure for sponsors and particularly race sponsors.

The Moora Races provides a fun day for all. Race Day activities include a Fashions on the Field Parade for the Ladies & Gents with great prizes up for grabs. There are full Bar, Food Service, Tote facilities, and on course Bookmakers. Sponsors can entertain Clients, reward Employees in VIP areas or the member's area or just experience the benefits of the special sponsor privileges with friends and family while enjoying the excitement and atmosphere of Thoroughbred Racing.

The following pages are a sample of the Sponsorship packages, privileges, and prices on offer for the 2026 Moora Cup Meeting however to ensure that your company can maximize exposure in the right areas, we are more than happy to tailor a sponsorship package to meet your requirements. For more information on how sponsorship of the Moora Races could benefit your business please speak with Greg Wright, Moora Race Club President phone 0429 089 914.

Telecast on Sky Racing

Seven + Racing WA

Broadcast live on Racing Radio
Network

Almost 1,500 race goers attend

PREMIUM PACKAGE – Moora Cup Naming Rights

The “*Your Company Name*” Moora Cup naming rights are available for one **special sponsor**.

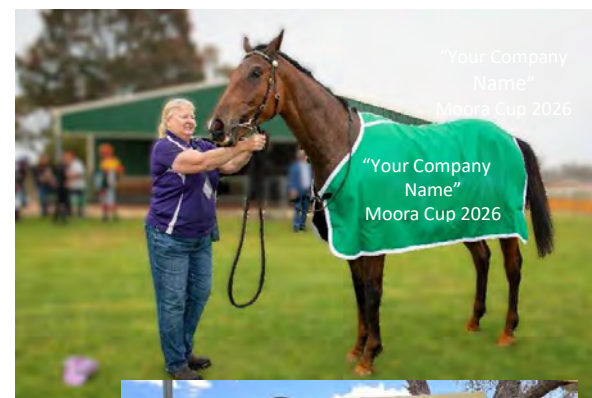
Sponsoring a Race at the Moora Race Club is a great way to create brand awareness and generate exposure for your business in the Moora community and to wider audiences through the many associated racing media who cover the event. The Moora Cup Race name can be titled after your business name, a product you wish to promote or an upcoming event. Sponsoring the main Race is the cheapest form of advertising, guaranteed to give your company exposure all over the country with your name appearing on every piece of promotional material developed for the event and above the starting gate and the finish line. Your company will receive exposure in - local press, mainstream newspapers (for TAB meetings), national racing TV and radio and with special on course signage. Plus, Moora Race Day offer you an exceptional opportunity to entertain your business associates, clients and colleagues with the superb backdrop of ‘*Your Company Name*’ Race Day.

Premier Package Sponsorship Benefits

- Naming rights for the Moora Cup Race
- Opportunity for on-course promotions of your Company products and services.
- Prominent company name/branding on the starting gate, the finishing post, our website, front cover of the race book and on all advertising and promotional material.
- Corporate Membership for the 2026 racing season which includes guest passes, race books, racecourse admission as well as entry to the Sponsors Marquee.
- Full page advertisement in the race book. Artwork to be supplied by your company.
- Complementary catering package if required.
- 30 Guest passes for racecourse admission plus a reserved table for your guests and discounted price on drink packages in the Sponsors Marquee which now has its own Float Bar with drinks available at a discounted rate
- Tote facilities are available, and Bookies are next door
- The opportunity to present the trophies to the winning connections of your race and to join them for celebratory drinks.
- Framed Photo of Presentation.

Premier Package - Moora Cup Naming Rights: \$6,000 (plus GST)

Note that a *Whole of Meeting Sponsorship Package* is available. Please call for pricing.



PACKAGE TWO – Class Race Sponsorship

Different companies have different needs when it comes to marketing programs so for a lower commitment you still have your name associated with one of the other nationally broadcast races.

Sprint (Ratings Race 55-68) 1190 Metres
Handicap (Ratings Race 52-62) 1000 Metres
Handicap (Ratings Race 52-62) 1510 Metres
Maiden (For 3 years old & upwards) 1190 Metres
Maiden (For 3 years old & Upwards) 1510 Metres

Class Race Sponsorship Benefits

- Naming rights for the selected Race.
- Opportunity for on-course promotions of your Company products and services.
- Company name/branding on your races page in the race book, on our website and on all advertising and promotional material.
- Corporate Membership for the 2026 racing season which includes guest passes, race books, racecourse admission as well as entry to the Sponsors Marquee.
- Full page advertisement in the race book next to your sponsored race. Artwork to be supplied by your Company.
- 20 Guest passes for racecourse admission.
- A reserved table for 20 guests with racecourse admission plus a reserved table for your guests and discounted price on drink packages in the Sponsors Marquee which now has its own Float Bar with drinks available at a discounted rate
- Tote facilities are available and Bookies are next door
- The opportunity to present the trophies to the winning connections of your race and to join them for celebratory drinks.



Sponsorship of the Class Races listed above are priced at \$3,500 (plus GST).

PACKAGE THREE – Shared Race Sponsorship

By sponsoring a race at the Moora Race Club, you and your business will receive significant exposure through the multi-level promotion that only Thoroughbred racing can provide. Shared race sponsorship gives you the opportunity to have your name, along with a mutually agreeable other companies name, be the title of one of the class races. (see package 2 for details of class races)

Shared Class Race Sponsorship Benefits

- Shared naming rights for the selected Race.
- Opportunity for on-course promotions of your Company products and services.
- Corporate Membership for the 2026 racing season which includes guest passes, race books, racecourse admission as well as entry to the Sponsors Marquee.
- Full page advertisement in the race book next to your sponsored Race. Artwork to be supplied by your company.
- 10 guest passes for race course admission.
- A reserved table for 10 guests and discount price on drink/catering packages in the Sponsors Marquee which now has its own Float Bar with drinks available at a discounted rate.



Other Sponsorship Packages and can be negotiated to match your special requirements. Please contact the Moora Race Club President Greg Wright on 0429 089 914 to discuss how we can help you promote your enterprise.

Shared Class Race Sponsorship is \$2,500 per race (plus GST).

2026 Other Sponsorship Packages

Today, the Melbourne Cup not only stops the nation for the 3 or 4 minutes it takes to run the race, but is also the cause (or excuse) for what is perhaps the biggest Party on the planet. From Ballarat to Bunbury, from Darwin to Dalwallinu, and every place in between, there are folks gathered around the wide - screen or the wireless to cheer on their favourite galloper, celebrate a win, or commiserate for the rest of the field.

The Moora Cup is our equivalent. It's a great day out, a chance to catch up with friends and family. For the Ladies it's a rare opportunity to front up in their best Frock (plus that new Hat), and it's a Party that lasts well into the night.

The Moora Race Club is seeking sponsors for the proceedings that make this day so much FUN. Sponsorship will be recognized in all Moora Race Club promotional material.

Fashions on the Field

We are seeking sponsorships of \$3,000 plus GST (this can be shared) from businesses or individuals who want to be a part of the most anticipated event at any race meeting – the parade of Femininity, Frocks and Millinery that often upstages even the 'Sport of Kings'.

For the Gents, there is the Men's fashions on the Field this is you're your time to shine, don't miss the opportunity to play a role in the most essential component of Australian Racing.

Events: Men's Fashions on the Field, Classic Lady Fashions on the Field, Modern Ladies Fashions on the Field

Race Book Advertising

Advertising in the Moora Race Club race book is also available. All advertisements appear in black and white.

Full page advertisement - \$250 incl GST

Half page advertisement - \$125 incl GST



Moora Race Club 2026 Sponsorship Form

Company Name:
Contact Name:
Address:
Telephone:
Email:

We would like to book the following Sponsorship/Advertising

Sponsorship Package

- PREMIUM PACKAGE – Moora Cup Naming Rights

PACKAGE TWO – Class Race Sponsorship

- Sprint (Ratings Race 55-68) 1190 Metres
 Handicap (Ratings Race 52-62) 1000 Metres
 Handicap (Ratings Race 52-62) 1510 Metres
 Maiden (For 3 years old & upwards) 1190 Metres
 Maiden (For 3 years old & upwards) 1510 Metres

PACKAGE THREE – Shared Race Sponsorship

- Sprint (Ratings Race 55-68) 1190 Metres
 Handicap (Ratings Race 52-62) 1000 Metres
 Handicap (Ratings Race 52-62) 1510 Metres
 Maiden (For 3 years old & upwards) 1190 Metres
 Maiden (For 3 years old & upwards) 1510 Metres

OTHER SPONSORSHIP – Shared Sponsorship

- Fashions of the Field (Men & Ladies)
 Children's Area

Advertising

- Full page advertisement \$250
 Half page advertisement \$125

Signature _____

Name _____ Date _____

Please forward to Moora Race Club Secretary, P O Box 292, Moora WA 6510 or
email: MooraRaceClub@outlook.com