

FUNDRAISING
WITH



CAPE RACING

NO VENUE HIRE
FOR SCHOOLS
& NGO'S



Enjoy a day at the races – raise funds and have fun while doing it!

Kenilworth Racecourse provides a scenic, upmarket venue in which to entertain clients and maximise on sponsorship opportunities. It offers people the opportunity to get dressed up and enjoy a day filled with festivities together with colleagues and friends.

The Peninsula Room is one of our premier venues and has a panoramic view of the track and a private tote for your guests' convenience.

The costs involved in hosting a fundraising race day are as follows:

- Schools and registered NGO's are exempt from paying a venue hire fee
- R350 per person includes a 2 course meal (Minimum of 100 pax)

The Fundraising package in the Peninsula Room includes:

- Use of the venue
 - 2 course menu of your choice
 - TAB tote facilities in the venue
 - Tables, chairs, crockery and cutlery
 - Staffing
 - Basic PA system
- The packages can easily be upgraded to include: entertainment, 3 course meals, décor, upmarket furniture and more (we can work to any budget).
- Cape Racing has an event team on site to assist with all requirements pre, on and post event day.





PENINSULA ROOM

Branding Opportunities

The expanse of Kenilworth Racecourse provides you with the opportunity to advertise extensively throughout the venue, giving your organisation and sponsors a platform to create brand awareness.

Branding and fundraising opportunities include:

- Minimum of 8 races on the day that can be branded and sold to sponsors
- Title naming rights on the day
- Advertisement in the official race card (for all races)
- On-course advertising for all co-sponsors
- Banners, bunting, pull-up banners etc
- Exposure on Tellytrack
- Social Media campaign
- Saddle cloths, winners circle branding and winners blankets (can be quoted on)
(the above collateral at sponsor's cost – but can be facilitated by Cape Racing)



Entertainment

There are gaps between races of roughly 30 minutes, which the client can utilise to have entertainment, or initiate fundraising initiatives such as auctions and lucky draws.

Racing starts around 1pm, and finishes around 6pm, and the venue will continue to remain yours to host after race-day entertainment should you wish.

A few of the exciting innovations are:

Within our new brand direction at Cape Racing we welcome some very exciting upgrades. Our revamped commercial offering is built to provide a measurable impact for your Brand within a given Race Day format. Our in house events team is at your disposal to guide and activate your given brand requirements.



Revamped Function Venues

with a turn-key solution on hospitality, catering, technical AV, bar management, in a premium fully furnished trackside setting seating up to 300 guests at a time per floor, within Covid legislation.



HD Digital race day broadcast production:

a new dawn in horse racing viewership experience.



Fibre: High speed Fibre streaming into all our in-house venues and outdoor event spaces.



In House PR: We have built a comprehensive in-house P.R. component to help leverage your day, along with a fully integrated digital strategy to complement your current online Brand activity and strategy. (At a minimal cost)



Strength in partnerships:

We have partnered with the industry leaders in technical AV production, food & beverage management, event furniture hire, marquee/bedouins, and are able to offer clients “through the line delivery” from race day concept to activation and the management thereof.



Tailored Solutions: Flexibility is key, give us some insight as to your Brand objectives and we can create a tailored race day to meet your objectives.



Digital Streaming: We can tailor-make your race day and stream your brand content to anywhere in the world live via our digital streaming solutions.



Covid protocol management: We have a comprehensive Covid management program built to current legislation with various digital online profiling tools at your disposal and on the ground application.

SEE YOU AT
THE RACES...



CAPE RACING

