



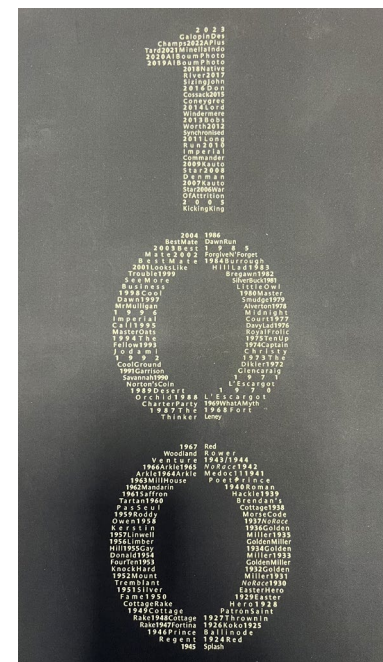
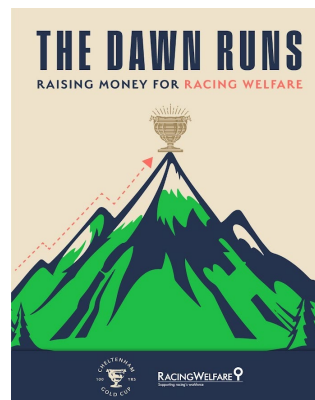
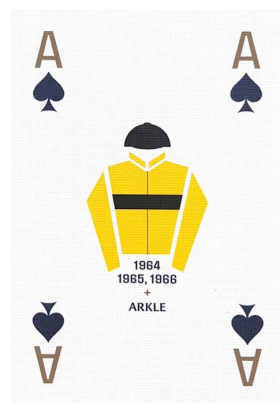
Cheltenham Racecourse

Category: Racing Connection

Submission: **Gold Cup 100**



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Showcase & Awards 2024

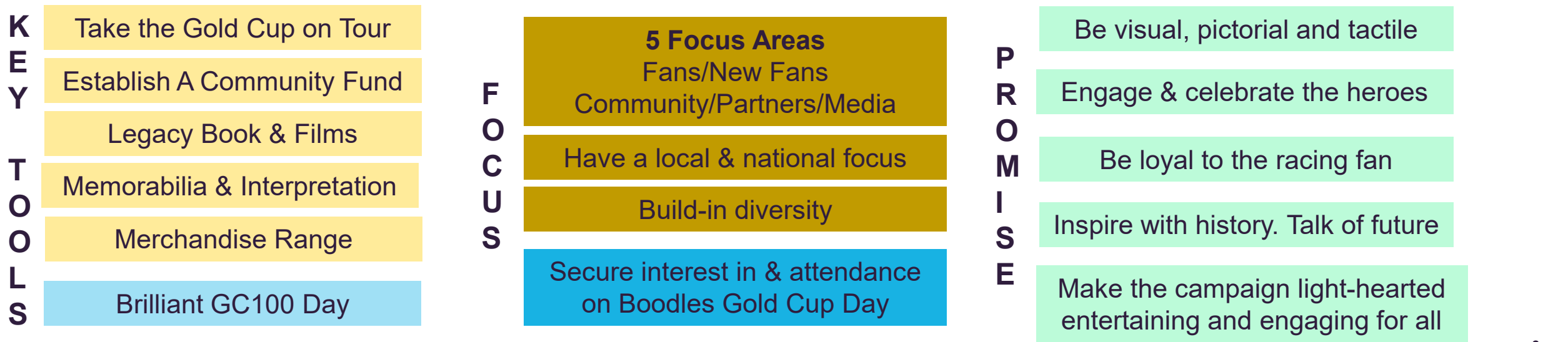


Objectives



Gold Cup 100 was an initiative to celebrate the centenary of steeplechasing’s most prestigious race. We were determined to deliver an occasion that was worthy of the important landmark date. #GC100. Gold Cup day sells out most years, so growing attendance was not a priority but future proofing it’s status and promoting the races relevance is always considered an essential element of our business strategy.

- Objectives:**
- 1) **Enthuse existing racing fans** and assist them celebrate their passion for the Gold Cup.
 - 2) Implement a program of occasions and assets that will **educate and inspire** potential new fans.
 - 3) Utilize the celebration to ensure that a **long-lasting legacy** is achieved cementing the future relevance of the race.
 - 4) Ensure that the Centenary **yielded charitable results** that provided specifically for the **local community**.
 - 5) Create a campaign that generated a **“you need to be there”** feeling and maximize the experience for Gold Cup Day attendees.
 - 6) Underline the sense of achievement by giving previous winners of the race **recognition** and a reason to proudly remember.
 - 7) **Reward sponsors and supporters** of the Festival, with the opportunity to build their affiliation with the Gold Cup.
 - 8) To re-establish the relevance of the Gold Cup in the local community, as **“Cheltenham’s Cup”**
 - 9) Ensure ways those that can not attend can still follow the occasion/ feel engaged through social media and compelling stories in the press.



Delivery – Campaigns - Key Dates

A cross-departmental team was created to co-ordinate the campaign that would take the trophy on a promotional tour and deliver the occasion through social and traditional media, as well as enhance on-course celebrations and activity.

The campaign was delivered at cost neutral from profits generated from the sales of the GC100 book.

Please note this is not a complete list of activations.

Date	Event / Occasion	Event Information / Key Activation
Feb 23	Campaign Announcement: Festival Media Launch GC100 Ambassadors Confirmed	1 st Gold Cup 100 Film Released Richard Johnson, Barry Geraghty and Ruby Walsh https://www.instagram.com/p/CuJODQhA8mV/
June	The Dawn Runs for Racing Welfare <i>The GC is carried to the top of the highest peaks in UK finishing on the summit of Arkle.</i>	GC100 Campaign commences. Official launch of launch of GC100 Community Fund.
Sept	GC 100 Golf Classic	Pictorial book celebrating the GC released.
Oct	Let No Memories Fade by Chris Pitt published GC100 Novices Guide released GC100 Microsite launched	School-aged focussed booklet printed for free distribution. Source of all GC100 News and Information.
Nov	GC100 Limited Edition Legends Playing Cards GC100 Merchandise Range launched	Cards featuring GC winners sold - proceeds to GC100 Fund. Wide range of GC100 branded merchandise released
Dec	100 Day Tour Commences 100 Day Celebrity Countdown on Instagram Starts Community Sponsorship of ice rink penguins	See link to Tour destinations in Supporting Documents. https://www.instagram.com/p/C0gXuJGsJHh/ (example) https://www.instagram.com/p/C1J1iTxs5B5/
Feb 24	Gathering of the Fans – PR Occasion	Diverse group of 100 people with link to GC connection
Mar	Legends Lunch Festival Monday in Centenary Restaurant Special Opening Ceremony for Gold Cup Day Gold Cup 100 Community Art Auction Launched Hall of Fame GC Memorabilia Display Opening	Lunch for 100 winning connections. 100 school children visit. Parade Ring ceremony featuring legends of the Gold Cup. Launch of fundraising art auction with donated artworks. Unveiling of GC100 historical artefacts in GC100 Museum.

Results **KEY TOOL INDIVIDUAL PERFORMANCE**

- **COMMUNITY TOUR:** The tour visited 100 strategically, chosen locations across England, Ireland, Scotland, Wales & France. Over **20,000 people were photographed** with the Gold Cup and the history of the race re-told countless times. 50 trees have been planted at the racecourse to off-set the CO2 emission from 6000 miles of travelling.
- **GC 100 COMMUNITY FUND:** The Fund has **raised £75,000** and distributed grants to local good causes and organisations funding a diverse range of projects from a broad cross-section of the community. Fundraising activations included GC-themed Art Auction (£14k), GC100 Playing Cards (£12k), Core On Course Network Lunch (£8k) and GC100 Pin Badges (£6k), Bucket Collections (£10k).
- **LEGACY BOOKS & FILMS:** **Let No Memories Fade has sold over 3000 copies.** 6000 copies of the Novices Guide were distributed to community. Two short publicity films were created to bookend the campaign (see supporting evidence) and a reel was collated of historic Gold Cup moments for display in the Hall of Fame in conjunction with RTV.
- **MEMORABELIA & INTERPRETATION:** Over **100 historic artefacts relating to the GC** were displayed GC100 Museum in the Hall of Fame, including Golden Miller's five trophies and Arkles and Dawn Run's colours. The Hall of Fame also featured a large interpretation display of the history of GC told along the outline of a map of the course. **Over 3000 people** visited over the Festival.
- **MERCHANDISE RANGE:** A bespoke range of apparel and accessories, from fridge magnets, to posters of all winning silks, to Famous GC Champions jackets we achieved **record sales** in the gift shop recording over 2000 till transactions on GC Day.
- **FESTIVAL MONDAY & RACE DAY:** The Legends Lunch welcomed 100 GC100 winning connections and 100 school children to share a photo with the Cup on Festival Monday. Boodles GC Day **SOLD OUT** in January. Attendance of 69,129. 3500 racegoers watched the **GC100 Opening Ceremony** featuring 11 GC legends. The Centenary Restaurant, created to celebrate the occasion, hosted 1000 guests over the Festival, and GC winning silks were used around the town and course for mood-setting.

SOCIAL MEDIA: The 100 Day Countdown, the principal facilitated social campaign secured 3.9M impressions & 76,000 engagements. Across the Festival we attracted 30 million video views representing a 213% growth YoY.

TRADITIONAL MEDIA: The GC100 created elevated media coverage both in the UK, Ireland and France. The trophy featured on Saturday Kitchen, BBC Breakfast, This Morning, Sky News, GB News, ITV News and local stations and secured 100% positive or neutral sentiment and close to 150 unique mentions on Gold Cup day .

Supporting Information

Please Scan:
**GC100 Photo
Collection**



GC 100 ADVERTISING CAMPAIGN

The GC100 advertising campaign included the front cover of City AM, digital billboards, bus sides and taxis throughout the UK's major cities and was supported by TV, radio, podcasts, print and digital, as well as organic editorial and photo opportunities for media.

Key Links:

GC100 Microsite

https://www.thejockeyclub.co.uk/cheltenham-festival/gold-cup-100/#festival_monday_march_11th

GC100 Community Fund

<https://www.thejockeyclub.co.uk/cheltenham-festival/gold-cup-100/community-grant-initiative/>

GC100 Tour Locations

<https://docs.google.com/spreadsheets/d/11pWM8JOhrSrJ5qz98xZeSvImmOJlZfKYSzVdJO1HkE/edit?usp=sharing>

Film Links

GC100 Hero Film: <https://youtu.be/EqkomrfEBW0>

100 Golden Years: <https://www.youtube.com/watch?v=bMrQU-PER-k&t=18s>



GC 100 Future People Photo

<https://www.gloucestershirelive.co.uk/whats-on/whats-on-news/unique-portraits-celebrate-100-years-9162379>



**The Opening Ceremony
on GC100 Day**