



Showcase
& Awards
2023

Chester Racecourse

Best Non-Raceday Event: The Lord's Mayor's Fireworks Extravaganza



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RACING POST



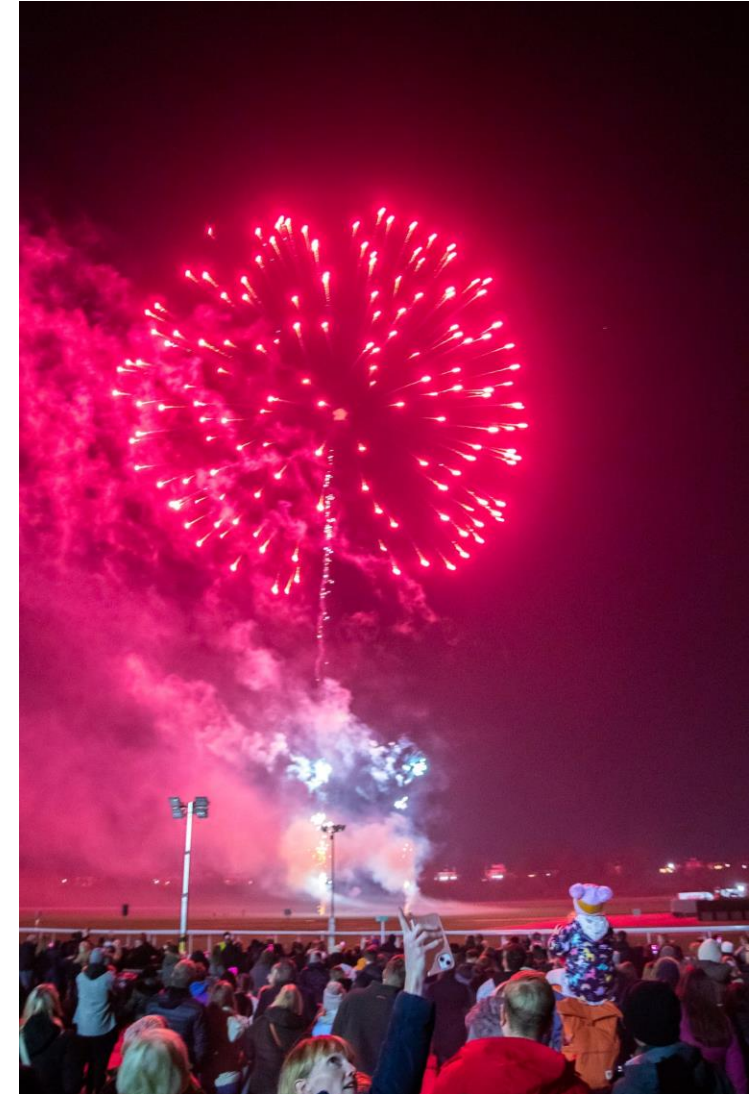
Objectives

Background:

The Lord Mayor's Fireworks Extravaganza is a not-for-profit community event hosted by Chester Racecourse, in conjunction with the Lord Mayor and Cheshire West & Chester Council. Money raised from the event is donated to nominated local charities.

Objectives:

- To host a safe and spectacular fireworks event for the benefit of the local community.
- To sell out the event to the capacity available.
- To deliver a non-raceday event above guest expectation.
- To raise vital funds for five local charities.
- To drive engagement with the local community and welcome new visitors to the racecourse.



Delivery

The racecourse set out to deliver a spectacular fireworks extravaganza that went way beyond the display itself.

The launch of ticket sales was marketed via the official website, database mailers, local media and across social media channels and achieved a high pick up that indicated early on that the event would sell out prior to taking place.

Two fireworks displays, including one specifically for children, would total 18 minutes in length, with activities pre-fireworks engaging with guests and building up to the main event.

Exhilarating LED light performers were booked to provide a visual spectacle for all to enjoy, with a link-up with Chester Zoo also resulting in some of their famous lantern puppets being showcased on-site.

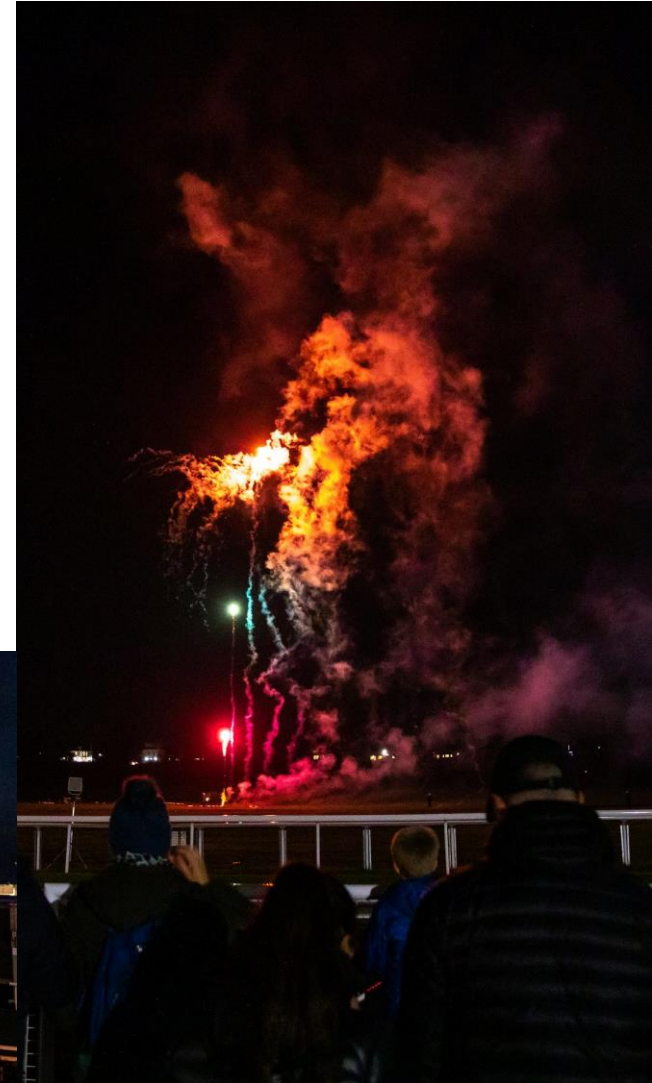
A full fairground was also accessible to those in attendance, as well as a vast range of food and drink outlets for guests to choose from on the night.

Racecourse staff and councillors agreed to volunteer by working the event to ensure that guest satisfaction was high. A bucket collection on the night would also help to raise additional funds for the nominated charities.



Results

- Tickets for the event sold out in the space of five and a half weeks, with an attendance of 11,500 spectators. All tickets were sold in advance.
- The racecourse was able to engage with the community and visitors who hadn't attended the racecourse before.
- Money raised from this not-for-profit event totalled £20,000, split between five charities – SHARE, the Chester Lions and three of the Lord Mayor's charities, Older People Active Lives, The Chester Mystery Plays, Fallen Angels Dance Theatre.
- Guest satisfaction from the event led to enquiries to attend again, with high demand to be expected.



Supporting Information



 **chesterraces**
@ChesterRaces

Promote

The Lord Mayor's Fireworks Extravaganza is now SOLD OUT!

Please note, this is a pre-paid ticket event and we are not selling tickets at the gate.

Thank you to everyone who has bought a ticket. We look forward to welcoming you on Saturday. ✨



 **chesterraces**
@ChesterRaces

Promote

Thank you to everyone who joined us for The Lord Mayor's Firework Extravaganza! 🎆🌟

By purchasing a ticket, and donating to the bucket collections, you have helped us to raise £20,000 which will be donated to nominated local charities who do so much for our community 🙌🎉🌟



The Lord Mayor's Firework Extravaganza

 **Passion for Learning**
@P4LCheshire

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We welcomed families from [@Overleighschool](#) to [@ChesterRaces](#) bonfire night and what a brilliant, illuminating night it was. Thank you to the staff at [@ChesterRaces](#) for the refreshments and to the families that joined us. [#BonfireNight](#) [#fireworks](#)

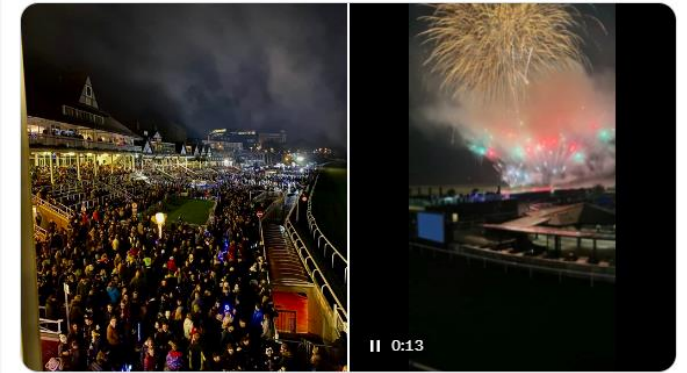


 **Ben Sheppard**
@BenSheppard

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What a night! [@ChesterRaces](#)

Amazing to see so many people having an amazing time at the Lord Mayors Firework Extravaganza! ✨



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