



Showcase
& Awards
2024

Goodwood Racecourse

Diversity and Inclusion

Markel Magnolia Cup

Riding A Dream Academy



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RACING POST



Objectives



- **Promote inclusivity in horseracing:** Now in its 13th year, the Markel Magnolia Cup was established to challenge the norms in the horseracing industry by promoting an inclusive environment where women from all backgrounds can participate, with a goal to support and celebrate women's empowerment.
- **Encourage participation from diverse ethnic communities:** We aim to make the sport more accessible and inclusive by encouraging athletes from diverse ethnic communities to take part. In turn, this has allowed us to bring together participants and supporters from various backgrounds to collectively support and celebrate women's achievements.
 - Each year, riders with a wide range of background and experiences are selected to take part, ensuring that women from all walks of life have the opportunity to participate.
- **Raise funds for charities:** The Markel Magnolia Cup raises essential funds for charities supporting various different causes. This year, we raised over £300,000 for the local charity My Sisters' House, dedicated to supporting woman to improve their welfare and wellbeing, reducing the risk of domestic abuse and supporting recovery.

- **Actively select riders from diverse backgrounds** to ensure women from different ethnicities, professions and experiences are represented.
- The Riding A Dream Academy was set up after Khadijah Mellah's 2019 Magnolia Cup victory to support other young people from diverse ethnic backgrounds into British horse racing. This year, Aamilah Aswat competed in the Markel Magnolia Cup on behalf of the Riding A Dream Academy, and **Goodwood Racecourse moving forwards will offer a place in the Markel Magnolia Cup every year to a student of the Academy.**
- The Markel Magnolia Cup is designed as both a sporting event and charitable incentive – we hosted various fundraising activities including JustGiving pages (promoted by our riders to their various audiences), all profits from Members' Regency Ball, horse sponsors, and more.

1.38B

2024 audience (combined total of publication-wide audience figures for all outlets featuring coverage)

Over £2.73M

Raised in total for charities over the last 13 years.

2.71M

Estimated views in 2024 (Prediction of lifetime views of coverage, based on audience reach & engagement rate on social)

- Coverage in news articles from The Daily Mail, Racing Post, Australian Post, Country Life, Chichester Observer, BBC Sounds, BBC News, Hello!, Mirror, ITVX, Yahoo Sports, Sky Sports, Mail on Sunday and more!
- Pre and post race interviews with riders on ITV Racing (collectively over 1M views).

