



RIPON RACES
Yorkshire's Garden Racecourse

**Showcase
& Awards
2024**



Ripon Races
2024 Olympic Activities Stamp Card
Complete 5 activities to win a medal

The Raceday Award

Gold Medal Family Day

Win Lightwater Valley tickets in our Family Olympics Prize Draw!
Fill in your details below and post your card into our Prize Draw box at the Ripon Races medals stand

Name: _____ Email: _____

By providing your name and email address you are consenting to receiving email communications from Ripon Races including promotions, special offers and newsletters.

Activities: GLADIATORS, BUNGEE RUN, LADDER CLIMB, GRAND NATIONAL, PENALTY SHOOT OUT



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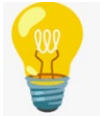
Objectives



When the 2024 fixture list threw the curveball of a BHA fixture on Sunday 11th August the Ripon Races team had a dilemma. Staging a 'Family Day' undoubtedly made sense, we are renowned for our fantastic family days at Yorkshire's Garden Racecourse and a Sunday in the middle of the summer holidays provided us with a golden opportunity to do one of the things we do best... However, with our biggest raceday of the season, the William Hill Great St Wilfrid, under a week later and two long standing popular family days already in August (Monday 5th Children's Day and Bank Holiday Family Day Monday 26th), we had to avoid cannibalising any of our already popular fixtures.

This had to be a family day with a difference, and we had to use it to the benefit and not the detriment of our other fixtures. Reaching a new audience, creating new customers and encouraging repeat visits would be key. With the rest of the season following a similar pattern to previous years, this fixture took up more time than any other in our 2024 planning meetings... until!

"It's the Euros isn't it? Could we do something with that?"



"Yes but they finish in July, too late."

*"Hang on, its an Olympics Summer. Paris 2024.. *checks dates* Opening Ceremony 26th July, closing ceremony Sunday 11th August!"*

"BINGO!"

Gold Medal Family Day was born (*originally Olympic Family Day but we got into an internal debate about trademarks and although we were moderately sure it would be fine, we were positively sure they'd have more money than us if push came to shove).

Harnessing the spirit and popularity of the Olympics we aimed to:



Stage an afternoon of excellent family entertainment. Drive engagement with the sport and encourage return visits.



Use Gold Medal Family day as a pivot to collectively promote all three August Family Days, stimulating attendance.



Partner with local businesses and groups to collectively promote sports and activities in the area.

Delivery

We Believe Children Are Our Future!

So keep them occupied, give them a great day, make their parents happy and everybody has a great days racing. Shame Whitney Houston cut this line out. At Gold Medal Family Day our 'Olympic' events were: Gladiators, Bungee Run, Ladder Climb, Penalty Shootout, Grand National, football skills workshop and of a non-sports nature we had face painting, glitter tattoos, balloon modelling, Punch & Judy, magic show and arts and crafts. For each activity completed each child was awarded a stamp in one of the rings on their 'Olympic Activities' card, handed to them on entry. Once all rings were completed they redeemed the card for their very own Gold Medal, presented to them on our very own podium and a chance to win Lightwater Valley tickets - by putting their parents e-mail address on the bottom of their card... more on this later 😊 We also gave each child at all of our August Family days a Ripon Races activity booklet. Fun and educational but also promoting engagement with racing.

But the Parents are the decision makers

We tailored our marketing campaigns for Gold Medal Family Day to parents looking for a day out and we offered a solution for as little as £7 (Advance Course Enclosure entry, picnics welcome). Our targeted social media campaigns – using Reach PLC, Localiq and National World - aimed at parents within an hour's drive of Ripon looking for days out in the summer holidays. Our radio ads with Your Harrogate carried the same theme and we ensured strong online presence on local Mumbler websites (online parenting community) and Yorkshire Tots to Teens, as well as promoting on our own social media channels and to our e-mail database. With three family days all in close proximity, in most cases we were able to promote all three, or at least two for the price of one. Data capture from 'activity cards' would give us marketable e-mail addresses to target with a bespoke e-mail to incentivise a return visit to Bank Holiday Family Day as well as promoting some of our partners for the event.

Community Focus and Cross Promotion

We collaborated with Girlguiding Ripon, who provided a team to assist collecting 'Olympic Activity' cards and present gold medals on the podium. In return they were our charity partner for the day, with tombola and bucket collection to raise money for their new Ripon activity centre initiative. Harrogate Town AFC provided our football skills workshop in exchange for racecard and big screen space advertising their 2024/25 season tickets. Harrogate Theatre, race sponsors this season, promoted their comedy festival and Christmas panto to racegoers. Yorkshire Wildlife Trust – with whom we work closely on the Ripon Wetlands – had a popular stall on the day promoting all the wonderful opportunities North Yorkshire has to offer when it comes to 'getting into nature' and enjoying the great outdoors. Lightwater Valley provided tickets as a prize for our competition and Ebor the Dragon in exchange for promoting on the day and inclusion in our Gold Medal Family Day e-mail communications.

Results

Attendance Figures ✓

- Attendance at Gold Medal Family Day on Sunday 11th August was 3,562 (418 U18's). With no corresponding raceday in previous years this was a fantastic result for us, from a standing start.

- Attendance on Monday 5th August was 3,320. This was a 27% increase on the corresponding fixture in 2023. including a 10% increase in the number of children.

- Attendance on Bank Holiday Monday 26th August was 7,170. A 9.3% increase on the corresponding fixture in 2023 with a very pleasing 34% increase in the number of Under 18's.

- Our regular family days are always very popular, with repeat custom year-on-year. Gold Medal Family Day, with the power of the Olympic theme and fresh approach delivered family days to a new audience.

What do the parents say? ✓

"We went on Sunday 11/08/24. It was a Olympics themed day, we were one of plenty of families there thoroughly enjoying all of the entertainment and themed activities." – Peter R, Tripadvisor

"This was our first visit to a family day at Ripon races. Plenty of activities for children, queues weren't too long and the day was great value, we will definitely do it again." – Ruth S, Tripadvisor

"My daughters loved the activities and are very proud of their medals. They also enjoyed playing with their activity booklet when they got home and have asked for a pony. Great day!" – A Joyce, Harrogate

"What a brilliant surprise! So many activities for kids of all ages, even our teenagers had a go at the inflatables. Fantastic value." – N. Wilcox, Brighouse

Data Collection Results ✓

321 children handed in 'activity cards' yielding **223** new marketable e-mail addresses (some were duplicate). Code on follow-up e-mail for Bank Holiday Monday was used **30** times ordering a total of **81** adult tickets. These have also been added to our e-mail database 'Family Day' segment for future e-marketing.

Good to see our partners succeed ✓

- Girlguiding Ripon raised £1993 for their activity centre initiative and gained lots of new sign-ups for Rainbows and Brownies!
- YWT returned for Bank Holiday and have asked to return to all family days in 2025!
- Harrogate Theatre delighted with engagement and returning as sponsors (with more races!) once more in 2025.
- HTAFC have offered us free advertising in their matchday programmes from Jan.
- Lightwater Valley received 119 click throughs from e-mail campaign.

Supporting Information (max 1 slide)

performance summary.

Impressions Served
74823

Reach
48697

Total Clicks
622

Link Clicks
381

Click Through Rate
0,83%

Performance Summary of Reach PLC targeted campaign. For our total spend each impression worked out at 0.4p. A click on the ad at 48p with each 'link click' (person clicking through to our website from the ad) an additional 30p. Decent results.

TOTAL CAMPAIGN REACH
66,704 VIEWS, 368 LINK CLICKS

Our campaign with Yorkshire Tots to Teens produced excellent results with each impression costing 0.3p with a 'link click' costing 54p. Note no ad click measure to factor in here so this campaign around 30% more cost effective than the above.

