



Showcase
& Awards
2025

William Hill Great St Wilfrid – Charity Race Day

Exceptional Raceday Delivery >7,999

Proudly partnered by



Objectives



Ripon Racecourse is William Hill's longest-standing partner, with a relationship spanning over 30 years, making the racecourse's flagship fixture of the season the perfect stage for their biggest fundraising initiative of the year. It is always on of Ripon's busiest days too, with attendance consistently at 8-9000 – but never reaching quite the 10,000 mark.

Evoke PLC and Ripon Races decided to join forces for a William Hill Charity Race Day on 16th August, in support of the Motor Neurone Disease (MND) Association. The Charity Race Day was to build on the success of evoke's Charity Gala in Leeds last year, which raised £117,000 for the MND Association, and forms part of the Company's wider £400,000 fundraising commitment to the charity.

There are a number of MND sufferers and those who have passed away from the disease who were involved with racing and this provided a chance to honour those people as well as continue to raise the profile of the charity and the work they do to support sufferers and their families.

The objective was to raise at least £20,000 on the day for the charity through William Hill profits and a further £1000 plus in change from racegoers donating on the day. Profits from the feature race itself would go directly to the MND Association — along with all profits from William Hill's retail and online channels on the day.

The second objective was to reach 10,000 racegoers on the day, making this the biggest racegoing audience at Ripon since pre-covid.

The third objective was to make this day an exceptional, memorable day for all – something more than and even better than the usual William Hill Great St Wilfrid experience.

Delivery



Huge push in the month leading up to the event on social media and through other marketing avenues including photos and press releases relating to the full MNDA branding that was taking over the racecourse, in place of the usual William Hill branding.

We gave William Hill five race titles that were renamed with MND-themed titles:

- The Racing For Tamara Hornblower, dedicated to Tamara, the niece of William Hill Retail Operations Manager Leisa Byers, who is living with MND. Tamara's parents attended to present the prizes, with Tamara being updated throughout the day at home. Tamara is bravely battling MND and is the inspiration for William Hill's partnership with the MND association.
- The William Hill Supporting MND Silver Cup - Dottie Channing Williams, Nicole Vokins and Joe Vokins invited to present in memory of Steve Jobar. Steve sadly died from MND in 2024 after a brilliant life as a professional jockey including steering Heighlin to the 1980 Triumph Hurdle.
- The William Hill/MND Association Great St Wilfrid – broadcast live on ITV
- The William Hill World Free From MND - Smith family, Carole, Isabelle and Charlotte presenting in memory of MND sufferer Ashley Smith.
- The William Hill Hope for MND

In tribute to rugby league legend Rob Burrow, horses wearing the number 7 raced with specially designed Rob Burrow-themed saddle cloths, honouring his courageous fight against the disease.

On course, 50 MND Association volunteers lead fundraising activities throughout the day and Charlotte Taylor - Senior Corporate Partnerships Executive from the MND Association was interviewed for At the Races.

Results

Jo Coker, Director of Income Generation at the MND Association, said:

“Through our exciting partnership with William Hill we’re delighted to have the opportunity to be involved in this prestigious race day, one of the biggest in the racing calendar. With the support of William Hill the Association will be able to raise awareness of MND among thousands of racegoers, as well as vital funds which will do an enormous amount to help support people living with MND and their families while also funding important research.”

Over £30k was raised through the race profits and retail and online channels, beating the target set in house. A further **£2906** was raised on the gates for Yorkshire Dales MND, more than doubling the target that we had set for ourselves as a racecourse. Yorkshire Dales MNDA now wish to further develop their relationship with us as one of our partner charities.

Ben Wright, Director of ESG and Sustainability at Evoke, said:

“Saturday was a momentous day at Ripon, bringing to life our brilliant partnership with the Motor Neurone Disease (MND) Association. The course looked fantastic, decked out in William Hill x MND Association branding, and the coverage across TV and press has been sensational. We were proud to host members of the MND community, including volunteers who did a brilliant job fundraising on the day.”

Jo Coker, Director of Income Generation at the MND Association, said:

“We are thrilled to have been part of the Ripon St Wilfrid’s Race Day with William Hill. It was a fantastic occasion and an invaluable opportunity to raise awareness and vital funds to support people living with MND and their families. The generosity shown on the day will make a real difference to people living with and affected by MND now, while also helping us to invest in the research to find treatments that are so urgently needed.”

The racecourse was able to reach the 10,000 mark and exceed it by more than a hundred racegoers.

2024 – 8,804 2025 – **10,135**

Tripadvisor Reviews: 65% 5 star, 77% 4/5 star, 97% 3-5 star for the day



Certificate of appreciation



awarded to
Ripon Races

for helping to ensure no one faces
motor neurone disease alone

For supporting the MND Association at the William Hill Great St Wilfred fixture. Our stand and collection raised an incredible £2,906.88!

Yorkshire Dales Branch
04/09/2025

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Yorkshire Dales Branch

Thank you
for your support

