



Showcase & Awards 2025

Southwell Racecourse (working with Coolmore)

The Racing Connection



Proudly partnered by



Objectives

Deliver a public Racecourse Gallop for City of Troy - the worlds top rated 3-year-old!

- Assist with the preparation of City of Troy for the Breeders Cup Classic in November
- Deliver an experience to the general public which is usually only seen by Owners and Trainers
- Make the gallop more of a show than just a simple gallop
- Make the gallop accessible to all by making the event free of charge.
- Work with Ballydoyle and the Breeders Cup, to bring some “A-Listers” of our sport within touching distance.
- A thank you to Coolmore for their support of the Leger Festival – Coolmore were not charged for their visit.
- Build a relationship with Ballydoyle which would go beyond this event



Delivery

The World leading Coolmore operation came to Southwell - Bringing:

- American Starting Stalls (with an American starting bell)
- Stall handlers
- Bedding, Ice & Water
- Vet/Farrier
- Interaction – Aiden gave selfies and autographs to absolutely everyone. He even gave away his branded hat and coat. Ryan enjoyed himself in the relaxed atmosphere and smiled more than once!
- **Team Appreciation:** Cupcakes were made for the traveling team as well as a horse hamper, adding a personal and thoughtful touch.
- We opened food and beverage outlets (the only things not FOC!)
- Working with Weatherbys to produce a FREE guide to City or Troy
- Working with Racetech we delivered live pictures throughout site
- Alongside the Breeders Cup team, merchandise was handed out.



Results

- Sadly, **City of Troy finished 8/14 in the Breeders' Cup Classic**, but the gallop was reference more than once and the footage included in the live show.
- The initial visitor forecast was 200-500 attendees; the **actual attendance was 1,800**.
- We did engage with Ballydoyle about runners at our Winter Derby meeting but they didn't have a suitable horse. We are in discussion with them about a return Breeders Cup prep gallop this Autumn. 8/15 entries for the St.Leger at Doncaster are from Ballydoyle.
- The **atmosphere** was full of anticipation, admiration, and remained respectful and remained highly engaged with the participants through the day – with some visitors on-course for over 5 hours.
- **High Engagement and Anticipation:** Social media platforms buzzed with excitement leading up to the event. Posts highlighted the significance of City of Troy's preparation for the Breeders' Cup Classic, building anticipation among fans and racing enthusiasts.
- We ran a poll series on Instagram and Twitter to engage users. e.g. Which races has we won and who is his sire etc.
- **Southwell Racecourse Content Stats:** Overall reach – Before, during and days after event = Facebook: 91.2K, Instagram: 21.3K & Twitter 228K
- **16.84% of bookers** have returned to the racecourse since attending.



Live Coverage on Sky Sports Racing
Streamed live on Attheraces, YouTube, and Facebook

57 members of the Press attended (Inc. a lady who flew in from Japan)

Press Articles

[The Guardian](#)

[At The Races](#)

[Idol Horse](#)

[Horse Racing Ireland](#)

[Thoroughbred Daily News](#)

[JSC Communications](#)

[World Horse Racing](#)

Supporting Information

Feedback

"It was like walking up the road to York on Juddemonte Wednesday to see Frankel, you new something special was going to happen. People were speaking in hush tones as he went around the Parade Ring, and the applause he got as he crossed the line at the end was inspiring".

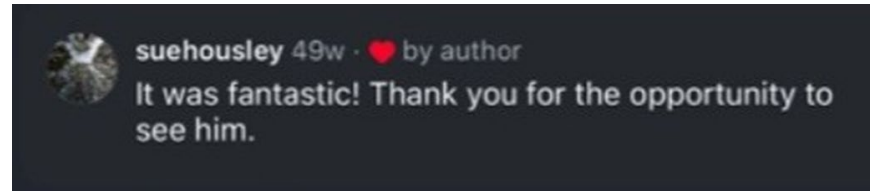
David from Chesterfield

"It was my favourite Racecourse Experience" **Christine from Mansfield**

I would like to send to everyone involved my appreciation for the opportunity for me and my wife to see City Of Troy gallop at the racecourse on Friday 20/9/24.

*It was a wonderful experience and the atmosphere was fantastic. It was my birthday the day before so this was a day that will long live in the memory. **David Bradford.***

*Dear Mark, Thank you for the lovely letter greatly appreciated. Many thanks to everyone at Southwell Aidan found it very beneficial for City Of Troy, everything went like Clockwork and it was great to see so many racing fans there. Many thanks again, **Chris (Ballydoyle)***



Supporting Information

