



Showcase
& Awards
2025

York Racecourse
Exceptional Raceday Delivery –
No trouble making Summer Music Saturday

Proudly partnered by



Objectives



How to make a new raceday work for racegoers?

We took the opportunity to acquire a fixture from another leading racecourse. This successfully filled in a month-long space in our racing calendar at the height of the season, whilst still allowing time for racing surface recovery. It worked agronomically from a racing perspective, so how to deliver an exceptional new raceday for racegoers?

KPI – Create a day with an identity = longevity, not just adding an additional date to the calendar

KPI – Ensure that the cannibalisation from other days was mitigated

KPI – Grow attendance across the season

KPI – Ensure York brand values & raceday experience were maintained

KPI – Build a narrative around the transferred (so new to York) 7f Group 3

Delivery



- Use an existing, proven hook from across racing - Racing + Music has been attracting large audiences for years
- Building the brand of *Summer Music Saturday* - announced a headline music act in 'proven at York Races' Olly Murs, announced as our first music headline act in 2025
- Used "Racecourse of the Year" (Showcase Champions) narrative in all marketing messaging – to deliver a new day
- York Racecourse confirmed as the new venue for Group 3 Criterion, boosting prize money by £15k to make it a £100,000 feature of the day
- The Al Basti Equiworld, Dubai Criterion offered a 'Run For Free' connected to the new Group One Sky Bet City of York Stakes
- New Kylie Minogue Wines Bar launched on this day, synergy of crowd demographics
- Offer limited to those who attended, to return racing to our Music Showcase Weekend (end of July), at a special price



Olly Murs taking to the stage



Quinault winning the G1 Criterion Stakes



New Kylie Minogue Wines Bar

Results

- Overall attendance of 28,500, equivalent day last year at its old home attracted 6,500 racegoers
- The highest attended single raceday for the 2025 York Season
- 91.5% of advanced ticket bookings were NEW to York Races
- Year to date, attendance has increased across Saturdays
- Over 100 redemptions of offer to come to Music Showcase Weekend
- A bidding war amongst sponsors who came to us wanting to “own the day” – Al Basti Equiworld Dubai confirmed as 3-year partners
- The transferred race became the 42nd race of the York season to offer a six-figure purse
- 8 runners for feature race v 5 in 2024
- Connections of Quinault
 - Chose to enter Criterion expressly because of the “Run for Free” aspect
 - After winning the Criterion, they went on to race in the City of York

Ensuring that this isn't just a 'one hit wonder'!

- Sustainable to a racing fan database with the cementing of the Criterion as a quality Group 3 in its new home
- Strengthening the pattern narrative, similar to how the Group 3 City of Walls leads on to the Group 1 Nunthorpe
- Sustainable to a new audience as an additional Music + Racing Saturday



91.5% of advanced ticket bookings were NEW to York Races!

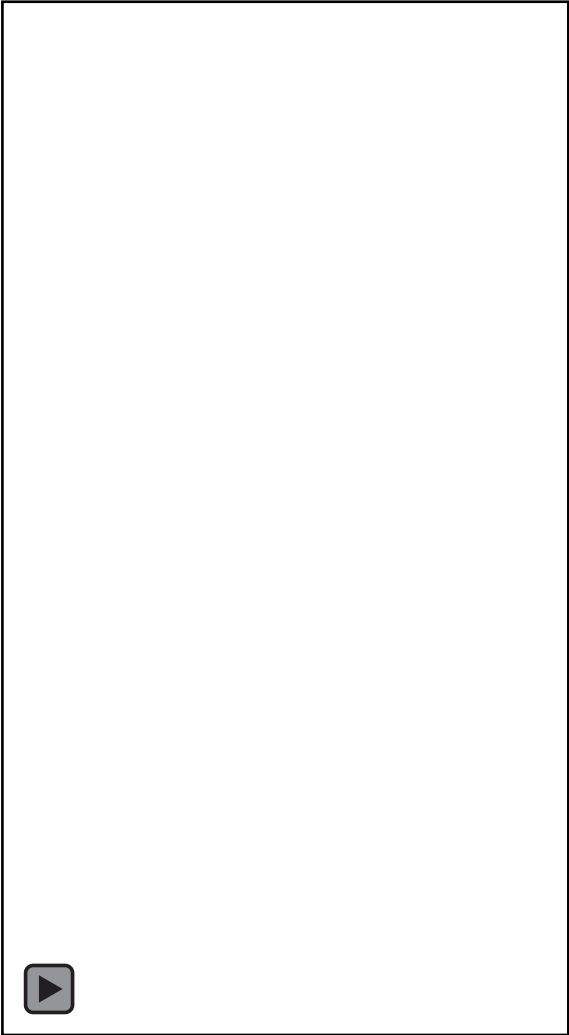


G3 Criterion winner ran in the G1 City of York

Supporting Information

[Instagram Story Highlights](#)
[Olly Murs Wrap Up](#)

[Olly Murs to headline at York Racecourse in June 2025 | York Press](#)



Click the picture for the post



Samantha Pickles
Outstanding day and Olly was fantastic 🙌



janey_don Was brilliant! ❤️
9 w Reply



Lisa Claire Elliott
We loved it! The kids loved it! We had lots of winners! What a great day! Olly was fantastic too! 🎵🎶🎵



Caroline Margaret
Absolutely fantastic gig by Olly. Thank you York Races for a FANTASTIC day! 😊



Sam Everson
Superb day. What a fantastic venue 😊



Debbie Barron
Brilliant as always 🎵🎶🎵



Leanne Sexon
Amazing performance from Olly, and heart felt moment when he gave my little girl his hat





ollymurs 
Olly Murs · 6-29

An epic moment from last night 🙌🔥🍷

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James Brennan | Head of Marketing and Sponsorship

