

## The Sponsorship Stakes – February 2018

Below is an overview of sponsorship activity in February 2018, using data provided by Weatherbys, the EBF, the RCA and the Racing Calendar.



### General – races that went ahead in February

|                         |                                   |               |
|-------------------------|-----------------------------------|---------------|
| Total races 700         | Total sponsored races 613         | 88% sponsored |
| Total AW races 275      | Total sponsored AW races 272      | 99% sponsored |
| Total Turf Flat races 0 | Total sponsored Turf Flat races 0 | 0% sponsored  |
| Total Jumps races 425   | Total sponsored Jumps races 341   | 80% sponsored |

**Total Prize Value of Races Sponsored (*not sponsorship contributions*): £ 6,643,464**

### Sponsorship Sectors

#### Top ten sectors by number of races sponsored

| Sector                       | Total races | % of total sponsored |
|------------------------------|-------------|----------------------|
| Betting                      | 471         | 77%                  |
| Private/Individual           | 23          | 4%                   |
| Bloodstock                   | 15          | 2%                   |
| HR/Recruitment               | 13          | 2%                   |
| Racing                       | 11          | 2%                   |
| Finance                      | 10          | 2%                   |
| Food/Drink                   | 10          | 2%                   |
| Broadcaster/Media            | 7           | 1%                   |
| Motoring                     | 7           | 1%                   |
| Electrical Services/supplies | 7           | 1%                   |

#### Top ten sectors by prize value

| Sector             | Value      |
|--------------------|------------|
| Betting            | £5,249,050 |
| Private/Individual | £215,099   |
| HR/Recruitment     | £153,000   |
| Bloodstock         | £127,200   |
| Racing Admin       | £118,500   |
| Food/Drink         | £103,100   |
| Broadcaster/Media  | £96,000    |
| Finance            | £84,900    |
| Insurance          | £87,115    |
| Engineering        | £75,000    |

#### Top 5 Sponsors by number of races sponsored

| Sponsor   | Races | %   |
|-----------|-------|-----|
| Betway    | 103   | 17% |
| 188bet    | 81    | 13% |
| 32Red     | 69    | 11% |
| Totesport | 55    | 9%  |
| Sun Bets  | 33    | 5%  |

#### Top 5 sponsors by prize value

| Sponsor   | Races | Value      |
|-----------|-------|------------|
| Betway    | 103   | £1,099,150 |
| 188Bet    | 81    | £678,600   |
| Betfred   | 19    | £616,700   |
| Totesport | 55    | £518,800   |
| 32Red     | 69    | £502,800   |

If you have any questions about this report please contact Kevin Walsh at the RCA on 01344 625723, or email [kevin.walsh@racecourseassociation.co.uk](mailto:kevin.walsh@racecourseassociation.co.uk)