

Code of Conduct covering Sponsorship Agreements with Betting Companies British Horseracing

Second annual evaluation, September 2026

In July 2024 British Horseracing published its Code of Conduct covering sponsorship agreements with betting companies at the Government's request following the publication of its Gambling White Paper in 2023.

The Code reflects the unique relationship between British Horseracing and gambling, as recognised in the White Paper. Millions of horseracing fans enjoy having a bet on the sport, whether at a local betting shop, at a racecourse or online. The current Government has also recognised this, with the Gambling Minister in July 2024 stating that "I understand the commercial value of gambling sponsorship for sport and the particularly unique relationship between horseracing and gambling."

The Code sets out how racecourses and many horseracing participants enter sponsorship arrangements with a range of service and product providers, including properly licensed and UK Gambling Commission registered betting companies, which create an association between the betting company and the racecourse or participant(s). It also confirmed that racecourses and participants throughout Great Britain commit to following the general principles of the wider Sports Sponsorship Gambling Code when entering into sponsorship arrangements with betting companies, which are:

- **Reinvestment into sport**
- **Maintaining sporting integrity**
- **Protecting children and young people**
- **Ensuring the promotion of betting is undertaken in a socially responsible way**

Since July 2024, British Racing has implemented the Code and the principles above in a way which fits with the characteristics of our sport and its unique relationship with betting.

In 2025, British Racing published its first annual evaluation of implementation of the Code in practice, providing examples of how the sport has been ensuring that sponsorship agreements with betting companies are meeting the principles set out above.

This document provides an update for 2026 on Code compliance and application.

Compliance

Given the vast number of racedays and range of different sponsorship agreements with betting companies, which is unique to British Racing, racecourses are not required to declare their individual partnerships. However, this information remains publicly available via race titles and signage across venues.

Neither the BHA nor the RCA have received any queries or complaints relating to the implementation of the Code during its second year of operation.

Any future issues regarding application of the code should be raised in the first instance with the BHA at info@britishhorseracing.com. The BHA will respond to any queries and, in the event that further review is required, this will be carried out by the BHA's Regulatory Independent Non-Executive Director.

Application of the Code

The four principles of the code remain intact and are actively supported by all racecourses.

Reinvestment into sport

This section provides new examples of how sponsorship agreements with betting companies over the past twelve months have enabled racecourses, both large and small, to invest in higher levels of prize money – which filters through to participants including owners, trainers, jockeys and stable staff – and improve the quality and competitiveness of the racing product to the benefit of racegoers and punters.

The Betfred Triple Crown Bonus – as the headline partners of all five British Classics (2,000 Guineas, 1,000 Guineas, Oaks, Derby and St Leger), Betfred offered a £2m bonus to any horse which completes the iconic Triple Crown of Guineas-Derby-St Leger or Guineas-Oaks-St Leger. Bonus schemes such as this aim to incentivise connections of three-year-old colts and fillies to run their horses over middle distances and ultimately to help reverse the downturn of fewer staying horses being bred and middle-distance horses being sold to race in other jurisdictions for greater levels of prize money.

Betway partnership with The Jockey Club – Betway returned to British horseracing this year with a significant investment into Newmarket's July Festival as a fixed odds betting partner. In addition, as part of a one-year agreement, Betway took the naming rights to the Craven Meeting at Newmarket and has partnered with The Jockey Club at other key fixtures at Newmarket, Haydock Park and Market Rasen racecourses.

Midnite partnership with Arena Racing Company – in 2026 Midnite announced a multi-year partnership with Arena Racing Company as the headline sponsor of the All-Weather Championships, equating to 600 races and naming rights.

Copybet partnership with Worcester Racecourse – Copybet has been confirmed as Worcester's primary betting partner for 2026 which includes naming rights for the Fixed Brush Series Finale, a series of races that take place over the unique fixed brush hurdles which offers owners and trainers and alternative route to developing horses that will ultimately compete over steeplechase fences.

Fairplay Betting Exchange partnership with Brighton Racecourse – Fairplay became the new headline partner for Brighton Racecourse's summer season. In addition to traditional race sponsorship, Fairplay offered on-course activations for racegoers throughout June and July. The Fairplay app enables users to safely create and manage bets with friends and take part in features including sweepstakes.

Maintaining sporting integrity

The Code sets out that any contractual arrangement entered into with a gambling company should include specific provision that the gambling company will comply with all aspects of the British Gambling Commission's LCCP, including those that relate to protecting the integrity of the sport of horseracing.

Racing additionally requires gambling partners, subject to and in accordance with its obligations under data protection law and the Gambling Commission's LCCP (particularly in relation to Schedule 6 of the Gambling Act 2005), to comply with all reasonable requests for relevant information that relates to a breach of the sport's rules.

On publication of the Code in 2024, the RCA provided racecourses with standard legal wording on the Code of Conduct for inclusion in all sponsorship agreements with betting companies.

As of September 2026, no concerns have arisen in relation to the Code and sporting integrity.

Protecting children and young people and ensuring the promotion of betting is undertaken in a socially responsible way

British racecourses continue to take a responsible approach to betting sponsorship and continue to ensure that under-18s are not directly targeted when undertaking sponsorship activities.

Racecards purchased by members of the public on racedays include prominent messaging and imagery to remind racegoers that they must be aged 18 or over to place a bet on the racecourse. Graphics are standardised across all racecourses and are owned by Weatherbys to include in daily racecards at regular intervals.

Appendix: examples of responsible gambling messaging in on-course racecard advertisements

