



WELCOME

We are looking forward to another exciting year of high quality racing here at Chelmsford City Racecourse and are delighted to confirm that we have secured a minimum of fifty-nine fixtures in 2020.

This makes us one of the busiest racecourses of all 59 tracks in Great Britain, and that's not counting the additional dates that we pick up throughout the year. Our dates include twenty-eight Thursday nights, six Friday nights, nine Saturday nights, six Saturday afternoons, the May Bank Holiday and for the very first time, Good Friday! In short, it's another big step forward in building a really customer-friendly fixture list as we continue to grow our events calendar as well. We will once again be staging a variety of fantastic concerts on racedays and non-racedays alike this year and our themed racedays days will include two Family Fun Days, a Gentlemen's Day and of course our hugely popular centrepiece of the year, Ladies Day on 18th June.

We remain committed to providing really good prizemoney throughout 2020 as this ensures we regularly attract the very best trainers and jockeys, resulting in top class competitive racing. Highlights will again feature our two Listed races, the £55,000 Chelmer Stakes, the £75,000 Queen Charlotte Stakes and the £60,000 Cardinal Stakes for horses aiming to compete in the iconic Kentucky Derby as well as the most valuable British evening race ever, the £100,000 Chelmsford City Cup.

All the ingredients are in place for a vintage 2020 and we hope you'll be part of it by joining us for another season of fabulous racing and events at Chelmsford City Racecourse.

Fraser Garrity | Racecourse Manager

CONTENTS

- 4 THE RACECOURSE
- 6 HOSPITALITY OPTIONS
- 8 MEMBERSHIP OPTIONS
- 10 conferences & events
- 12 VENUE HIRE
- 14 ADVERTISING & SPONSORSHIP
- 16 A GLOBAL REACH
- 18 CORPORATE TEAM BUILDING
- 20 FEATURE DAYS & CONCERTS
- 22 major races
- 24 COMMUNITY ENGAGEMENT
- 26 RACECOURSE MAP



BRINGING RACING

BACK TO ESSEX

Chelmsford City Racecourse is the UK's newest racecourse and the home of horseracing in Essex, but it's so much more than that.

Chelmsford City Racecourse opened it's doors in 2015 and since then has gone on to become one of the busiest racecourses in the UK, thanks to it's highly acclaimed All Weather Polytrack surface that will play host to a massive 59 fixtures in 2020 including two Listed races, as well as The Chelmsford City Cup. By providing some of the highest prize-money in British racing, the racecourse routinely attracts some of the most successful and prominent trainers and jockeys in the world with horses running at Chelmsford City going on to win at Royal Ascot, Glorious Goodwood and many other major international racing festivals. Positioned in the heart of the Essex countryside, yet only a short 50 miles from central London, the racecourse serves as a premier destination for a variety of raceday events, such as the multi award-nominated Ladies Day which has seen world famous acts Billy Ocean, Boyzone and Blue perform. Concerts are a recurring feature at Chelmsford City as we have also seen icons including Simply Red, Madness, UB40

and even Rick Astley all play at the racecourse live. In 2019 we co-hosted our first music festival in partnership with the legendary Clockwork Orange, to create 'Clockstock'. This sell-out music festival saw 60 of dance music's most iconic DJs and acts including Erick Morillo, Roger Sanchez, and Todd Terry come to the racecourse and deliver undoubtedly the biggest party in Essex.

A 250,000-square foot grandstand is home to two premium restaurants, The Fairwood and The Club Restaurant and Lounge, as well as the extensive Sports Bar and Grill Kitchen. All of the hospitality areas serve as perfect spots to watch the field flying down the home straight towards the finish line under our signature champagne fluted floodlights.

There's always something happening at Chelmsford City Racecourse and we're thrilled to invite you to join us for another fantastic year of racing and so much more.



JOIN THE ELITE

Become a member and benefit all year round. Whether you're a passionate horseracing follower or a company that is looking to regularly entertain staff and clients, we have a package to suit you.

Depending on the level of your membership, you will receive either two or four metal badges that will give you and your guests access to fixtures, feature days and concerts held at the racecourse in 2020.

All of your guests will have access to The Club Restaurant & Lounge (member's area) for all fixtures. This includes complimentary racecards, newspapers, tea and coffee. Included in your membership you will receive a certain amount of guest passes to use throughout 2020. These can be used all in one go or spread across the year. You can also use your guest passes for all fixtures, feature days, and concerts held at the racecourse. Your guests will receive discounts on restaurants and hospitality packages on racedays and concerts. Members and guests can park in the VIP Member's Car Park situated next to the Grandstand.

Platinum Membership

£3,500+VAT (based on 4 people)

Corporate Membership

£2,000+VAT (based on 4 people)

Annual Membership

£950+VAT (based on 2 people)

HOSPITALITY SUITES

& VENUE HIRE

With thrilling racing available to enjoy all year round, Chelmsford City Racecourse offers a variety of stunning locations to enjoy racing and concerts from. Whether you are in search of a garden party environment to entertain guests in the summer or an exceptional fine dining experience in the winter, we have it all.





The Grandstand

Our Grandstand caters for everyone, from families enjoying a day out together to the avid racing enthusiast. Situated inside the track along the home straight, you are guaranteed spectacular views of the racing as well as access to our raised betting ring where you can find our ring betting and outside seating.

The Fairwood Restaurant

Situated on the ground floor of the Grandstand alongside the home straight, The Fairwood Restaurant offers up to 250 guests a vibrant and exciting dining experience with a sumptuous carvery in the winter and a selection of cold meats and seafood in the summer. With views over the final furlong, this restaurant boasts easy access to the Parade Ring and it's own terrace. You can hire this area where we are able to offer a variety of bespoke catering options.









Sports Bar & Grill Kitchen

The Sports Bar offers two large bars situated along the home straight. Adjacent to the betting facilities, the Sports Bar allows the opportunity to socialise with your friends in a vibrant environment, whilst enjoying the excitement of cheering your horse home. On Fridays and Saturdays the party goes on with a DJ or live music, allowing the fun to continue after the racing has finished. You can also enjoy drinking at the two bars and eating casual food from our Grill Kitchen.

The Summer Marquee

Situated in the concert arena and next to the Parade Ring, The Summer Marquee is perfect for a summer's evening concert with a garden party environment, wonderfully crafted cold meat and seafood platters as well as champagne. This exclusive location serves as the prime destination to entertain your guests for summer racedays and concerts.

The Parade Ring Marquee

Viewing the Parade Ring is accessible to all admission ticket holders. This is a fantastic area and a must for all to see the horses up close with their owners and jockeys. All the horses in each race are walked around the ring and this is where the best turned out horse is judged and hopefully helps you pick a winner.





CONFERENCE & EVENTS

Chelmsford City Racecourse is a 365-days a year venue, with an ever increasing non-raceday programme.

We are able to cater for every event and over the previous five years hosted numerous trade shows, wedding receptions, charity dinners, awards evenings, corporate and Christmas parties of all sizes. This is alongside a number of networking events, conferences, business presentations and corporate functions.

With our flexible venue, ideally situated on the A131 with plentiful free parking, we can offer a solution to all of your event needs. Thanks to the extensive size of the site, both inside the The Grandstand and across the racecourse, we are able to host all manner of different events.

Our events team will tirelessly work to put together a bespoke offering to suit your requirements with assistance in providing you with room plans and dimensions.

	Cabaret	Theatre	U-Shape	Classroom	Boardroom	Herringbone	Reception	Party
Sports Bar	300	500	50	150	40	400	1000	500
ports Bar Suite	180	250	50	100	40	200	370	350
ports Bar Lounge	80	150	50	40	40	100	150	120

		Theatre	U -Shape	Classroom				Y	++
	Cabaret				Boardroom	Herringbone	Dining	Reception	Party
The Fairwood	300	500	50	150	40	400	320	800	450
Fairwood Suite	180	300	50	100	40	250	150	400	300
Fairwood Lounge	100	150	50	50	40	150	100	200	100

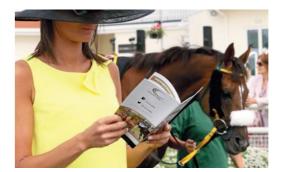
			U			Y	+
	Cabaret	Theatre	U-Shape	Boardroom	Dining	Reception	Party
The Club Lounge	120	160	30	40	150	300	250

SPONSORSHIP & ADVERTISING

WE MEAN BUSINESS

We work closely with our advertisers, sponsors and partners to ensure their goals are met. Whatever your objective or budget is, we have something to suit you and your business. We have a number of options to choose from and are able to create bespoke packages based on your budget and target audience.









Racecard

The racecard is an essential part of a racegoers experience and is the simplest way to follow the action on the track, meaning that your advert is highly visible to our guests. Full colour adverts in the racecard start from £150+VAT for a half page advert and from £250+VAT for a full page advert (excluding feature days or concerts). Discounts available for longer periods and multiple banners.

Parade Ring

The Parade Ring features 6ft by 2ft banners which are situated in prominent positions inside and outside, which gives them high visibility to both horseracing connections and our guests. Leases run for 12 months and prices start from $\pounds 500+VAT$. Discounts are available for longer periods and multiple banners.

Big Screen

The Big Screen is located directly opposite the main viewing area of the Grandstand and close to the finishing post. Adverts play on loop throughout racedays and are replicated on over 100 monitors in the Grandstand and restaurants. Prices start from £1,000+VAT for a 12 month period. Discounts available for longer periods and multiple adverts.

A GLOBAL REACH BE PART OF IT

Our aim is to become the main leisure facility in Essex – So join us on our journey and be part of it. After all, Chelmsford City Racecourse is the place to be!



Close to 10k followers with



1.8m

impressions in 2019 and more than 25k likes on our page



Nearly

500k website views last year

FINALIST

at the prestigious Racecourse Association Showcase Awards 2018

Another sold-out

LADIES DAY

is a certainty on 18th June – the centrepiece social event of our calendar



Racing TV

All fixtures also covered by subscription channel RacingTV as well as viewed via many live stream sources on tablets/ laptops/PCs and smartphones

VisitEngland ®

A VisitEngland-accredited venue for the 4th year in a row Coverage of all our races live in around

GB betting shops and in up to 40 other countries **TAILORED PACKAGES**

to suit all customers, including behind the scenes experiences and chaperoned trips to the race start



Live Saturday afternoon racing coverage on ITV1 including a high quality £60,000 7 furlong race with an anticipated audience of around

ONE MILLION

viewers - taking place on 12th September 2020

NAMING RIGHTS

and racecourse partner status available

RACING POST

Runners and riders and race titles for all fixtures included in virtually all national daily GB newspapers as well as the industry newspaper, The Racing Post

CORPORATE TEAM BUILDING WITH ESCAPE LIVE



As our latest recruits to Secret Service, your first assignment is an important one. Sensitive documents have been stolen, if they were to fall into the wrong hands they would cause devastating damage and embarrassment to the nation. It is your job to work together using teamwork, communication and critical thinking skills to identify the culprit and swiftly recover these vital documents...

Whether you are looking to open a conference or start your day at the

races, Chelmsford City Racecourse can tailor the perfect escape package for you. In partnership with Escape Live, seasoned veterans in the world of 'escapes' and using professional actor, the element of surprise creates a rollercoaster adventure they will not forget.

This expertly crafted team building package offers a fantastically fun experience, that will not only entertain your employees, but also promote a team work ethic and even inspire some friendly competitiveness. Completing the challenge is not possible without teamwork, communication and collective creative thinking. Is your team up for it?



WINNING CONNECTIONS NETWORKING

With a stable full of corporate clients from pedigree business connections across Essex, we do our utmost to introduce our sponsors and members to one another, creating a Chelmsford City Racecourse family of companies all working together:

We host bi-monthly networking events to celebrate good business, keeping you informed of exciting new events and recent happenings at the races and as a way of saying thank you to all of our clients. We have always been passionate believers that people buy from people through face to face marketing and remains one of the most powerful sales tools in your arsenal. These regular events are the best way to introduce yourself to potential clients and enjoy an evening of thrilling racing in the process!

WHAT'S ON IN 2020...

For full details of packages and availability, visit our website: www.chelmsfordcityracecourse.com or get in touch by t: 01245 360 300 e: info@chelmsfordcityracecourse.com



Family Fun Day

Our first of two Family Fun Days in 2020, this time we are back raising money for the vital work that Help for Heroes carry out. We hope that you will come and support such a fantastic cause and enjoy a brilliant day of zoo and animal themed activities, music and of course, a great afternoon of live racing!



The multi-award nominated
Clockstock Festival returns to
Chelmsford City Racecourse for it's
second year! Join us as some of the
biggest names in music including David
Morales and Armand van Helden
descend on Essex for the biggest party
of the summer!





Easter Racing & Spring Country Fair

Make it a Good Friday to remember with our Easter Racing & Spring Country Fair! This fantastic spring raceday is set to be one of the highlights of our year with live music, rides and attractions, bars and food stalls and even a farmers market as well as some exciting racing to keep you on the edge of your seat.

Ladies Day

Chelmsford City Racecourse's quintessentially English summer raceday returns! Expect lots of glitz and glamour as we produce Essex's social event of the season with world-class horseracing, brilliant live entertainment from Peter Andre and of course a glass of bubbly or two!





Mightywings

Grab your aviators and relive an 80s classic with the overwhelmingly powerful Top Gun soundtrack tribute, Mightywings! Watch excerpts from the cult Hollywood masterpiece alongside the chart topping hits including 'Take My Breath Away' and 'Danger Zone'.



Gentlemen's Day

Get the lads together for the ultimate boys day out at Chelmsford City Racecourse.

Make sure you look sharp for fast-paced racing and some fantastic live entertainment.

The Blockheads

English rock icons, The Blockheads, come to the Essex countryside to play their punk anthems after a glorious summer evening of Thoroughbred racing.



Now That's What I Call the 80s

Are you ready to party? Then get down to the races for Now That's What I Call The 80s Live! All your favourites from one of the best selling compilation albums in chart history and a decade of unforgettable music.



Killer Queen

The longest established worldwide Queen tribute comes to Chelmsford City Racecourse to perform the greatest hits from the legendary Freddie Mercury and Queen!



Ministry of Sound Classical

Relive the greatest dance anthems through a 50-piece orchestra and spectacular laser light show. Experience The Chemical Brothers, Faithless, Fatboy Slim and many more's biggest dance tracks reimagined with an awe-inspiring orchestral makeover. Also witness The Chelmsford City Cup, worth a staggering £100,000 and the UK's richest evening race and meeting.

Family Fun Day

Our second Family Fun Day of the year, with an exciting family friendly theme. Wonderful Bank Holiday entertainment for all of the family featuring racing, rides and attractions





MAJOR RACES



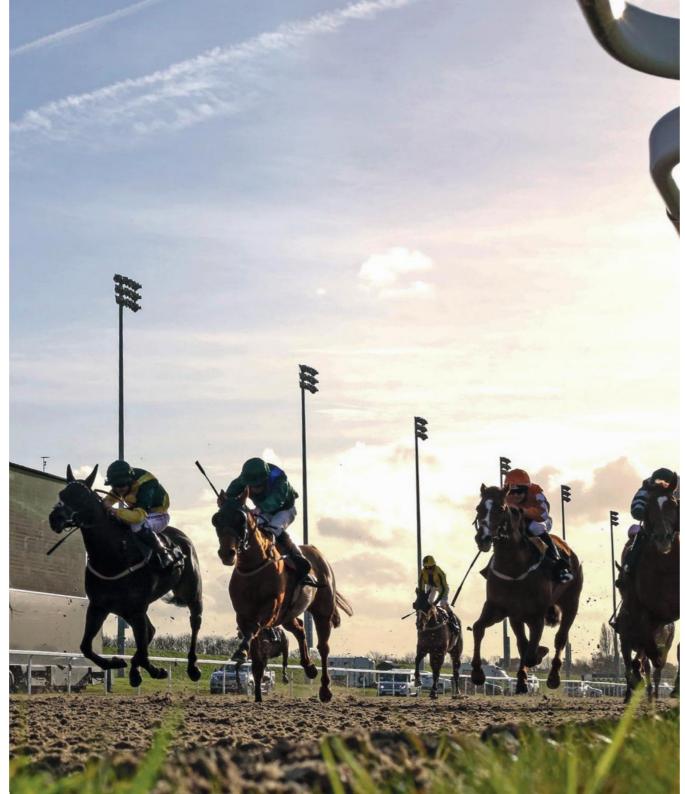
The European Road to the Kentucky Derby
2ND APRIL

The second running of the Cardinal Stakes at Chelmsford City Racecourse and the finale of the European Road to the Kentucky Derby.

The Kentucky Derby at Churchill Downs is one of the most prestigious races in international racing, where only the best of the best possess the opportunity to be immortalised in the history books as an American Classic winner.

In order for a horse from Europe or Japan to receive an invitation to this most glorious of races, they first must accumulate enough points across a highly competitive string of races in the UK, Ireland and France. Chelmsford City Racecourse forms the seventh and final opportunity of the series with an impressive £60,000 in prize money for the taking, as well as seeing them on their way to Louisville in May for the 146th edition of the American race.

Last year's inaugural contest saw multiple entries from Aidan O'Brien's formidable Ballydoyle stable, Godolphin as well as King Power's winning Bye Bye Hong Kong battle it out for victory and 2020 promises the same level of excitement.





The Chelmer Stakes

An evening of thrilling racing featuring The Chelmer Stakes, a highly competitive sprint over six furlongs worth an impressive £55,000 in prize money. In 2019, Champion Jockey, Oisin Murphy, narrowly defeated Ryan Moore and Mark Johnston's Chapelli by a nose at a huge 28/1 price aboard Isaan Queen for Lambourn-based trainer, Archie Watson. Expect bold challenges from racing's finest in a bid to claim this Listed Race and the rewards that come with it.



The Queen
Charlotte Stakes
3RD JULY

It's the third running of The Queen Charlotte Stakes, Chelmsford City Racecourse's most prestigious race and second most valuable worth a whopping £75,000 in prize money. The seven furlong contest will see a host of challengers eager to pick up a win in this exciting June fixture.

After a competitive field fought to pick up this Listed Race, it was Richard Hannon's 1000 Guineas winner, Billesdon Brook, who worked his way up the field to take the prize, with the

aid of Chelmsford City Cup's winning jockey,
Sean Levey seated. This marked the uptick of the
beginning of a sensational campaign for the mare,
who would go on to win the Oak Tree Stakes at
Goodwood and the Group 1 Sun Chariot Stakes
at Newmarket before venturing to California's
Santa Anita Park to compete in the Breeders Cup.



The Chelmsford
City Cup
22ND AUGUST

Chelmsford City Racecourse's most valuable race in the calendar, The Chelmsford City Cup, is worth a staggering £100,000 and the UK's richest evening race and meeting.

It will come as no surprise that 2019 saw a sensational line up of racing's stars go in pursuit of this generous prize. While there were plenty of immediate threats to choose from, it was in fact Richard Hannon's War Glory who narrowly crossed the winning line first at a huge 25/1 price with Queen Charlotte Stakes winner, Sean Levey on board.

Extraordinarily, second and third place were priced at 25/1 and 33/1 respectively, proving that when the stakes are as high as winning The Chelmsford City Cup, you give it your all or go home!



COMMUNITY ENGAGEMENT

Our Impact

Chelmsford City Racecourse plays an active role within both the racing and local community. With upwards of 59 racedays per year, we provide regular opportunities for owners and trainers to race their horses all year round. We also continue to build links with the local community by staging local events and activities throughout the year.

Chelmsford City Racecourse is one of a total of 59 racecourses in the UK and is an active member of the racing community. We work closely with the British Horseracing Authority to help promote quality racing and attract new audiences. We actively support the British Horseracing Education and Standards Trust (BHEST) which helps introduce racing to schools through tailored activity days and educational support packs.

Charities

Chelmsford City Racecourse is proud to support selected local charities and activities each year, in addition to these, throughout the year, local charities, community groups and businesses benefit each year either through monetary contributions or through complimentary tickets for use as raffle and auction prizes. In 2019 alone, 252 tickets to were donated to 116 individual charities, in addition to this, £19,550 weas raised from two Family Fun Days as well as annual collections for the Royal British Legion's Poppy Appeal.

Donations to 156 charity events have included; Beneficiaries have included: Royal British Legion Poppy Appeal, Tickets for Troops, the Women's Institute, Sanctus Homeless Shelter, Macmillan Cancer Care, The J's Hospice, Havens Hospices and the Injured Jockeys Fund among others.

Chelmsford City Racecourse is also engaged

with the British Horseracing Authority-led Racing Together initiative, which seeks to give something back to the communities in which they operate around the country. From racecourses alone in 2019, 222 staff volunteered for a total of 1,632 hours, with £542,000 donated or fundraised for more than 117 individual charities.

Previously the racecourse has been involved in Give and Gain Day, the global day of employee volunteering organised by Business in the Community (BITC). Thousands of people from hundreds of companies took part in the volunteering day as the UK's only nationally organised day of volunteering.

Racing's contribution to the day has been coordinated by Racing Together, the community engagement strategy for the sport. Chelmsford City Racecourse are proud to support Give and Gain Day and a team from the racecourse has volunteered on several occasions since the opening, assisting charities including Sanctus Chelmsford, Haven's Hospice and Broomfield Hospital as well as a local parish church.

Fraser Garrity, Racecourse Manager at Chelmsford City, said:

"It's a fantastic opportunity for us to put something back into our community. We understand the importance of community engagement and are huge supporters of the Racing Together initiative."

For further information on our charitable activities or to request an application to be considered for support, please contact the racecourse.



Chelmsford City Racecourse's 2019 initiative Year of the Hero returns for a second year in 2020, this time with the support of regional magazine, Essex Life. The community engagement project aims to recognise outstanding members of the community who give tirelessly to help and care for others in their daily lives.

These "heroes" are people within our local area who may not necessarily gain the deserved recognition for their kindness and generosity. The Year of the Hero winner is invited to the racecourse to enjoy a meal in our Fairwood Restaurant for four people, have a race named in their honour, choose the best turned out horse in that race and present the prize to the winning connections. The raceday presenter will be on hand to interview the winner and to extend thanks, on behalf of the racecourse as well as the community, for their actions.

Schools & Education

Chelmsford City Racecourse welcomes children to every race meeting, especially our dedicated Family Fun Days, which support a number of local schools with their fundraising activities throughout the year with donations of complimentary tickets as raffle and auction prizes throughout the year.

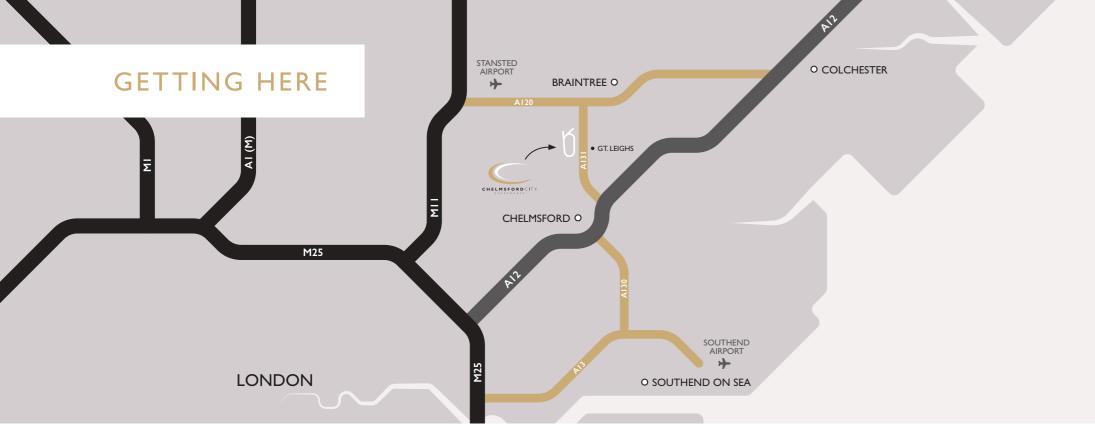
The British Horseracing Education and Standards Trust (BHEST) is a charity which supports young people's learning and development with the aim of encouraging an interest in horseracing as both a leisure activity and as a future career path.

"Racing to School" is BHEST's flagship education programme, providing out of the classroom learning opportunities at racecourses, studs and training yards across the country, for over 10,000 young people every year. Many local schoolchildren benefit from access to this programme at Chelmsford City Racecourse every year.

Through the many courses provided by the British Racing School based in Newmarket, we have also been delighted to provide their delegates with a raceday experience to enhance their understanding of the sport.

Since opening, the racecourse has welcomed many local groups including Brownies and Scouts, who have thoroughly enjoyed their visits. These have included access to behind the scenes, being taken down to the start and even meeting some the sport's most prominent jockeys!

COMMERCIAL BROCHURE 2020 CHELMSFORD CITY RACECOURSE COMMERCIAL BROCHURE 2020 CHELMSFORD CITY RACECOURSE



CAF

Chelmsford City Racecourse is situated in Great Leighs, five miles north of Chelmsford in the heart of Essex and offers free parking to all our customers.

Surrounded by picturesque countryside, the 150+ acre racecourse site has excellent transport links via the A131, A120 and M11. The car park is situated at the Main Entrance off the A131 bypass. Disabled parking is available with Blue Badge holders given forward parking in the car park nearest to the Ticket Office. This parking area is subject to capacity on the day and is allocated on a first come, first served basis only. We have 30 dedicated disabled parking bays directly adjacent to the ticket office which provide closer proximity to the racecourse entrance. Blue Badges must be clearly

displayed at all times. For those with disabled passengers, we allow and recommend drivers drop off guests before parking in the main car park. All car parking is at the car owners risk. The postcode for the main car park is CM3 IQP.

TAX

Local taxis are available to book to and from the racecourse. We will be happy to advise you of any special deals. Yelo Taxis are our preferred taxi partner.

The racecourse is approximately a 20 minute drive in a taxi from Chelmsford railway station and 10 minutes from Braintree railway station.

Our closest air connection is Stansted Airport which is approximately 20 minute drive in a taxi.

BUS

Chelmsford Bus station is less than a two minute walk from Chelmsford railway station. The No.70 and No. 352 bus runs through Great Leighs and on to Braintree. We no longer have a shuttle bus service running between the racecourse & Great Leighs.

TRAIN

Trains from London to Chelmsford and Braintree run regularly from Liverpool Street station.

WHERE TO STAY

Chelmsford City Racecourse is positioned in an ideal spot between Braintree and Chelmsford, near the town of Great Leighs. There are various accommodation options available.





Chelmsford City Racecourse Great Leighs Chelmsford Essex CM3 1QP

WEB chelmsfordcityracecourse.com

EMAIL info@chelmsfordcityracecourse.com

TEL 01245 360300









