



The Insurance Race Day 2010



Kempton Park Race Course
20 April 2010

“ The Insurance Race Day was the best new industry networking event in a long time ”

Simon Ronaldson, sales & marketing director,
Acturis, 2008 guest

Hosted by:



reinsurance



The Insurance Race Day 2010

This unique hospitality event is the perfect way to entertain your guests and network with the whole insurance industry be they, brokers, insurers, service providers or insurance buyers.

To ensure you stay ahead of the field – place your stakes now

A variety of packages are available to meet every need - from sponsorship to private boxes and course view tables. We have designed all the packages to ensure they provide excellent value and so that you can benefit from the opportunity for social and business networking not only with your peers and colleagues but with other insurance industry professionals.

So don't be the last past the post

This event is organised by the winning team that bring you the BIA, The UK Broker Awards, The Insurance Masters and The Insurance Christmas Ball.

How to Book

Please complete the form attached to book your corporate hospitality sponsorship opportunity or call Phil Davison on 020 7316 9215 or email on phil.davison@incisivemedia.com

Places are limited so complete the form attached to book your place or call Oliver Nevill on 020 7316 9405 or email on oliver.nevill@incisivemedia.com





The Insurance Race Day 2010

Race Sponsorship Package

- Private Box – 12 seated for lunch or 20 buffet style plus half a bottle of wine
- Champagne reception on arrival
- Afternoon cheese board
- Sponsorship of one race including race named after your company
- Promotion of sponsor's race in national newspapers and broadcasts, Racing Post and racing websites
- Whole page advertisement in race card
- Logo on race course television (KPTV)
- A race card per person and a selection of racing papers
- Free car parking labels for guests
- Two on-course banners (additional production cost)
- Two off-course banners (additional production cost)
- Opportunity to judge best turned out horse in sponsored race and present prize money (prize money included in package). A photo of the presentation will also be supplied after the event
- Admission tickets and restricted areas access badges for you and all your guests
- Sponsor's logo on all promotional material pre event by Incisive Media – advertisements, website and direct mail, also your logo or company name will appear on promotion of sponsored race
- Trophy presentation by sponsor's representative to owner of winning horse in sponsored race
- Logo on presentation backdrop (this will also feature the sponsor logos from the 6 other races.)
- Coverage in Incisive Media publications

Cost: £11,250 + VAT

Premium Corporate Hospitality Table of 10 or 12 in Banqueting Suite

- Premium positioning in Banqueting Suite (position in Banqueting Suite for Premium Tables will be nearest racecourse side, positioned over two tables next to each other.)
- Champagne reception on arrival
- 3 course lunch with tea, coffee and half bottle of wine per head
- Afternoon cheeseboard
- Complimentary race card for all guests
- A selection of racing papers
- Free car parking for guests

Cost for 10: £1,750 + VAT

Standard Corporate Hospitality Table of 10 or 12 in Banqueting Suite

- Corporate hospitality table in banqueting suite for up to 12 guests - (positioned over two tables next to each other.)
- 3 course lunch with tea, coffee and half bottle of wine per head
- Afternoon cheeseboard
- Complimentary race card for all guests
- A selection of racing papers
- Free car parking for guests

Cost for 10: £1,500 + VAT





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Private Corporate Hospitality Box – 24 seated or 40 buffet

- Exclusive use of a private hospitality box
- 3 course lunch with half bottle wine per person, plus tea & coffee
- Afternoon cheese board
- Complimentary race card for all guests
- A selection of racing papers
- Free car parking for guests

Cost: £6,000 + VAT

Private Corporate Hospitality Box – 12 seated or 20 buffet

- Exclusive use of a private hospitality box
- Complimentary Champagne reception
- 3 course lunch with half bottle wine per person, plus tea & coffee
- Afternoon cheeseboard
- Complimentary race card for all guests
- A selection of racing papers

Cost: £3,300 + VAT

Grand National Sweepstake Game

In advance of our Race Day, why not take part in this exciting new viral marketing initiative?

Why not take ownership of the traditional sweepstake that happens in most offices for the Grand National? We will build, design and license an online, fully automated game which you can include on your own site and emails. The fully branded game will also be available on www.postonline.co.uk, www.insuranceage.com and www.professionalbroking.com.

A brilliant viral marketing initiative, this tool is built to attract one user as the organiser of the sweepstake, who then in turn will attract up to 39 colleagues – all users have to register to play, ensuring 100% permission based data capture.

Minimum effort is required from the organiser, we include a draw and email communications (with your brand/logo) informing each participant of the horse he/she has drawn, and a further email communication after the race with the result of the race and winners in the sweepstake.

We will also build in the capacity to select the size of stake – from £0-10 in £1 increments – although all monies are handled manually in your office.

Cost: £6,000 + VAT





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Additional packages

- Grand National Sweepstake Game £6,000
Be the first to sponsor this new viral marketing initiative
- Drinks Reception £3,000
Sponsor the drinks reception and you can get your company branding in the area
- Menu sponsorship £500
Your company logo on the menus in the Banqueting Suite
- Raffle Prizes £500
Contribute a raffle prize plus present the prize
- Gifts on Tables £500
Put your company branded gift on the Banqueting Suite Tables.

“ Sponsoring a race at The Insurance Race Day really helped our brand stand out from the crowd on the day and in the national press. The event was a great opportunity to make new contacts and consolidate existing relationships! ”

Brian Russell, CEO, APC Underwriting, 2008 Sponsor

Please contact Phil Davison to discuss further opportunities on 020 7316 9215 or phil.davison@incisivemedia.com





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Corporate Hospitality Options

Please tick to reserve:

Race Sponsorship Package & Private Box	£11,250	Qty: <input type="text"/>
Private Corporate Hospitality Box - Seats 24	£6,000	Qty: <input type="text"/>
Private Corporate Hospitality Box - Seats 12	£3,300	Qty: <input type="text"/>
Premium Tables for 10 in Banqueting Suite	£1,750	Qty: <input type="text"/>
Premium Tables for 12 in Banqueting Suite	£2,100	Qty: <input type="text"/>
Standard Tables for 10 in Banqueting Suite	£1,500	Qty: <input type="text"/>
Standard Tables for 12 in Banqueting Suite	£1,800	Qty: <input type="text"/>
Extra place/s in Banqueting Suite	£175 per person	Qty: <input type="text"/>

All the above prices are subject to VAT at the prevailing rate.

Please invoice me at:

Title: _____ First Name: _____ Surname: _____

Job Title: _____ Company: _____

Address: _____

Postcode: _____ Tel: _____

Fax: _____ Email: _____

Signature: _____ Date: _____

Cancellations within 20 weeks of the event date are subject to the full fee payable. The Insurance Race Day is organised by Incisive Media, and all bookings are made with Incisive Media. All bookings must be paid for in advance of the event date. THE NAMED ACKNOWLEDGES THAT S/HE HAS READ AND ACCEPTS THE TERMS AND CONDITIONS AS SET FORTH AT http://www.incisivemedia.com/corporate/terms_conditions INCLUDING THE PAYMENT AND CANCELLATION POLICY AND AGREES TO ABIDE BY SUCH TERMS AND CONDITIONS. SUCH TERMS SHALL BE LEGALLY BINDING BETWEEN INCISIVE AND THE NAMED. Copies of the Terms and Conditions are also available on request.

Fax to Events Team on 020 7316 9563 or post to: Oliver Nevill,
The Insurance Race Day, Incisive Media, 32-34 Broadwick St, London, W1A 2HG

