



ABN: 67 682 038 583
Pioneer Park Racecourse, South Stuart Highway,
PO Box 181, Alice Springs NT 0870
(08) 89524977 – www.alicespringsturfclub.org.au

To whom it may concern,

I hope this finds you well.

The Alice Springs Turf Club is currently seeking sponsorship and prize support for three key community race days in our 2026 Ladbrokes Alice Springs Cup Carnival:

- **The Cabinet Shop Tradies Day – Saturday 11 April 2026**
- **PFD Food Services Fillies & Mares Marquee – Saturday 18 April 2026** (held as part of Lasseters Centre of Entertainment Guineas Race Day)
- **Family Day – Saturday 2 May 2026** (as part of the Alice Springs Toyota Pioneer Sprint)

These events are designed to celebrate our community — from families and social groups to local trades and businesses — while complementing the broader corporate and hospitality offerings delivered across five exciting days of racing.

We are seeking prize sponsors across all three race days — The Cabinet Shop Tradies Day, Family Day as part of the Alice Springs Toyota Sprints, and the PFD Food Services Fillies & Mares Marquee.

The Fillies & Mares Marquee will feature high-visibility prize moments including Best Dressed, themed table awards and curated spot giveaways, offering excellent brand exposure and photo opportunities.

Tradies Day and Family Day will include competitions, activations and community-focused giveaways, and we welcome vouchers, experiences, product hampers and family-friendly prizes to help create engaging on-course experiences.

Sponsorship Opportunities

Bronze Sponsor – Up to \$499

- Logo inclusion on selected social media promotional posts
- On-course acknowledgement on event day
- Inclusion in race day announcements
- One dedicated social media post



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Silver Sponsor – \$500 to \$999

Includes all Bronze benefits, plus:

- Naming rights to one race (non–Cup Carnival period), including a half-page advertisement in the official race day book
- On-course banner placement
- Opportunity to present a prize
- One ticket to the PFD Food Services Fillies & Mares Marquee (18 April 2026)
- One 2026 Ladbrokes Alice Springs Cup Carnival Membership

Gold Sponsor – \$1,000+

Includes all Silver benefits, plus:

- Naming rights to two races (non–Cup Carnival period)
- Two dedicated social media posts
- Premium banner placement in a high-traffic on-course location
- Prize presentation and opportunity to participate in official event photography
- Two tickets to the PFD Food Services Fillies & Mares Marquee (18 April 2026)
- Two 2026 Ladbrokes Alice Springs Cup Carnival Memberships

We are happy to tailor sponsorship packages to align with your business objectives — whether that be brand visibility, staff engagement, customer activation or community support.

Supporting these race days positions your business as a valued contributor to vibrant local events that celebrate style, industry, family and community connection in Alice Springs.

I would welcome the opportunity to meet with you to discuss how we can work together for the 2026 season.

Thank you for your consideration.

Kind regards,

Nicole Walsh

Director of Marketing and Events

On behalf of the Alice Springs Turf Club

