

Newmarket Racecourses' Corporate Annual Badges have been hailed as "a great way for businesses to reward their clients" as the 2020 series of racing fixtures and live events has taken shape.

Comprising the Rowley Mile and July Course, two of the world's iconic horseracing venues, Newmarket Racecourses boasts a history as long as the sport itself and is used by businesses across the region to provide a unique experience for existing and prospective clients.

Newmarket will host 39 days of racing once again in 2020, with the QIPCO Guineas Festival on 2nd and 3rd May, the Cambridgeshire Meeting on 24th, 25th and 26th September and the Dubai Future Champions Festival on 9th and 10th October the highlights at the Rowley Mile. The jewel in the July Course crown, meanwhile, is the Moët & Chandon July Festival, which takes place from 9th to 11th July.

As well as playing host to world-class racing during the summer months, the July Course has also built a reputation as one of the premier live music venues in East Anglia and has welcomed stars including Kylie Minogue, Madness and Little Mix in recent years.

The Script will kick off the summer's concerts on Friday, 19th June, followed by:

- Friday, 26th June – Bryan Ferry
- Friday, 17th July – Pussycat Dolls
- Friday, 24th July – Tom Jones
- Friday, 31st July – Rick Astley
- Friday, 7th August – Jack Savoretti
- Friday, 14th August – Alfie Boe
- Saturday, 29th August - McFly

Each of these shows taking place following an exciting card of racing featuring some of the sport's biggest names and Corporate Annual Badges guarantee entry to every one of them, regardless of sell-outs.

Packages are also available incorporating race sponsorships, providing businesses with the opportunity to name a race, advertise in the racecard and on screen around the courses and watch their race from an exclusive viewing area.

One local business that is well aware of the benefits of Corporate Annual Badges is the East Anglia-based Index Property Information, who have been making use of Corporate Annual Badges for eight years and are excited to do so once again in 2020.

Stuart Whaley, Managing Director of Index East Anglia Ltd, said: "Our clients use our Corporate Annual Badges to entertain clients of their own, as well as for events within their own departments and teams.

"They are extremely popular, not only with the music nights but throughout the racing season across the Rowley Mile and July Course.

“Corporate Annual Badges are a great way for businesses to reward their clients and thank them for their support.”

To celebrate the forthcoming season at Newmarket Racecourses, businesses buying a Corporate Annual Badge will be entered into a free prize draw to win sponsorship of the opening race of the meeting at the Rowley Mile on Thursday, 14th May.

The meeting is the only evening card of the year at the Rowley Mile, known for its relaxed feel following the hustle and bustle of the QIPCO Guineas Festival earlier in the month.

Taking place at 5.10, the race is the first of seven scheduled contests and is a handicap for three-year-old horses over a mile. The race will be renamed to the competition winner’s business name to reflect current marketing initiatives and members of your business could be there to present mementoes to the winning connections after the race.

There is also the unique opportunity to select the ‘Best Turned Out’ horse prior to the race, before watching it with your guests in the Royal Box. As well as this, you will receive one full-page colour advert in the racecard, PA announcements throughout the evening and have your logo appear on big screens throughout the meeting.

The race will be broadcast live on Racing TV, with the card being carried across print and digital media.

Further information, as well as terms and conditions, are available from Newmarket Racecourses on 01638 675 500 (opt. 4), or at www.thejockeyclub.co.uk/newmarket

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