

This Is Australian Jumps Racing



SPONSORSHIP & PARTNERSHIP
OPPORTUNITIES

Access the Victorian & South Australian country

Become a part of a community who are focused on the best of winter racing throughout the months of March - September.

The Australian Jumps Racing Industry connects you to a broad demographic of race goers who enjoy racing at it's best. From early mornings schooling to the excitement of the jumps on raceday. There is something for everyone, of every age.



Hard to reach audience

An audience who are always on the move, outside on the farm or with the horses. We can connect you with an audience in an unprecedented way, providing an insight into the lifestyles, hobbies, and readership interests of the following.



Our content network

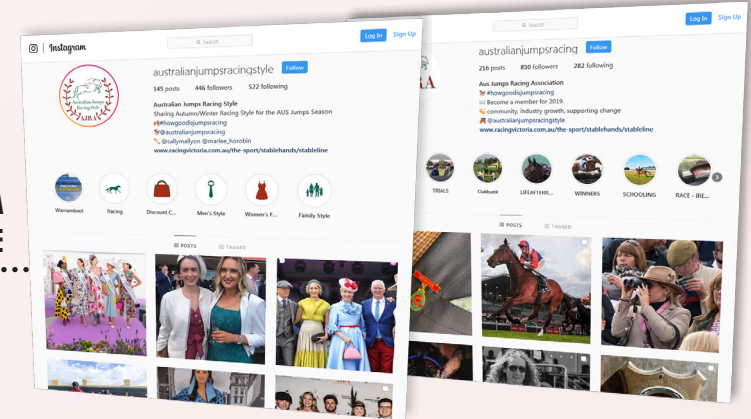
MOSSTROOPER AWARDS CATEGORIES



2300 readers

EDM INCLUSIONS
2300 readers

INSTAGRAM
STYLE



INDUSTRY EVENTS

Mosstrooper Awards
Warrnambool Welcome Party

AJRA
Ecosystem

FACEBOOK

4479 followers
Organic reach
targeted & increase
of engagement
throughout jumps
season.



TWITTER FOLLOWING
70% male audience



MEMBERSHIPS



WEBSITE
BANNERS

INSTAGRAM

60% female 40% male
Winter Race Day = event focused, community focused

**The AJRA has been actively online full time only since December 2018 - We anticipate a steady organic growth with an interested and loyal audience. Social figures as of Oct 2019

AJRA | SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

The opportunity

SILVER PARTNER \$1500.00

EVENTS

VIP Experiences
Hospitality Product Placement

DIGITAL

12 x Social Media Mentions
Annual Home Page
Website Advertising
Monthly EDM Advertising
1 qrtly
Native Content Articles
1 qrtly
Native Gallery Features
1 qrtly
Native Video Features
Annual Data Capture
Cross Promotions.

COMMUNITY

2 x Membership with
full membership benefits
2 x ticket to
Warrnambool Welcome Party
Networking Opportunities
Referral Network

PLATINUM PARTNER \$3000.00

EVENTS

VIP Experiences
Hospitality Product Placement

DIGITAL

12 x Social Media Mentions
Annual Home Page
Website Advertising
Monthly EDM Advertising
Monthly Shares of your
Native Content Articles
Monthly Shares of your
Native Gallery Features
Monthly Shares of your
Native Video Features
Annual Data Capture
Cross Promotions.

COMMUNITY

2 x Membership with
full membership benefits
4 x ticket to
Warrnambool Welcome Party
Networking Opportunities
Referral Network

MOSSTROOPER AWARDS PARTNER \$5000.00

EVENTS

1 Table for your organisation at the
Mosstrooper Awards
Placement of your logo on all advertising
material for the evening. (3 months prior)
Recognition on the evening
Opportunity to advertising your product
on the evening

DIGITAL

12 x Social Media Mentions
Annual Home Page Website Advertising
Monthly EDM Advertising
Monthly Shares of your
Native Content Articles
Monthly Shares of your
Native Gallery Features
Monthly Shares of your
Native Video Features
Annual Data Capture
Cross Promotions.

COMMUNITY

2 x Membership with full membership
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Networking Opportunities
Referral Network



Chris Tangey

A passionate race goer for many years, Chris will help you cater your sponsorship package to suit your business needs.

0419 510 596

Jumps Racing Progress



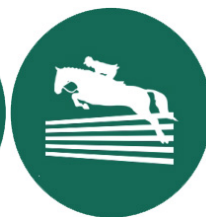
Field sizes are stable.



Warrnambool Cup 2019 betting increased by 12% equating to a 29.8% increase in betting on jumps racing over the last two years.



Two South Australian trainers were in the 2019 J J Houlahan Championship Series Top 10.



2019 fall rate reduced from 5.42% to 2.57%. Safety initiatives are working.



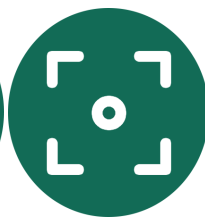
Stronger stakeholder alliances



Life After Racing Initiatives



Productive team of volunteers & contributors



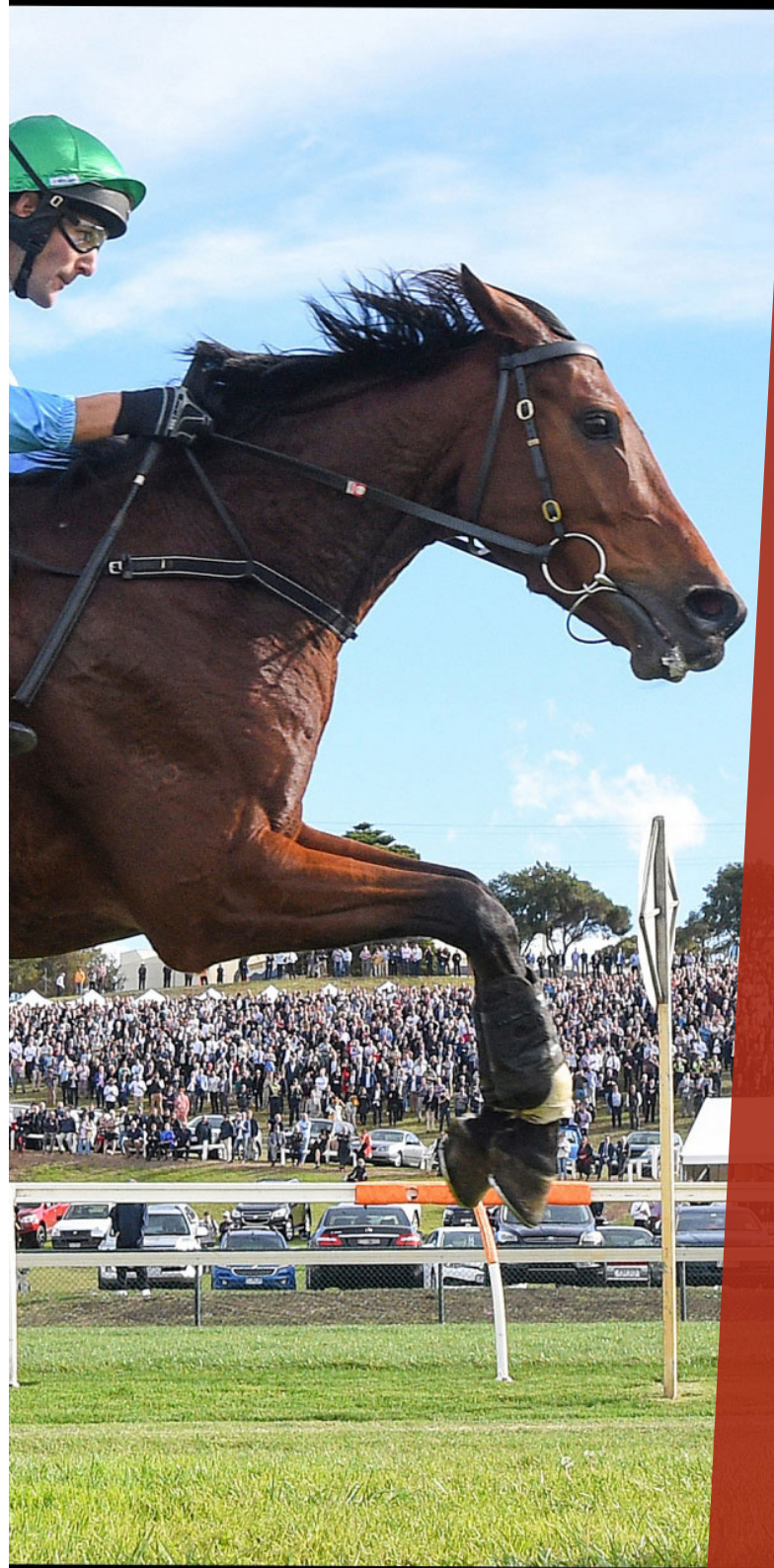
Focus on next generation racegoers



Focus on next generation of female racegoers



Professional Organisation



Banners



* Adverts supplied will be used in various formats. Not all sizes required

Our current partners

