Devon Air Ambulance

Race Day 2027

Sponsorship Opportunities

Sunday 21 November



Saving lives. **Together**

daat.org

About us

Founded in 1992, Devon Air Ambulance delivers time-critical emergency care to communities across the county, 365 days a year.

As a charity that receives **zero government funding**, sustaining this vital lifeline comes with significant challenges. Partnering with us as a corporate event sponsor helps bridge this gap, allowing your business to help us save lives, together.



Why your event sponsorship matters

By sponsoring one of our races, you aren't just increasing your brand visibility in front of an engaged audience; you're directly funding the fuel, equipment, and medical expertise required to keep our helicopters in the sky. We've carefully designed these sponsorship packages to create a truly mutually beneficial partnership. By aligning your business with Devon Air Ambulance, you will:

- **Elevate your Corporate Social Responsibility profile** by supporting a local charity
- **Connect with the Devon community** through meaningful engagement
- **Generate positive brand exposure** through shared PR and marketing opportunities

Together, we can create a meaningful impact for both your brand and our community.

About this event

Our Race Day at Exeter Racecourse brings together supporters, local businesses and racing enthusiasts for a memorable day of sport, hospitality and networking. Set within one of the UK's oldest racecourses and surrounded by the stunning Devon countryside, the venue provides an impressive setting for entertaining clients, rewarding colleagues and building valuable new connections.

With exciting racing throughout the day, the event offers sponsors a unique opportunity to raise brand awareness, enhance visibility and engage with a diverse audience of guests and supporters.

Following the racing, guests can unwind with a glass of bubbly and refreshments while enjoying the company of friends, family, supporters and fellow professionals. The relaxed and welcoming atmosphere provides the perfect environment to continue conversations, strengthen relationships and develop meaningful connections.

Combining thrilling racing, exceptional hospitality and valuable networking opportunities, our Race Day is firmly established as one of Devon's premier sporting and social occasions.

When: 21 November 2027
Where: Exeter Racecourse

Supporter packages

Feature Race Sponsor

£2,500 + VAT

Position your organisation at the heart of the day's premier race and enjoy maximum exposure to racegoers, owners, trainers, jockeys and fellow business leaders.

This package includes:

- **Exclusive naming rights for the Feature Race**, ensuring your organisation is recognised throughout the event and in all race-related communications.
- **VIP parade ring experience**, including the opportunity to select the **Best Turned Out Hors**e alongside your guests.
- **Exclusive trophy presentation** to the winning owner, trainer and jockey following the race.
- **Entry to the prestigious Winning Connections reception** after your race, with champagne and the opportunity to meet owners, trainers and racecourse representatives.
- **Complimentary hospitality table for 10 guests** in the Corporate Hospitality Suite, providing excellent networking opportunities alongside approximately 120 attendees.
- **Drinks reception, two-course lunch**, tea and coffee throughout the day.
- **Full-page advertisement in the official racecard.**
- **Brand visibility** on the concourse and within official winner presentation photography.
- **Opportunity to display a pull-up banner** within the Hospitality Suite.
- **Advertising space on the racecourse rails***.
- **Product showcase opportunity** on the main concourse, allowing you to promote your organisation directly to racegoers (space and dimensions to be confirmed).
- **Branding displayed on hospitality tables**.
- Recognition through a dedicated **multi-channel social media spotlight**.
- Your **logo featured on the event page** of our website.
- **Opportunity to include promotional items** within guest goodie bags.

*Advertising space only. Production is not included.

Supporter packages

Race Sponsor x6

£2,200 + VAT

Align your organisation with one of the day's races and enjoy a memorable hospitality and networking experience, combined with excellent brand exposure.

This package includes:

- **Exclusive naming rights** for your sponsored race.
- **VIP parade ring experience**, including the opportunity to select the **Best Turned Out Horse** before your race.
- **Trophy presentation** to the winning owner, trainer and jockey.
- **Entry to the Winning Connections reception** after your race, with champagne and the chance to meet owners, trainers and racecourse representatives.
- **Complimentary hospitality table for 10 guests** in the Corporate Hospitality Suite, networking with approximately 120 attendees.
- **Drinks reception, two-course lunch**, tea and coffee throughout the day.
- **Full-page advertisement in the official racecard.**
- **Brand visibility** on the concourse and within official winner presentation photography.
- Opportunity to **display a pull-up banner** within the Hospitality Suite.
- **Advertising space on the racecourse rails***.
- Recognition through a **multi-channel social media spotlight**.
- Your **logo featured on the event page** of our website.
- **Opportunity to include promotional items** within guest goodie bags.

*Advertising space only. Production is not included.

The Race Sponsorship Experience

As a race sponsor, you and your guests will be treated to a true VIP experience. Prior to your race, you will be escorted into the Parade Ring to select the Best Turned Out Horse, recognising the hard work and dedication of the winning groom.

You will then enjoy privileged viewing of your race from the Owners' and Trainers' area before presenting the trophy to the winning connections and taking part in the official winner's photograph.

Following the race, up to four guests from your table will be invited into Winning Connections, where you'll enjoy a celebratory drink and discuss the race alongside owners, trainers and racecourse representatives before returning to the Hospitality Suite to continue your day.



More supporter packages

Main course sponsor

£1.500 + VAT

This package includes:

- **6 complimentary tickets.**
- **Opportunity to include promotional items** within guest goodie bags.
- **Opportunity to display a pull-up banner** within the Hospitality Suite.

Dessert course sponsor

£1.000 + VAT

This package includes:

- **2 complimentary tickets.**
- **Opportunity to include promotional items** within guest goodie bags.
- **Opportunity to display a pull-up banner** within the Hospitality Suite.

Drinks reception sponsor

£1.000 + VAT

This package includes:

- **2 complimentary tickets.**
- **Opportunity to display a pull-up banner** within the Hospitality Suite.

Contact us

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Devon Air Ambulance

Registered Charity No. 1077998

Registered with FUNDRAISING REGULATOR