



THE SERIES

**INFORMATION
FOR OWNERS**

12
TEAMS
PURE
HORSEPOWER



JANUARY 2019



presents a new horse racing competition

'THE SERIES'

launching July 2019

New competition format

12 Teams compete over a 6-week period

36 exclusive flat races

Big prize money

£100k+ per race for owners + appearance fees

Major venues

Thursday evening meetings

18th July to 29th August 2019

Be part of a racing team



*You have the opportunity to be a key part of a racing team.
A team will comprise:*

- Sponsor
- Trainer/s
- Owners
- Racing Manager

As an owner, you are providing your horse to the team for the duration of The Series, although your horse can run in other events during this time as well.

When your horse participates in The Series, the jockey will wear team branded silks.

What's in it for me?



Tangible benefits include:

- No race entry fees
- Race appearance money
- Complimentary tickets to all 6 meetings (Further information on badges to follow)
- Branded clothing and accessories
- Access to exclusive 'Team only' areas at the Racecourse
- VIP owner experiences away from the racecourse throughout The Series
- Team dinners, lunches, and other experiential benefits
- Access to exclusive offers and benefits via our corporate partners and participating brands

Being part of a racing team in The Series means so much more than simply watching your horse run in team colours. The chance to interact with brands, fans, trainers and jockeys at the racecourse will be a unique and rewarding experience.

Being part of a team for a 6-week period, with a common goal will provide a narrative throughout the Summer that owners can contribute to and will be a vital part of.

How does the prize money work?

- £100,00 prize money per race, paid down to 10th place as per BHA distribution matrix for non-pattern and non-listed races
- Overall prize of £1,000,000 for the team that wins 'The Series' – distributed amongst all owners, trainers, jockeys and stable staff
- Points won by the team also carry a financial reward that is distributed evenly amongst owners, trainers, jockeys and stable staff

Badges & Racecourse Access

CHR has listened to feedback from owners via the ROA, and will specifically address areas of concern such as:

- Making extra seating available in the owners and trainers enclosures
- Providing specific team-branded areas for owners, trainers and team staff to base themselves during the race day
- Access to the paddock if your horse is running. (Limited to 4 badges per horse)
- Opportunity to book hospitality at a preferential rate

What is the competition format?

The competition will follow a Familiar team-based sporting format with points awarded per race, forming a competition league table

Race Position	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
Points	25	18	15	12	10	8	6	3	2	1	0	0

What are the Race conditions?

- 6 races per meeting open only to the 12 teams
- Each team to provide one runner in each race
 - Each team will enter 2 horses at the 5-day entry stage and will declare 1 horse at the 48 hour declaration stage
- All horses run in sponsor's colours rather than owner's colours
- All races will be 0-90 handicaps for 3-year olds and older
- All races "hands and heels" rules – whips will be carried for safety and correction only
- Races to be run over the full range of distances
- Trainers, jockeys and horses can only be associated with one Racing Team for the duration of the competition
- Owners may have horses in more than one Racing Team

How will The Series be promoted and broadcast?

- All races broadcast live in the UK
- International broadcast to 20+ countries
- Online international streaming partners
- Weekly pull-out and features in two national newspapers
- Full radio coverage on UK national radio station
- Via participating racecourses
- Comprehensive PR campaign

Get involved

To register your interest in The Series please contact your trainer.

If you have any other questions regarding CHR or The Series please contact us or visit www.championshiphorseracing.com

All feedback is welcome, and we are happy to answer any questions you may have.

THE SERIES
LAUNCHING
JULY 2019





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 @CHR_Events