



*THE SERIES*

**INFORMATION  
FOR TRAINERS**

**12**  
**TEAMS**  
**REAL**  
**HORSEPOWER**

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**SEPTEMBER 2018**



*presents a new horse racing competition*

## ***'THE SERIES'***

*launching July 2019*

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### ***New competition format***

12 Teams compete over an 8 week period

48 exclusive flat races all shown on ITV

### ***Big prize money***

£100k+ per race for owners + appearance fees

£1m+ competition prize pool for trainers

### ***Group 1 venues***

Thursday evening meetings

25<sup>th</sup> July to 12<sup>th</sup> September 2019

## What's in it for owners?

### *Exceptional prize money*

- £5m+ prize money
- No race entry fees
- £1,000 race appearance money
- Team prize pool equally distributed amongst participating owners
- Complimentary tickets to all 8 meetings

## What is the competition format?

### *Familiar team-based sporting format*

- Each Racing Team will be sponsored by a major brand
- Two overall Championships run simultaneously – Racing Teams and Jockeys
- 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
- 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 horses
- All races "hands and heels" rules
- Full range of distances
- Reserves to be discussed
- Trainers, jockeys and horses can only be associated with one Racing Team for the duration of the competition

## ***What will be different about the race night?***

*A distinctive look and feel*

- All team members wear branded apparel - polo shirts, jackets and caps
- Teams will have a designated area at racecourse – similar to Formula 1 garages
- Teams will interact with media and fans throughout

## ***How will the Racing Teams be formed?***

*12 identifiable Teams*

- Racing Teams will comprise Trainer/s, Horse Owners, 4 Jockeys and squad of 30 horses
- Trainer/s may be single or a group of trainers – they will nominate a Racing Manager
- Each trainer must have a minimum of 5 horses to be a part of a Racing Team
- Racing Teams and sponsors will be matched by mutual approval
- Horse and jockey selection, race entry and all racing matters will be handled by the Racing Manager
- Racing squads (horses and jockeys) to be selected prior to the start of the competition
- A transfer window will occur after week 5 when up to 6 horses may be replaced in each squad

## ***How will The Series be promoted and broadcast?***

*Unparalleled media coverage*

- All races broadcast in the UK on ITV
- 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 and The Jockey Club
- Comprehensive PR campaign

## What else is required from a Racing Team?

*Host the Team sponsor*

- Yard visits for Team sponsor and guests over the competition period
- Yard areas and stable staff branded for promotional/content purposes during sponsor visits

## Interested in forming a Racing Team?

*Be a part of The Series*

For all enquiries, including registering your interest to participate please email the following information to [hello@championshiphorseracing.com](mailto:hello@championshiphorseracing.com) (Subject: Racing Teams)

- Name
- Contact telephone number
- Yard address
- Number of horses available
- Name of other trainer/s with whom you will form a Racing Team (if applicable)

## Meet the CHR team and hear more about The Series

*Get in touch*

Meet the CHR team and hear more about The Series

We will be hosting Q & A sessions in various locations in the coming months. Please see [www.championshippracing.com/blog](http://www.championshippracing.com/blog) or contact [hello@championshiphorseracing.com](mailto:hello@championshiphorseracing.com) for more details.

You are also very welcome to visit us at our offices in Paddington, London.  
Please call to arrange on **020 3890 7587**

***THE SERIES***  
***LAUNCHING***  
***JULY 2019***

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@CHR\_Events