



QUEENSLAND
OFF THE
TRACK

EVENT SPONSORSHIP PROGRAM

Showcasing and supporting
Off-The-Track horses in their lives after racing





The Queensland Off-The-Track (QOTT) Program has been established to support a high-quality first transition for Standardbred and Thoroughbred horses, bred for the racing industry and domiciled in Queensland at the time of their retirement from racing or breeding activities.

OUR VISION

To maximise post racing opportunities for Queensland's racehorses by delivering a sustainable and responsible QOTT Program.

OUR MISSION

To deliver a multi-faceted QOTT Program that gives horses leaving the racing industry a fresh start.

OUR VALUES

Making a Difference
 Achieving Excellence
 Earning and Showing Respect
 Doing What We Say
 Valuing Team Above Self
 Demonstrating Great Leadership

QUEENSLAND OFF-THE-TRACK EVENT SPONSORSHIP PROGRAM

The QOTT Program is committed to creating competition opportunities and stimulating the demand for retired thoroughbred and standardbred racehorses via the sponsorship of equestrian and domestic horse sport Events, Series and Clinics across all disciplines. This includes Events, Series and Clinics that are restricted to thoroughbreds and standardbreds only, as well as those that reward the best-performed thoroughbreds and standardbreds in an open field. This approach ensures that owners and riders of Off-The-Track horses have endless opportunities to compete and win great prizes across the season.

The QOTT Event Sponsorship Program has been designed to provide support to Associations and Organisations who wish to host Events, Series and Clinics that provide competition opportunities for all levels of Off-The-Track horse and rider combinations to participate in, from beginners to advanced.

The QOTT Event Sponsorship Program aims to:

- ♥ Support the visibility of retired racehorses in their post-racing careers;
- ♥ Stimulate demand for retired racehorses;
- ♥ Promote retired racehorses in their second careers as pleasure or performance horses;
- ♥ Support the longevity of retired racehorses in their new homes;
- ♥ Create awareness of retired racehorses and their lives after racing; and
- ♥ Promote the aftercare initiatives offered by the QOTT Program.

PRE-QUALIFICATION CONDITIONS

To be eligible to apply for any tier of sponsorship, the Event, Series or Clinic must meet all pre-qualification conditions:

- ✓ The Event, Series, or Clinic must be coordinated by an Australian registered Association or Organisation and have a representative with authority to sign a QOTT Event Sponsorship Agreement on its behalf.
- ✓ The Event, Series, or Clinic must be held in Queensland within six (6) months from the date of Application.
- ✓ The Event, Series, or Clinic must provide classes, rings, or activities for retired thoroughbred and/or standardbred racehorses to enter, compete or participate.
- ✓ The Association or Organisation must acknowledge and commit to delivering on all Terms and Conditions of the Event Sponsorship Program.
- ✓ The Association or Organisation must share QOTT's Vision, Mission, and Values and proactively support the QOTT Program and its initiatives.
- ✓ The Association or Organisation has a COVID-19 Safe Plan.
- ✓ The Association or Organisation must effect and maintain at their own expense appropriate insurance cover. At a minimum, a public liability insurance policy for an amount of not less than \$20 million is required.



QOTT
Sponsorship Value:
\$3,000

Association or Organisation able to meet Sponsorship Tier Criteria and deliver Tier Sponsorship Benefits will be awarded Three Thousand Dollars to support the running costs of the Event or Series.

QOTT will not be responsible for the coordination and/or production of any form of prizes (e.g. rugs, ribbons, trophies garlands).

QUEENSLAND OFF-THE-TRACK GOLD SPONSORSHIP

SPONSORSHIP CRITERIA:

- Event or Series will host a minimum of thirty (30) retired thoroughbred and/or standardbred horses.
- Event or Series has an Official Program (online or print).
- Event or Series OR the Association or Organisation has dedicated social media channels.
- Event or Series OR the Association or Organisation has a website and dedicated marketing and advertising channels for promotion.

SPONSORSHIP BENEFITS TO QOTT:

- Full-page advertisement in the Event or Series Official Program.
- Naming rights to agreed class/s for the Event or Series.
- PA announcements acknowledging QOTT as an 'Official Sponsor' of the Event or Series.
- Four (4) entry tickets for QOTT staff to attend the Event or Series as guests.
- Free trade stand at Event or Series.
- Invitation to present award(s) to winner(s) in agreed class/s.
- Present QOTT logo and link to the QOTT webpage on all relevant online media promotions and event collateral.
- Acknowledge QOTT in three (3) dedicated Facebook Social Media posts as an 'Official Sponsor' throughout the Event or Series.
- QOTT to be tagged in all relevant social media posts pre, during and post event.
- A full list of OTT horses that entered the event with their racing name and competition name. If racing name not known, microchip and/or brands to be supplied.
- Written recognition for QOTT being an 'Official Sponsor' in post Event or Series write-ups.
- A minimum of ten (10) high resolution official photographs to be supplied to QOTT of the retired racehorses competing at the Event or Series for QOTT to use for promotional purposes.
- Complete a post-event report to be provided to QOTT (template will be provided).



QOTT
Sponsorship Value:
\$2,000

Association or Organisation able to meet Sponsorship Tier Criteria and deliver Tier Sponsorship Benefits will be awarded Two Thousand Dollars to support the running costs of the Event or Series.

QOTT will not be responsible for the coordination and/or production of any form of prizes (e.g. rugs, ribbons, trophies garlands).

QUEENSLAND OFF-THE-TRACK SILVER SPONSORSHIP

SPONSORSHIP CRITERIA:

- Event or Series will host a minimum of twenty (20) retired thoroughbred and/or standardbred horses.
- Event or Series has an Official Program (online or print).
- Event or Series OR the Association or Organisation has dedicated social media channels.

SPONSORSHIP BENEFITS TO QOTT:

- Half-page advertisement in the Event or Series Official Program.
- Naming rights to agreed class/s for the Event or Series.
- PA announcements acknowledging QOTT as an 'Official Sponsor' of the Event or Series.
- Two (2) entry tickets for QOTT staff to attend Event or Series as guests.
- Invitation to present award(s) to winner(s) in agreed class(s).
- Present QOTT logo and link to the QOTT webpage on all relevant online media promotions and event collateral.
- Acknowledge QOTT in two (2) dedicated Facebook Social Media posts as an 'Official Sponsor' throughout the Event or Series.
- QOTT to be tagged in all relevant social media posts pre, during and post event.
- A full list of OTT horses that entered the event with their racing name and competition name. If racing name not known, microchip and/or brands to be supplied.
- Written recognition for QOTT being an 'Official Sponsor' in post Event or Series write-ups.
- A minimum of ten (10) high resolution official photographs to be supplied to QOTT of the retired racehorses competing at the Event or Series for QOTT to use for promotional purposes.
- Complete a post-event report to be provided to QOTT (template will be provided).



QOTT
Sponsorship Value:
\$1,000

Association or Organisation able to meet Sponsorship Tier Criteria and deliver Tier Sponsorship Benefits will be awarded One Thousand Dollars to support the running costs of the Event or Series.

QOTT will not be responsible for the coordination and/or production of any form of prizes (e.g. rugs, ribbons, trophies garlands).

QUEENSLAND OFF-THE-TRACK BRONZE SPONSORSHIP

SPONSORSHIP CRITERIA:

- Event or Series will host a minimum of ten (10) retired thoroughbred and/or standardbred horses.
- Event or Series OR the Association or Organisation has dedicated social media channels.

SPONSORSHIP BENEFITS TO QOTT:

- Naming rights to agreed class/s for the Event or Series.
- PA announcements acknowledging QOTT as an 'Official Sponsor' of the Event or Series.
- Invitation to present award(s) to winner(s) in agreed class(s).
- Present QOTT logo and link to the QOTT webpage on all relevant online media promotions and event collateral.
- Acknowledge QOTT in two (2) dedicated Facebook Social Media posts as an 'Official Sponsor' throughout the Event or Series.
- QOTT to be tagged in all relevant social media posts pre, during and post event.
- A full list of OTT horses that entered the event with their racing name and competition name. If racing name not known, microchip and/or brands to be supplied.
- Written recognition for QOTT being an 'Official Sponsor' in post Event or Series write-ups.
- A minimum of five (5) high resolution official photographs to be supplied to QOTT of the retired racehorses competing at the Event or Series for QOTT to use for promotional purposes.
- Complete a post-event report to be provided to QOTT (template will be provided).



QOTT
Sponsorship Value:
\$500

Association or Organisation able to meet Sponsorship Tier Criteria and deliver Tier Sponsorship Benefits will be awarded Five Hundred Dollars to support the running costs of the Aftercare Clinic.

QUEENSLAND OFF-THE-TRACK AFTERCARE CLINIC SPONSORSHIP

SPONSORSHIP CRITERIA:

- Facilitation of a one-off interactive clinic (non-riding).
- Clinic must promote best practice equine welfare, aftercare education and/or horsemanship to support new owners/riders of retired thoroughbred and/or standardbred horses.
- Clinic will host a minimum of ten (10) participants who own or care for retired thoroughbred and/or standardbred horses.
- Clinic OR the Association or Organisation has dedicated social media channels.

SPONSORSHIP BENEFITS TO QOTT:

- Naming rights to agreed Clinic.
- Offer one (1) entry ticket for QOTT staff member to attend Clinic as a guest.
- Present QOTT logo and link to the QOTT webpage on all relevant online media promotions and event collateral.
- Acknowledge QOTT in one (1) dedicated Facebook Social Media post as an 'Official Sponsor' of the Clinic.
- QOTT to be tagged in all relevant social media posts pre, during and post event.
- Written recognition for QOTT being 'Official Sponsor' in post Clinic write ups.
- A minimum of five (5) high resolution official photographs to be supplied to QOTT of the Clinic for QOTT to use for promotional purposes.
- Complete a post-clinic report to be provided to QOTT (template will be provided).

APPLYING FOR SPONSORSHIP

Visit the QOTT webpage at <https://www.racingqueensland.com.au/animal-care/off-the-track/event-sponsorship> to access relevant information about the QOTT Event Sponsorship Program and to apply for sponsorship online.

APPLICATION PROCESS

The Association or Organisation must complete an online application form to apply for QOTT Event Sponsorship. The Association or Organisation must acknowledge that they meet all pre-qualification conditions and sponsorship criteria, prior to completing the application form.

Information that you need to provide in your sponsorship application includes:

- Executive summary (100 words) to outline the Event, Series or Clinic and describe how it shares and aligns with QOTT's Vision, Mission, and Values.
- Details of the Event, Series, or Clinic including date(s), location, equestrian discipline, proposed program etc.
- Estimated number of competitors and/or participants, including the number of retired thoroughbred and/or standardbred horses.
- List of class(es), ring(s), or activities eligible for retired racehorses to enter.
- Entry fee for the Event, Series or Clinic (or individual class(es), ring(s), or activities).
- Provide a link(s) and/or list the event marketing & advertising channels that will be used to promote QOTT as an official sponsor.
- Confirm validity of current insurance including Public Liability Insurance for an amount of not less than twenty (20) million dollars.
- Any other supporting information about your Event, Series or Clinic.

CONSIDERATION OF APPLICATION

QOTT appreciates the time taken to apply for QOTT Event Sponsorship. The Association or Organisation will be notified of their application outcome within fourteen (14) business days from the date of application.

Where QOTT is satisfied that the Event, Series or Clinic meets the pre-qualification conditions and sponsorship criteria, QOTT will notify the Association or Organisation that they are eligible to receive funding under the QOTT Event Sponsorship Program and a QOTT Event Sponsorship Agreement will be issued.

SPONSORSHIP AGREEMENT

For successful applications, a QOTT Event Sponsorship Agreement will be issued. The Association or Organisation will be accepted into the Event Sponsorship Program following QOTT's receipt of a signed QOTT Event Sponsorship Agreement.

The QOTT Event Sponsorship Agreement must be signed and returned to QOTT within seven (7) business days from the date of offer by QOTT or the Association or Organisation's participation in the QOTT Event Sponsorship Program will be cancelled.

PRIVACY AND COLLECTION OF INFORMATION

By submitting the QOTT Event Sponsorship Application Form, you understand and agree that QOTT or Racing Queensland may use and disclose the personal information provided by you for the purpose of processing your application and to facilitate the operation and administration of the QOTT Event Sponsorship Program.

The personal information collected in the QOTT Event Sponsorship Application Form may also be used or disclosed by QOTT or Racing Queensland in accordance with its Privacy Policy:

<https://www.racingqueensland.com.au/privacy-policy>

NEED SUPPORT?

If you would like to discuss the QOTT Event Sponsorship Program or if you require any assistance completing the online application form, please contact QOTT via email at offthetrack@racingqueensland.com.au

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