



BRISBANE
RACING CLUB



RACE DAY

Saturday March 15th 2025

@ Eagle Farm Racecourse

Sporting Chance Cancer Foundation is a non-for-profit organisation committed to financially supporting mobile home care units that help make life easier for children with cancer and outreach programs for kids with cancer from regional areas.

Founded in 1996 by former Australian Cricket Captain Mark Taylor, Raelene Boyle and Mark Coyne, the Sporting Chance Cancer Foundation currently provides just under \$1 Million p.a. across Australia so that our major children's hospitals can employ a Clinical Nurse Consultant (CNC) to operate outreach programs for kids with cancer allowing them to stay for as long as possible in the comfort of their own homes and to keep disruption to the family everyday life to a minimum.

From the beginnings supporting Research in NSW, in 2001 the foundation extended its footprint north to Queensland, teaming up with the Raelene Boyle Outreach Program which supports more than 250 kids in Queensland diagnosed with cancer each year. The Sporting Chance Cancer Foundation raises funds to directly employ 1 Clinical Nurse to support the families of more than 250 kids each year, with two thirds of these families based in regional and remote Queensland areas and one third of patients from the greater Brisbane area.

The Sporting Chance Cancer Foundation provides approximately \$125,000 annually for each Nurse position, and this event is the major fundraiser for the year in Queensland to secure the ongoing position within the Raelene Boyle outreach program.

In March this year, Sporting Chance Cancer Foundation is looking for your support of the Sporting Chance Charity Race Day at Eagle Farm to ensure the continuation of the paid clinical Nurse position that supports the kids and families of Queensland.

We have developed a number of partnership opportunities for you to be involved and support a cause close to so many Queenslanders.



Race Day Naming Rights Partnership

Put your business in the winning spotlight, as you have race day naming rights to a race on the program which will include:

- One race on the day named after your business
- Race day advertising in the racebook and on the big screen, with the ability to provide your own TVC's
- Coverage on national TV and Radio along with digital streams mentioning your business
- Photo presentation which will be framed and provided to you following the race day as recognition of your support

Along with the above extensive promotion, you will also receive:

- 20 Tickets to the Sporting Chance Squire's Perch at Eagle Farm Racecourse race day function on Saturday March 15, inclusive of 5 hours premium hospitality and entertainment
- \$5,000 advertising voucher on SENQ 693 radio, with the ability to have your commercials voiced by a range of sporting personalities including Ian Healy, Scott Sattler, Matt Rodgers or Cam Smith
- Extensive recognition and promotion within the Sporting Chance Squire's Perch at Eagle Farm Racecourse race day function
- Social media exposure via Sporting Chance media channels
- Recognition on the Sporting Chance Website

INVESTMENT \$10,000 EX GST

Race Day Squire's Perch at Eagle Farm Naming Rights Partnership

If on the track isn't for you, but having your brand front and centre to racegoers is, the naming rights package is perfect for promoting your business which will include:

- Naming rights of the complete Sporting Chance Squire's Perch at Eagle Farm Racecourse race day function
- 20 Tickets to the Sporting Chance Squire's Perch at Eagle Farm Racecourse on Saturday March 15, inclusive of 5 hours premium hospitality and entertainment
- Ability to represent your business within the race day function
- Extensive recognition and promotion within the race day function
- Social media exposure via Sporting Chance media channels
- Recognition on the Sporting Chance Website

INVESTMENT \$10,000 EX GST

Attend the Sporting Chance Cancer Foundation Race Day

What's also important is that we fill the Sporting Chance Squire's Perch at Eagle Farm Racecourse function day with hundreds of racegoers to enjoy a fantastic day out at the races supporting the cause.

Sporting Chance Charity Chairman and former Australian cricket captain Mark Taylor will welcome you, with a lineup of sporting personalities throughout the day, as you enjoy 5 hours of premium hospitality and entertainment.

GROUPS OF 10 AVAILABLE FOR \$2,400 INC GST

INDIVIDUAL TICKETS AVAILABLE FOR \$250 INC GST

Live Auction and Raffle Partners

Sporting Chance Cancer Foundation is also seeking donations suitable for our live Auction or Raffle on Race Day as we create many opportunities to raise funds from the day. If you have an item of value that can assist us raising the much needed funds, we would greatly appreciate the donation, and in turn, provide recognition throughout the race day during the Sporting Chance Squire's Perch at Eagle Farm Racecourse function when the Auction and Raffle are promoted.

