



THE JOCKEY CLUB

Since 1750

Bookmakers Guide

Guide for Bookmakers AMF, DBBs and Tickets

Business Support

Version 1 31 October 2022

Jockey Club Bookmakers Portal

Introduction

Welcome to the Jockey Club's new online ticket portal for Bookmakers. This is a new central hub for all Jockey Club racecourses for bookmakers to purchase their race day needs. This system has been developed taking into account feedback from all stakeholders, including bookmakers, and will allow the purchase of Daily Betting Badges (DBB), Admission Badges, Annual Marketing Fee (AMF) & AGT fees all in one transaction.

The new portal will allow bookmakers to log in and purchase Daily Betting badges and additional race day tickets with ease once an Annual Marketing Fee has been purchased.

Please Note: A bookmaker is unable to buy DBB's unless they have already purchased their Annual Marketing Fee, please take care when purchasing your Annual Marketing Fee as some racecourse have different Annual Marketing Fees for different enclosures or events.

To purchase your race day requirements please select the link below.

<https://www.thejockeyclub.co.uk/events-tickets/bookmakers/>

How to Purchase an AMF and DBB

The link above takes you to the Main Bookmaker Hub. From this page you will be able to view all the Jockey Club Racecourses in on place. Select the Racecourse you require. (For this guide we will use Carlisle)



AINTREE RACECOURSE

To purchase your Annual Marketing Fee please click [here](#).

If you have already purchased your Annual Marketing Fee then you can purchase your Day Badges and additional Worker Tickets.

BUY TICKETS & BADGES



CARLISLE RACECOURSE

To purchase your Annual Marketing Fee please click [here](#).

If you have already purchased your Annual Marketing Fee then you can purchase your Day Badges and additional Worker Tickets.

BUY TICKETS & BADGES



CHEL TENHAM RACECOURSE

To purchase your Annual Marketing Fee please click [here](#).

If you have already purchased your Annual Marketing Fee then you can purchase your Day Badges and additional Worker Tickets.

BUY TICKETS & BADGES



If you require an AMF please select [here](#)



Select the required amount of AMF's and add to Basket.

ANNUAL MARKETING FEE 2022/23

BOOKMAKER ^

ANNUAL MARKETING FEE - BOOKMAKER AMF £100.00 - +

£83.33 Ticket Price Inc VAT @£16.67

ADD TO BASKET

CONTINUE SHOPPING **CONTINUE TO CHECKOUT**

Two blue arrows are positioned on the right side of the interface. The top arrow points to the 'ADD TO BASKET' button, and the bottom arrow points to the 'CONTINUE TO CHECKOUT' button.

The first time you login you will need to reset your password, click the Forgotten your password, enter the email and you will be sent a link to reset your password.

You can then login

The screenshot shows two side-by-side forms on a light grey background. The left form is titled 'LOGIN' and includes the text 'Please login in for benefits and Rewards for Racing points redemption.' It has two input fields: 'E-mail Address *' with the value 'liz.shackel@thejockeyclub.co.uk' and 'Password *' with masked characters. A link for 'Forgotten your password?' is below the password field. A black button labeled 'LOGIN' is at the bottom. The right form is titled 'CONTINUE AS GUEST' and includes the text 'You can create an account later.' It has three input fields: 'First Name *', 'Last Name *', and 'E-mail Address *'. A black button labeled 'CONTINUE AS GUEST' is at the bottom.

Once you are logged in, pay for your AMF and you will receive an email confirmation.

You are now ready to purchase your Bookmaker Day Badges.

Go to <https://www.thejockeyclub.co.uk/events-tickets/bookmakers/>

Select your Racecourse and the available Racedays will be shown



Select the raceday you require, enter the emails address you used to purchase your AMF

COME RACING
Come Racing

SIGN IN

Enter Account Email

CONTINUE

You can then purchase your Daily Betting Badge and RBC Fee and any additional Admission tickets.

COME RACING
Come Racing

BOOKMAKER AND STAFF ADMISSION TICKET	£19	<input type="checkbox"/>
DAILY BETTING BADGE	£76	<input type="checkbox"/>
RBC FEE	£30	<input type="checkbox"/>

CONTINUE TO CHECKOUT

Please Note: you cannot proceed unless you have both the Daily Betting Badge and RBC Fee in the basket.

Select Continue to Checkout.

You will be asked for your trading Name your betting Ring and your List Number

DELIVERY OPTIONS

Email Tickets (£0.00)

CAN YOU HELP?
Can you help support our charity drive?

 

Please select a value to gift

Add Promo Code?

Voucher / Gift Card

BOOKMAKER DAY BADGE

Please enter your Trading Name *

Please select your Betting Ring *

Please enter your List Number *

YOUR ORDER

CARLISLE RACECOURSE
COME RACING
07-NOV-2022

Bookmaker Admission Ticket	1	£18.00
Daily Admin Fee	1	£30.00
Bookmaker Day Badges	1	£76.00

ADDITIONAL COSTS

Handling Fee	£0.00
Email Tickets	£0.00
TOTAL TO PAY:	£125.00

Select Terms and Conditions and Proceed to Payment

TERMS AND CONDITIONS

I have read and accepted the Terms and Conditions. *

Tell me about promotions & exciting news from The Jockey Club by email and SMS.

Please Note: once you have entered your payment details your trading name, betting ring and List Number may need to be added again due to a minor bug in the system. This is currently being addressed and will be resolved soon.

Then Select SUBMIT and your order is processed and you will receive an email confirmation.

TERMS AND CONDITIONS

I have read and accepted the Terms and Conditions. *

Tell me about promotions & exciting news from The Jockey Club by email and SMS.

SUBMIT

Total amount payable is £0.00