



# Bookmakers Meeting

20.03.2025

# Agenda



- WELCOME AND INTRODUCTION
- 2024 REVIEW
- 2025 PLANS
- GENERAL ARRANGEMENTS

**Bookmaker Access/Car Parking**

**Daily Betting Badges – Online Process**

**Marketing Fees**

**Think 25/under 18 Gambling**

**Health and Safety in the Betting Rings**

**Public Address System**

**AOB Q&A**



# Review

- Positive admission growth at key fixtures
- Students Invades & CHURS
- Newmarket in the Top 15 racecourses in the UK for Customer experience in the Quality Assured Racecourses Scheme.
- Racecourse accolades: lovely loos, Customer service, spotless and sparkling
- Ranked 3<sup>rd</sup> & 4<sup>th</sup> out of all British Racecourses in the ROA Gold Standard.
- Change of drinks policy in premier trackside
- Continuation of free entry to all stud staff as well as continuation of free entry to all stable staff



# 2025 Operational Changes

- Permanent Drinks access Trackside in the Premier Enclosure on the Rowley Mile and July Course all dates
- All gate times (including Festivals will be 2 hours before the first race).
- Removal of Rous Pavillion – Hospitality





# 2025 Season

## What to expect.....



# Spring & Autumn Season on The Rowley Mile

- **The bet365 Craven Meeting** – Tuesday 15<sup>th</sup> to Thursday 17<sup>th</sup> April
- **BETFRED Guineas Festival** – Friday 2<sup>nd</sup> to Sunday 4<sup>th</sup> May
- **The Spring Meeting** – Fri 16<sup>th</sup> to Sun 18<sup>th</sup> May
- **Cesarewitch Trial Day** – Saturday 20<sup>th</sup> September
- **The Cambridgeshire Meeting** – Thursday 25<sup>th</sup> to Saturday 27<sup>th</sup> September
- **Sun Chariot Day** – Saturday 4<sup>th</sup> October
- **Dubai Future Champions Festival** – Friday 10<sup>th</sup> and Saturday 11<sup>th</sup> October
- **Two-Year-Old Day** – Wednesday 22<sup>nd</sup> October
- **The Final Meeting** – Friday 31<sup>st</sup> October and Saturday 1<sup>st</sup> November





# Summer on The July Course

NEWMARKET NIGHTS	Friday 20 <sup>th</sup> June (evening)	Ministry of Sound
	Saturday 21 <sup>st</sup> June	Summer Rewind
	Thursday 26 <sup>th</sup> June	
NEWMARKET NIGHTS	Friday 27 <sup>th</sup> June (evening)	Richard Ashcroft
JULY FESTIVAL	Thursday 10 <sup>th</sup> July	
	Friday 11 <sup>th</sup> July	
	Saturday 12 <sup>th</sup> July	
NEWMARKET NIGHTS	Friday 18 <sup>th</sup> July (evening)	Music TBC
	Saturday 19 <sup>th</sup> July	Boots & Bridles
NEWMARKET NIGHTS	Friday 1 <sup>st</sup> August (evening)	Tom Jones
	Saturday 2 <sup>nd</sup> August	
NEWMARKET NIGHTS	Friday 8 <sup>th</sup> August (evening)	Faithless
	Saturday 9 <sup>th</sup> August	Dinosaur Day
NEWMARKET NIGHTS	Friday 15 <sup>th</sup> August (evening)	Music TBC
	Saturday 16 <sup>th</sup> August	
	Friday 22 <sup>nd</sup> August	
SUMMER SATURDAY LIVE	Saturday 23 <sup>rd</sup> August	Sugababes/Natasha Bedingfield/Town Plate



# Summer Saturdays

## Summer Rewind Party – 21<sup>st</sup> June

- Racing returns to the picturesque July Course for an action-packed summer of entertainment on and off the track! Including – Silent disco, roaming musicians and after racing DJ set and Naughty 90's

## Boots & Bridles– 19<sup>th</sup> July

- Newmarket's inaugural country themed race day where the thrill of the turf meets the twang of the guitar! Post-racing music provided by Luke Combs who is the closest you will get to the real deal with the look and authentic sound of grammy nominated country music.
- Step into a world where cowboy boots and jockey silks collide, and the sounds of the racetrack harmonize with the rhythms of country tunes. Get ready to saddle up for a day filled with exhilarating races, southern charm, and the unmistakable spirit of Nashville
- Entertainment will include a a rodeo bull, 360-degree camera, Scott Wilkes, The Alabama Two, Folly Brothers, Emilia Quinn, James Riley.



## Dinosaur Day – 9<sup>th</sup> August

- Due to popular demand, Dinosaur Day will return to the July Course in 2025! Racegoers can expect a unique, immersive dinosaur experience and to come face to face with a dinosaur. Europe's largest walking T-Rex, Zeus, will be returning with all of his friends, along with the ever-popular dino-dig and the out of this world dinosaur VR experience!





# Music on the July Course



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# 2025 Admission offers



## Driving volume to Newmarket

- Community offer to drive local audience to Friday of the Betfred Guineas Festival
  - £5 tickets
  - Leaflet sent to CB8 homes, followed up with an email 30K
  - 188 redemptions to date
  - Another email scheduled for 24<sup>th</sup> March to capture any remaining potential bookers
- Season launch leaflet to homes across East Anglia
  - 25% off G&P tickets for all racedays (excluding Newmarket Nights)
- £10 tickets
  - £10 tickets across the 2025 season
  - All marketing material where applicable features 'Tickets from £10'
  - Guineas Friday, Sunday 18 May (Garden), Thursday 26 June (one enclosure) Cambridgeshire Thursday/Friday, DFCE Friday, Wednesday 22 October (General Admission - one enclosure)
- Early bird pricing for Betfred Guineas and July Festivals
  - Ticket prices hugely reduced for a period of time (i.e. Guineas Sat Premier £35 early bird vs £65 on the day)
  - Advance pricing much more appealing than on the day to encourage bookers to book in advance (i.e. Guineas Sat Premier £52 advance vs £65 on the day)
- Black Friday offer
  - 50% off G&P tickets for all Summer Saturdays
  - 749 redemptions
- 6 Raceday's with General Admission –One Enclosure– new for 2025
- 20% off groups of 6 or more for Guineas/July, 10% for 6+ for all other fixtures
- Students CHURS AND Invades
- USAF-Spring Saturday 5,000 Tickets

# General Arrangements

Bookmaker Access/Car Parking/RBC ID/ Scannable Tickets

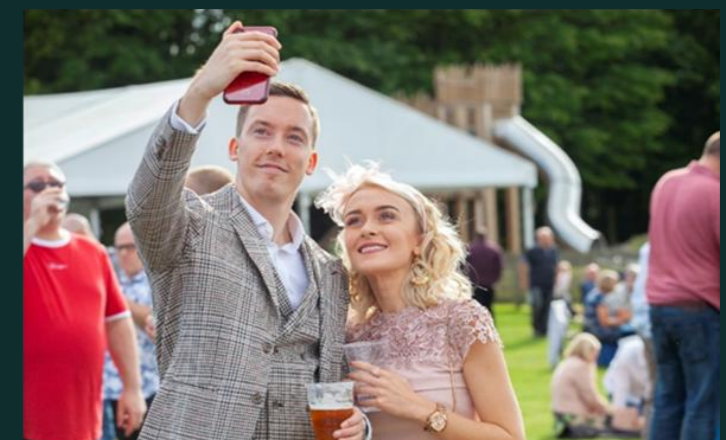
Admission to site

Daily Betting Badges - Online Process

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◀————▶ **THANK YOU** ◀————▶

