

Canberra Community Chest Partner Prospectus

Sunday, 24 November 2024



Canberra Racing - The thrill of it all...

2023 Partners

- Rise Above Capital Region Cancer Care (winner)
- ACT Volunteer Brigades Association
- Belconnen Magpies Football Club
- Canberra Hospital Foundation
- Good Omen Goodeze Inc
- Lifeline Canberra
- Riding for the Disabled of the ACT Incorporated (Pegasus)
- Roundabout Canberra
- The Daniela Dwyer Foundation
- The Ricky Stuart Foundation
- Western District Rugby Union Football Club
- Win the Day



- "The Canberra Community Chest brings together some great charities & community groups to celebrate all that we do. None of these organisations could meet their mission without the support of the community and teaming up with Thoroughbred Park and these magnificent equine superheroes just makes sense. Whilst we all get to compete for valuable prize money we mingle with likeminded people and our deeds are championed to the community. This contribution (\$25,500) enabled us to support the growing number of cancer patients we support and directly it supported an additional 10 individual and families. This contribution is the equivalent to 125 food vouchers, or covered 80 bill payments, or covering the initial fertility preservation costs for 50 patients." **Rise Above Capital Region Cancer Care CEO Wayne Simpson**
- "This (\$5,500) is one of our biggest contributions of the year. I had goosebumps. That was my first race day and to be so close when they came thundering by was such a thrill, they were going so fast. It's going to enable our great members to join our workshops, pick up new skills, and have everything they need to give back and make a difference in the community." **Good Omen Goodeze Executive Officer Mary Lioni-Barlow.**

Canberra Community Chest

When: Sunday, 24 November 2024

What: The Canberra Community Chest will be Canberra's equal richest race with \$250,000 up for grabs, \$200,000 prizemoney plus a \$50,000 community chest for the 12 charity and community partners

The race will feature 12 runners with one charity and community partner designated for each runner

The Canberra Community Chest will be a Quality Open Handicap over 1400m which is limited to 12 runners.

Why: Community giving. Each partner will receive portion of the \$50,000 community chest based on the finishing position of their designated horse. The partner with the winning horse will receive \$25,000 and the last placed horse will receive \$1,000.

Who: Charities and community groups with a meaningful connection to the Canberra region (further details follow)

How: Applications are via [Thoroughbredpark.com.au](https://thoroughbredpark.com.au) and close at 5pm, Wednesday, 27 September 2023





What does success look like?

- To unite equine and community heroes
- To create an iconic and fun annual event on the Canberra sporting calendar, with purpose, for the community
- Raise significant funds for worthy organisations with a meaningful connection to the Canberra region
- Crowd above 4,000
- Grow concept into Canberra Racing's Spring headline event
- Grow database for CRC and our selected charity and community partners for future growth
- Grow community chest charity pool to equal that of the race prizemoney in the years to come

Eligible Partners

You may be eligible to apply for a Partner Slot in the Canberra Community Chest if either:

(a) You are a Registered Charity, Community Group, or Sporting Club based in:

- (a) the Australian Capital Territory ('ACT');
- (b) Queanbeyan-Palerang Regional Council area; or
- (c) the Yass Valley Council area, or

(b) You are an equine welfare related charity.

a) If you are a Registered Charity, Community Group, or Sporting Club the following conditions apply:

1. Registered Charities must be endorsed as having DGR status;
2. Community Groups must have a clear and demonstrated mission to serve the local community;
3. Community Groups must not have annual income exceeding \$3,000,000 in the preceding financial year;
4. Sporting Clubs must a clear and demonstrated mission to serve the local community through the promotion of a sport or activity; and
5. Sporting Clubs must not have annual income exceeding \$3,000,000 in the preceding financial year.

b) The Canberra Racing Club reserves the right to exclude any potential Partner from participating in the Canberra Community Chest in its absolute discretion, including if:

1. the potential Partners values do not align with the Canberra Racing Club values; or
2. that potential Partner could bring the Canberra Racing Club into disrepute.

An independent selection committee will determine the 10 most appropriate partners with Pegasus an automatic selection after their horse was late scratching in 2023, all either eligible applicants then entering a public vote to determine the 12th and final partner.



Partner Obligations

- 1) Partners of the Canberra Community Chest will be encouraged to:
 - a) Promote the 'Canberra Community Chest' on their website, social media channels, and other relevant platforms
 - b) Inspire their supporters and members to participate in the event
 - c) Be named and promoted as a 'partner' of the 'Canberra Community Chest' race in all relevant promotional materials.



Partner Benefits

- A share of the \$50,000 partner prizemoney determined by finishing position of designated runner (up to \$25,000)
- An equal share (1/12th) of all other fundraising efforts made by CRC on the day
- 4 tickets to Canberra Community Chest Black-Tie
- Brand exposure through CRC owned channels, earned media and paid advertising campaign
- Networking opportunities with like-minded organisations

	Partner Prize (AUD)
1st	25000
2nd	7500
3rd	5000
4th	3000
5th	2000
6th	1500
7th	1000
8th	1000
9th	1000
10th	1000
11th	1000
12th	1000

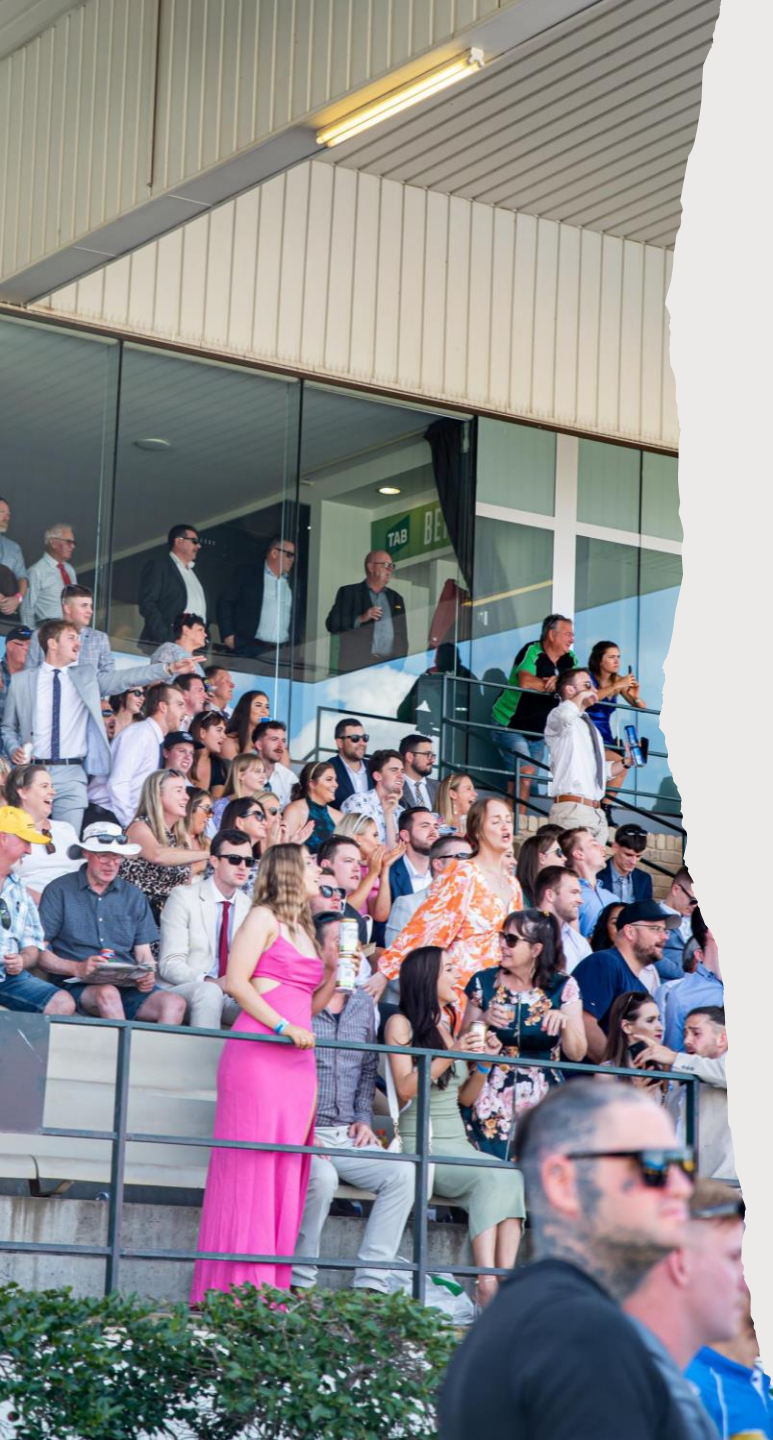


Canberra Community Chest Black Tie

- Held in Thoroughbred Park's premier room, the Owners and Trainers Lounge
- Each partner will receive four complimentary invitations to the Black Tie event held on Thursday, 21 November
- All-inclusive event showcasing the best produce from the region
- A representative of the partner will be involved in the random selection of their runner on the evening
- Media will be in attendance to amplify the message of Canberra Community Chest and its partners
- Politicians, media and community leaders will be amongst invitees
- Opportunity for partners to grow connection and network with likeminded organisations

Canberra Community Chest Race Day Offering

- Quality eight-race program
- Each partners will be invited to activate at the event with a 3m x 3m site to support initiatives & programs
- Access to all-inclusive Canberra Community Chest Luncheon
- Live music
- Food Vans
- Pony Rides
- Face Painters
- Eight race program
- Photo wall





Media & Promotion

- Partners will receive a media kit to assist with the promotion of the Canberra Community Chest and their brand
- Significant exposure via Sky Racing who broadcast Canberra racing to 68 countries globally and 3,000+ venues throughout Australia
- On-course signage at Thoroughbred Park
- Social media campaign executed by all parties (including CRC paid campaign)
- CRC radio campaign through Canberra FM
- Leveraging media partnership with Region Media, Canberra Times, Amplify FM and Win TV.
- Leveraging all parties' databases through EDM campaign
- Leveraging all parties' media networks to drive earned media including media day at Thoroughbred Park in the week preceding race day

Application Process

- To apply to be one of 12 partners for the inaugural Canberra Community Chest, please go to thoroughbredpark.com.au
- Applications close Tuesday, 3 September.
- Independent selection committee will select the 10 partners who best align with the selection criteria.
- These partners will be announced Tuesday, 11 September with all other eligible partners going to a public vote. The most voted organisation will then gain the 12th and final partnership in the Canberra Community Chest with public voting to close on Friday, 8 November.
- All other eligible partners will then be eligible for a public vote to close before 10 November.