



Beverley Race Company Limited, The Racecourse, York Road, Beverley, East Yorkshire HU17 8QZ
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www.beverley-racecourse.co.uk

The greatest of places

Raceday Hospitality • Sponsorship • Conferences • Weddings • Banqueting • Events • Exhibitions



Introduction

A Brief History

The famous Westwood Pasture, just a short walk from the centre of Beverley, has hosted horseracing since 1690. The first Grandstand was built in 1767 and Squire Watt, from nearby Bishop Burton, owned no less than four St Leger winners

between 1813 and 1833 including the famous horse Altisidora. The present course has been modernised and extended in the last five decades to offer superb racing and event facilities.



Location

By Car (Satellite Navigation use HU17 8QZ)...

The Racecourse is well signposted on the approach to Beverley.

From the M62...

Take J37 and follow the A614/A163 signposted Market Weighton. Follow the A1079/A1035 to the Racecourse.

From York...

Take the A1079/A1035 via Market Weighton to the Racecourse.

From Hull and the South Bank...

Join up with the A1079 and turn right at the roundabout onto the A1035.

From the Coast...

Join up with the A165 and take the A1035 through Beverley and on to the Racecourse.

By Train...

There are frequent rail services from all over the country. Beverley is on the Hull to Scarborough line. Visit www.nationalrail.co.uk or call 08457 484950 for train times. Beverley Station is a 15 minute walk from the racecourse.

By Bus...

There are regular bus services direct to Beverley from Hull, York and Leeds. There is a bus stop outside the Grandstand & Paddock Enclosure. For more information on local services, call Buscall on 01482 222222.

By Air...

The region is serviced by three airports, Humberside (35 minutes drive time), Robin Hood (Doncaster, 45 minutes) and Leeds/Bradford (75 minutes). Check with the airports and their operators for flights and times.

...the recipe for success



Events & Exhibitions

With its indoor facilities and outdoor grassed and tarmac areas, Beverley Racecourse is perfect for your event, no matter what time of year.

Here is a list of just some of the events we have hosted:

- Antique Fairs
- Art Exhibitions
- Business Expo
- Car Boot Sales
- Car Shows
- Caravan Rallies
- Christmas Parties
- Collectors Fairs
- Craft Fairs
- Exhibitions
- Music Concerts
- University/Prom Balls
- Showground Site
- Trade Fairs
- Wedding Fairs

Indoor Facilities

As well as the main boxes, suites and restaurant areas, the Racecourse also has other indoor facilities that can be used for Events and Exhibitions. A number of these are in the Grandstand and Paddock areas including the many bars and covered spaces eg. the Rapid Lad Bar, Paddock Bar and the Owners and Trainers Bar. Each is capable of being used as an Exhibition or indoor event venue. All have full facilities and include disabled access. Whatever your needs, either by hiring a single area or a combination of rooms, we can meet your requirements for being indoors.

Outdoor Facilities

With the Grandstand and Paddock and Course Enclosures we have acres of open space for you to use. This is a mixture of hard standing and grassed areas. Ideal for events and exhibitions of all kinds, marquees and other structures can be erected to give a focal point. Each Enclosure is fully serviced with eating, drinking and toilet facilities and can be sectioned off for controlled or secure access.

Parking, Access and Visitor Numbers

The Racecourse has extensive facilities for car parking and is able to handle crowds of up to 13,000 people. Controlled access is possible both indoors and outdoors and traffic management is not a major issue.

... facilities for everyone



Conferences, Meetings & Training Seminars

Beverley Racecourse and Events Centre, can offer organisers the perfect venue throughout the year. Whether it's an important board meeting, a training seminar or a large conference we can take care of all your needs.

The Racecourse is a quiet location with ample free parking and all the facilities you expect from a modern conference and events centre.

Facilities

The wide range of boxes and suites, large and small rooms and bars available across the Racecourse mean we can handle any size of business meeting or conference, with the capacity to accommodate up to 300 delegates in one room. Layouts and capacities can be combined to offer syndicate and break-out rooms. Smaller meetings or training sessions can use a single room or floor, to guarantee privacy. Facilities can be hired out on a day or part-day basis and we also offer an all inclusive day delegate rate (including room hire and food).

Beverley Racecourse and Events Centre offers the following:

- Location – centrally positioned in East Yorkshire and away from busy commuter routes
- Parking – totally free, ample, safe parking all adjacent to the facilities
- Audio-visual Equipment – a full hire service satisfying all your needs
- Wi-Fi – wireless internet connection across a wide part of the Racecourse
- Setting – a magnificent position with views over the racecourse and the Wolds.

Catering

As a thriving Racecourse we offer high standards of cuisine and service for our race going public. We maintain these same standards for our corporate clients.

Our high quality catering includes:

- Tea and coffee on arrival, mid-morning or afternoon
- Biscuits, fruit and soft drink options
- Cordials and water for delegate use
- Formal dining with three and five course menus
- Hot or cold buffet style menus with or without tables/seating
- Table service or servery options
- Vast range of wines, spirits and beer available
- Any bespoke requirements

Room Layouts

As well as the standard theatre style we can set rooms up in classroom or boardroom format with tables. Dining can be top table style or round tables of 8 or 10.

say i do...
to beverley races



Weddings, Parties & Banqueting

The Racecourse and its facilities are available for private hire all year round. With only 20 days racing each year this gives lots of opportunities for use as a Wedding or Banqueting venue.

Weddings

For a truly memorable day, the Racecourse is an ideal backdrop. We hold a civil licence so you can have the full ceremony here on any non-race day or, for something really special, services can be held on racedays. It starts with the extensive and free car parking and includes the excellent and varied range of rooms available. The reception can be in one location and the party in another. This means you don't have to compromise, for example you can have a small intimate reception for 50 people in the Paddock Bar and a night time party for 250 in the Rapid Lad Suite.

Our professional catering partners CGC Events Ltd have a fabulous selection of wedding menus, buffets and drinks packages to ensure your wedding is one that you and your guests will remember forever. Bar facilities, including late opening, can be offered in all locations.

Banqueting

Good venues for dinners, fundraisers and celebration events are few and far between. Not many match the wonderful ambience and views you experience at the Racecourse. Quite often venues are too large or too small, not the case for us. We can cater for dinners of 50 to 250. We have an outstanding range of menus to choose from, all including the hire of your chosen room or suite. Our catering partners,

CGC Events Ltd, can help you plan your event whether or not you have to work to a budget. CGC Events have built a solid reputation over the last 100 years, CGC Events Ltd are our partners on racedays and for other events at the Racecourse. Offering catering and bar facilities they also deal with on-site marquees and other equipment hire. Their innovative menus offer a fantastic and varied selection of dishes. CGC Events Ltd will be happy to join up with you to plan and execute your Wedding or Banquet. Contact CGC Events on 0113 2876 387.

Bar facilities, with late licensing, are available in all areas.

For events of less than 50 people, Beverley Racecourse has developed a special partnership with arguably the best local restaurateurs Tina and Tony Cerutti of Beverley based Cerutti 2. With more than 40 years experience, Cerutti's can provide the best catering to suit any occasion, be it for business or pleasure. The outside catering division delivers a wide variety of delicious, locally sourced menus, with the emphasis placed firmly on quality.

Room Layout

We can lay a room out with traditional top table, circular tables or a combination of both. Formal, silver service dining is carried out by experienced staff. Audio equipment and discos can be hired by ourselves on your behalf. Staging can be organised with lighting if necessary. Bars can be set-up in all the smaller rooms. In larger suites there are existing permanent bars which can be opened.



be part of
the magic

Sponsorship & Advertising

Whether it's building awareness for your business or personal support for the sport of kings, racing sponsorship brings a number of rewards.

Corporate Sponsorship

Racing is an ideal way to promote your business to racegoers and the wider public.

- Build brand/product awareness – to racegoers on the day and, through extensive media exposure, away from the track
- Corporate hospitality links – sponsorship adds that extra impact to your corporate entertaining on raceday
- Image projection – linking with racing gives a company an excellent profile and builds customer loyalty
- Public Relations opportunities – by incorporating sponsorship into your PR campaigns and coverage opportunities you maximise the effect of the sponsorship
- Television Coverage – don't forget races are broadcast from every meeting to over 9,000 betting shops. Channel 4 race coverage brings you a much larger national audience (500k+).

Beverley has all its racing action shown live on Racing UK on the Sky Digital Service and hosts Channel 4 Racing on occasions.

Personal Sponsorship

As well as bringing business benefits, individuals can get a great deal of personal satisfaction from sponsorship.

- Celebration – highlighting a special occasion, anniversary or birthday
- Support – a demonstration of your commitment to racing
- Promotion – you may have an event or occasion you want to promote eg. a charity. Race sponsorship is a great way to promote organisations or clubs

Sponsorship Packages

You can sponsor a complete meeting or individual races. Packages can be tailored to suit your needs and costs vary according to the importance of the meeting and the race.

A typical sponsorship package will include:

- Your company or chosen name in the title of the race, appearing in all media
- Raceday admission and car parking
- Presentation of prizes to the winning jockey, trainer and owner
- Access to the Parade Ring to judge the best turned out horse
- Advertising opportunities in the race card, using banners around the course and public address announcements.
- Full pre-raceday media service
- Dedicated member of Racecourse Personnel to ensure your day runs smoothly
- Opportunity for advertising and links to our website.

As well as sponsorship, we can also offer individual advertising opportunities. Full colour adverts can be taken in the racecard for the full season or individual days. This is a perfect way to advertise to a captive audience, especially as racecards have massive souvenir value.

For something that really stands out and gives a year round focal point, why not have a trackside advertising board? These are situated along the final furlong and remain in place all year so they are clearly visible both on racedays and at non-raceday events. The hoardings are also picked up on both Sky Channel Racing UK and Channel 4, adding an extra dimension to local advertising. There are also a number of other prime locations for advertising boards around the Racecourse, both internal and external.

There are a number of sponsorship and advertising combinations available to you. For this reason it is best to discuss what is available with the Racecourse sponsorship team. It is their job to ensure your sponsorship works for you and delivers what you want.

Contact the Racecourse requesting sponsorship information on 01482 867488 or email beverleyracecourse@yahoo.co.uk.

entertain in style...



Raceday Hospitality

The Raceday Experience

Beverley Racecourse has superb entertainment facilities so that you and your guests can enjoy a first class day out, experiencing and taking part in the spectacle that is horseracing. Whether it's a special occasion, entertaining business clients or a social gathering with friends or family, Beverley Racecourse supplies the backdrop for a memorable day.

Top Floor Suites

These are located on the second floor of the Premier Enclosure. They have excellent views over the racecourse and finishing post. Each will accommodate up to 10 seated and up to 15 for a finger buffet (with occasional seating).

The Suites are more spacious and are ideal for client entertaining and larger parties.

The Westwood Suites

With extra guest capacity these are located on the first and second floors of the Premier Enclosure with excellent views of the Racecourse and finishing post.

- Westwood 1 & 4: Up to 20 seated or 30 for a finger buffet (with occasional seating)
- Westwood 2 & 3: 30 seated or 40 for a finger buffet (with occasional seating)
- Westwood 5 & 6: Up to 40 seated or 60 for a finger buffet (with occasional seating) and plasma screens throughout.

NOTE: Westwood 1, 2, 3 & Directors can be combined.

The Orchid Suite

This large room overlooks the Pre-Parade ring, offering racegoers a perfect insight into all the pre-race action. It will accommodate up to 30 seated.

Hospitality Suites

Our prices include:

- Private Suite with TV and balcony overlooking the course (not Orchid Suite)
- Free Car Parking
- Complimentary Racecard and Form Guide for each guest
- A varied and exciting range of food and drink is available.

Contact CGC Events on 0113 2876 387 for full details.

The Hurn Room

This is the largest individual suite and is ideal for major businesses, client entertaining or big private parties. It is located on the second floor of the Premier Enclosure with excellent views over the course and finishing post. It will accommodate 50 seated or up to 70 for a finger buffet (with occasional seating).

The Trellis

Situated in the Attractions Restaurant for up to 20 guests (buffets cannot be served in this area).

Restaurant Dining - Attractions Restaurant

You can pre-book our Attractions Restaurant, serving A la Carte meals throughout each meeting. For a small fee a table can be reserved for the day, please contact CGC Events on 01132 876387.

Furnished Marquees

Fully furnished marquees can be located on the lawned Course Enclosure, adjacent to the Winning Post and main stands. These are available for hire for smaller or larger parties and can include your own dedicated Tote betting facilities. Marquees may be available to hire on days preceding or following racedays.

Contact CGC Events Ltd on 0113 287 6387 for information on all Marquee entertaining.



Testimonials

'...thank you for the most marvellous of corporate entertaining days...I thought the standard of cuisine and the service were exemplary.....We could well have a trend here and I look forward to engaging with you with reference to an event next year.'

**Scott Robinson, Managing Director,
TBO Investments Limited**

'I really enjoyed my lunch thanks it was delicious! The best Chamber lunch I've been to so far!'

**Victoria Hodgson, Head of Marketing &
Communications, Hull Truck Theatre**

'...I would like to say how impressed I was with the facilities at the racecourse and the meal and the staff were of an excellent standard.'

**Angela Lawtey,
Armadillo Self Storage, Hull**

...gem of
a venue