



CRAYFORD
GREYHOUND TRACK

ADVERTISING OPPORTUNITIES

Ladbroke owned Crayford Greyhound Track has been home to greyhound racing for over 70 years and is the only sporting venue of its type in North West Kent. The popularity of greyhound racing makes it one of the largest spectator sports in the UK.

Why not get your business promotions off to a good start by advertising in our race card or on one of our trackside advertising boards?

With over one million betting shop viewers throughout the UK and Europe and a footfall of over 2,000 customers each week, this is an excellent way to market your company.

Trackside Advertising Boards

A track side board can publicise your Company at our Tuesday, Thursday and Saturday daytime race meetings, which are televised to Betting Shops nationwide and throughout Europe with an audience of over 1 million viewers.

Stadium Front Advertising Boards

In a prime position along the front of the building, these boards are eye catching with an estimated audience of 40,000 viewers a week driving past after exiting from the adjacent Sainsbury's supermarket.

Race Card Advertising

This is a great way to promote your business. With some 2,000 race cards produced each week you can tailor your advertising to suit you needs, whether it's for one day or one month or more, we can help to get your message seen.

Race Sponsorship

You can create your very own racing competition, which will not only promote your business or company, but will include your workforce and customers. Having a race named after your Company can be an exciting way to bring your customers and business together. It doesn't cost as much as you think and we can tailor packages to suit your budget.



advertising

Track Side Advertising Boards

Size of board 6.1m x 1.2m

£1,000 per annum. Your message will be seen by 1 million viewers each week in betting shops throughout the UK and Europe during our televised race meetings.

Stadium Front Advertising Boards

Size of board 1.2m x 1.8m

£750 per annum
£395 per half year
£210 per quarter
Your advertising board will be read by over 50,000 people every week, a great way to get your message across to the local community.

Race Card Advertising

Size A5 (mono)

Entry for 1 card only **£10**
1 week (5 entries) **£50**
1 calendar month **£100**
We produce 5 Racecards each week so this is an affordable way to promote your business whether it's one insertion or more. The beauty is you can choose.

Race Card Full Colour Back Cover

Size A5 (colour)

Please note that the commencement of any advertising period for the race card back cover will coincide with printing schedules

12 months **£1,000**
6 months **£750**
3 months **£450**
We print over 100,000 Racecards per annum. Your message will be read by race-goers for a minimum 3 month period.

Race Sponsorship

Individual races

Prices start from **£50** and include your named race in the programme, a trophy presentation at the podium and a souvenir photograph.

Competitions

You can sponsor a competition from as little as **£500** and have your name in the sporting press. Competitions can be run over several nights with heats, semi finals and final, giving maximum publicity to your business. Get your name in the greyhound racing calendar!

For an additional fee we can supply the artwork and boards if required. All prices exclusive of VAT.

www.crayford.com

call **01322 318494**

Crayford Greyhound Track Stadium Way, Crayford, Kent DA1 4HR



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