

After the completion of a five-year exclusive sponsorship agreement with StanJames.com for The Newmarket Guineas Festival, where The 2000 and 1000 Guineas are the world-class highlights of a 14-race programme, Newmarket Racecourse is now seeking a new commercial partner for the 2011 meeting.

This means that this year's two-day meeting, which took place on Saturday 1st and Sunday 2nd May and included eight races shown live on Channel 4 with strong international coverage, was the last run under the Gibraltar-based bookmaker's banner.

Stephen Wallis, Newmarket Racecourses' Managing Director, said: "We are very grateful to Stan James for their support over the last five years and I know that they have been extremely happy with all that they have achieved through this sponsorship.

"A fantastic opportunity now exists for a new sponsor to put their name to the first two Classics of the British season and the other 12 high class races that support them.

"The Guineas Festival is undoubtedly one of racing's international highlights of the year - the 2000 Guineas was the highest rated turf race in the world two years ago and was won by world champion Sea The Stars last year.

"With the planned raising of the profile of Britain's premier races and racedays under the "Racing For Change" initiative, The Guineas Festival will become the high profile new opening to the premier flat season. A new sponsor can expect to reap an even greater return on its investment."

Charlie McCann, Head of PR for Stan James, said: "A sponsorship of this nature has a natural life. We have thoroughly enjoyed our association with Newmarket and Stan James has derived considerable benefit from it. However, we are reviewing our sponsorship strategy moving forward and investigating new opportunities.

## **New sponsor sought for Guineas Festival**

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"Stan James is thoroughly committed to supporting British horseracing. We are continuing to support a number of current sponsorships. We are also planning to sponsor a new marquee event in 2011 and will announce details when this is completed."