
TheJockeyClub
1752

The Jockey Club, the largest commercial group in British horseracing, has announced that number one adult soft drink brand J2O will become the title sponsor of a new summer flat race series, following an agreement between Jockey Club Racecourses and Britvic Soft Drinks Limited.

The nine race stayers series will be known as the 'J2O White Blend Summer Series', run from 6 August to 25 September 2010 at eight Jockey Club Racecourses: Haydock Park (two fixtures), Nottingham, Sandown Park, Carlisle, Newmarket, Warwick, Epsom Downs and Kempton Park.

The competition will climax with the 'J2O White Blend Summer Series Final' at Haydock Park on 25 September 2010, which is scheduled to be televised live on Channel 4 and specialist channel Racing UK.

As part of the deal, Britvic Soft Drinks Limited will receive a package of rights, including branding on trackside signage, the presentation podium, number cloths, winners' blankets and media materials; advertising on the big screen and in the racecard; allocated tickets; hospitality facilities; and associated marketing rights. The company will also present a cash reward to the stable staff member in charge of the 'Best Turned Out' horse in each race.

Britvic Soft Drinks Limited is already a Jockey Club Racecourses 'pouring partner', supplying soft drinks and mixers to Jockey Club Catering, which is a joint venture between the racecourse group and Compass.

Jonathan Gatward, Brand Director, Britvic Soft Drinks, said:

"We are very excited to be partnering with the Jockey Club this summer. It represents a great platform to broaden the awareness of our new light and refreshing J2O White Blend range, a product that we hope many race fans will be enjoying as much as the racing this summer."

Paul Fisher, Chief Operating Officer of Jockey Club Racecourses, said:

"It's fantastic to be working with Britvic on this exciting flat race series, which takes our existing relationship to a new level. Racing is Britain's second most popular attendance sport and offers great value to commercial partners and a big opportunity to see strong returns on their investment.

"Recognised brands like Britvic and its J2O White Blend range can make all the difference in helping to market our sport to new customers, while supporting its financial health."