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WELCOME TO CEREDROTIAN

Background

Established in 2009, CEREDROTIAN represents four harness racing clubs throughout Ceredigion - Lampeter, Tregaron, Tan y Castell and Ceredigion. Our aim is to support the four clubs, market and develop the sport in the county and beyond, while promoting the area's tourism industry and local economy at the same time.

CEREDROTIAN race meetings are all affiliated to the British Harness Racing Club. The four clubs associated to CEREDROTIAN promote 8 racing days between May and September. The County is proud to promote some of the country's most prestigious and richest harness race meetings. As a result of the quality and popularity of the meetings we welcome thousands of visitors and hundreds of horses to West Wales. These race meetings have all played an integral part of S4C's popular and long running RASUS TV programme.

Funding our work

Unlike Thoroughbred Racing, Harness Racing does not receive any financial assistance from the Horseracing Levy Board, and funds are partly generated from sponsorship.

In 2011, CEREDROTIAN received a grant from Ceredigion County Council through the Welsh Government to promote harness racing in the county, with the specific aim and purpose of helping to further promote the sport and further increase the contribution towards the area's tourism economy.

Why we need Sponsors

Like most sectors, funding cuts mean that we will be increasingly dependent on the generosity of the public and corporate sponsors. This support enables CEREDROTIAN to develop harness racing in the county of Ceredigion and beyond, for the benefit of the sport and the local economy.

Benefits for Sponsors

Harness racing has a very high profile across Wales and this has been achieved not least by extensive coverage given to the sport on S4C every year (Rasus). In 2013, there will be live TV coverage coming from our races at Ceredigion and Tregaron Harness Race meetings during July and August.

Our sponsors benefit from having a platform alongside us on a national and local level – not only amongst the public but the press as well. We can work closely with you to develop an appropriate sponsorship agreement to benefit both your organisation and ours. Some of these benefits may include:

- Your logo visible on our materials at events e.g. ad boards, the drivers, a great way to catch the attention of television viewers
- Recognition of, and a link to your website on the CEREDROTIAN website
- A presence on our stand at events
- Personalised company race name
- Potential live coverage of your race
- Advert in race cards
- Official press release to announce the funding and references in other releases relating to the funding
- An agreed number of free tickets to the races
- Sponsorship is tax deductible

CEREDROTIAN sponsorship is extremely flexible and we can tailor the package to suit any budget. With prices starting as little as £50 for a single advert.

Thank you for taking the opportunity to consider Harness Racing sponsorship, should you require any further information or wish to discuss further, it would be more than a pleasure.