



THE SERIES

**INFORMATION
FOR TRAINERS**

12 TEAMS REAL HORSEPOWER

chr.

presents a new horse racing competition

'THE SERIES'

launching July 2019

New competition format

12 Teams compete over an 8 week period
48 exclusive flat races all shown on ITV

Big prize money

£100k+ per race for owners + appearance fees
£1m+ competition prize pool for trainers

Group 1 venues

Thursday evening meetings
25th July to 12th September 2019



What's in it for owners?

Exceptional prize money

- £5m+ prize money
- No race entry fees
- £1,000 race appearance money
- Team prize pool equally distributed amongst participating owners
- Complimentary tickets to all 8 meetings

What is the competition format?

Familiar team-based sporting format

- Each Racing Team will be sponsored by a major brand
- Two overall Championships run simultaneously – Racing Teams and Jockeys
- Points awarded per race forming a competition league table

Race Position	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
Points	25	18	15	12	10	8	6	3	2	1	0	0

What are the Race Conditions?

6 races per meeting open only to the 12 teams

- Each team to provide one runner in each race
- All horses run in sponsor's colours rather than owner's colours
- All races will be 0-90 handicaps for 3 year olds and older horses
- All races "hands and heels" rules
- Full range of distances
- Reserves to be discussed
- Trainers, jockeys and horses can only be associated with one Racing Team for the duration of the competition

What will be different about the race night?

A distinctive look and feel

- All team members wear branded apparel - polo shirts, jackets and caps
- Teams will have a designated area at racecourse – similar to Formula 1 garages
- Teams will interact with media and fans throughout

How will the Racing Teams be formed?

12 identifiable Teams

- Racing Teams will comprise Trainer/s, Horse Owners, 4 Jockeys and squad of 30 horses
- Trainer/s may be single or a group of trainers – they will nominate a Racing Manager
- Each trainer must have a minimum of 5 horses to be a part of a Racing Team
- Racing Teams and sponsors will be matched by mutual approval
- Horse and jockey selection, race entry and all racing matters will be handled by the Racing Manager
- Racing squads (horses and jockeys) to be selected prior to the start of the competition
- A transfer window will occur after week 5 when up to 6 horses may be replaced in each squad

How will The Series be promoted and broadcast?

Unparalleled media coverage

- All races broadcast in the UK on ITV
- International broadcast to 20+ countries
- Online international streaming partners
- Weekly pull-out and features in two national newspapers
- Full radio coverage on UK national radio station
- Via participating racecourses and The Jockey Club
- Comprehensive PR campaign

What else is required from a Racing Team?

Host the Team sponsor

- Yard visits for Team sponsor and guests over the competition period
- Yard areas and stable staff branded for promotional/content purposes during sponsor visits

Interested in forming a Racing Team?

Be a part of The Series

For all enquiries, including registering your interest to participate please email the following information to hello@championshiphorseracing.com (Subject: Racing Teams)

- Name
- Contact telephone number
- Yard address
- Number of horses available
- Name of other trainer/s with whom you will form a Racing Team (if applicable)

Meet the CHR team and hear more about The Series

Get in touch

Meet the CHR team and hear more about The Series

We will be hosting Q & A sessions in various locations in the coming months. Please see www.championshiphorseracing.com/blog or contact hello@championshiphorseracing.com for more details.

You are also very welcome to visit us at our offices in Paddington, London. Please call to arrange on **020 3890 7587**

THE SERIES LAUNCHING JULY 2019





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@CHR_Events