

THE POINT-TO-POINT AUTHORITY LIMITED

OWNERS' GUIDELINES FOR THE NEW POINT-TO-POINT HORSE SPONSORSHIP SCHEME

It is important to understand that the Point-to-Point Horse Sponsorship Scheme has no connection whatsoever to the existing BHA Owners' Sponsorship scheme. Therefore, if your horse runs in a Hunter Chase it will fall under the Rules set out in the BHA Owners' Sponsorship Scheme, NOT this Point-to-Point Authority (PPA) Scheme. The Point-to-Point Horse Sponsorship Scheme does NOT have anything to do with VAT and therefore it does NOT allow Owners to reclaim any VAT in relation to training fees.

HOW DOES IT WORK?

Every horse running in Point-to-Points (with the exception of those without a registered Hunters' Certificate) can be sponsored by a business that will give the owner of the horse (as stipulated on the Hunters' Certificate) £450. In return for this sponsorship payment the business name will be displayed in the racecard and may also be displayed on any rug worn by the horse, at any time, at a Point-to-Point meeting (as defined in Appendix L of the BHA's Regulations for Point-to-Point Steeple Chases).

N.B. Owners sponsorship of this type is entirely OPTIONAL. There is a PPA registration fee of £45 (payable by the Owner) for each sponsored horse.

WHAT DO I DO?

- Find yourself a business to sponsor your horse for the coming season; it will cost them £450 per horse and each horse can only be sponsored once. Ideally, you should not be a Director of the business.
- The sponsorships can be registered from 1st November 2008. The 2008/9 Point-to-Point season begins on 30th November 2008 and finishes on 13th June 2009.
- Any one business can sponsor up to 5 horses only.
- Ask for a cheque payable to you, the Owner, for the sum of £450 per horse. Use this money towards the training, entering and running of your horse (ensure you can provide documentary evidence of this, should you be required to do so). Please note: the sponsorship payment will not be valid or recognised unless, and until, your Hunters' Certificate is registered at Weatherbys. Do NOT send the cheque for £450 to Weatherbys. The relevant fees for registration are set out on the Hunters' Certificate.
- When you fill out the Owners and Trainers details on the Hunters' Certificate, complete the new boxes entitled "Horse Sponsor", there is a maximum of 45 characters allowed, including spaces. Ensure this is the correct name, and in the style, your business sponsor is happy with. Please write clearly and legibly.
- Add a £45 registration fee to the cost of the Hunters' Certificate by ticking the appropriate box. (If you do not manage to find a sponsor before the Hunters' Certificate is registered you will still be able to take advantage of the Scheme. The Point-to-Point Sponsorship Desk at Weatherbys (please contact Kerry Atherton, via details supplied below) will be happy to send you the required registration form.
- Ensure you supply a copy of the Hunters' Certificate to your business sponsor together with a copy of the confirmation of registration letter, as the business sponsor may require this for accounting purposes. The confirmation of registration letter will be sent to you by Weatherbys on completion of the registration process.
- Entirely at the discretion of the horse's sponsor you may display the business name on the paddock sheet along with any other rug worn by the horse at the races (see Appendix L of the BHA's Regulations for Point-to-Point Steeple Chases for specific criteria; copy included below). If you have more than one business sponsoring your horses, but intend to use the same paddock sheet, it is suggested that Velcro logos be used. These are easily interchangeable.
- When you enter your horse to run ensure the horse sponsor is named correctly and clearly on the Entry Form (if Weatherbys are taking the Entries this information will already be recorded and you will be asked to verify the registered information). This is important as the sponsor's name will be reproduced in the racecard.
- In the event that your horse is not able to run during the season, for which sponsorship has been paid, it is strongly recommended that the horse is entered at least once. You will then be in a position to give a copy of a racecard to your sponsor. This provides proof, and shows evidence, of genuine intent to promote the sponsor's name.

QUESTIONS AND ANSWERS?

Q. What if I sell my horse during the season?

A. The sponsorship, and its related benefits, will remain with the horse for the duration of the season unless the new Owner obtains a new sponsor. A new sponsor can be registered on the relevant form (copies can be obtained from the Weatherbys Point-to-Point Sponsorship Desk). A registration fee of £45 will apply.

Q. What information should I tell my business sponsor to keep?

A. A copy of the Hunters' Certificate and the letter from Weatherbys confirming registration; a copy of an Entry Form (showing their business name as the horse's sponsor); a copy of at least one racecard, so the business can prove to their accountants (and HMR&C) the genuine intent and actions to promote the business name.

Q. How should I 'sell' the scheme to a business (it is a legitimate tax deductible business expense)?

A. Point out that the purpose of the scheme is to promote the business name. Every time your horse is entered and runs in a Point-to-Point race, the business name is being exposed (a) in the racecard and (b) (optionally) on the paddock rug, both before and after the race. An average attendance at a Point-to-Point can be 3,000. Depending on how many times the horse runs this could represent very justifiable exposure for the amount involved.

N.B. Ideally, the owner should not be a Director of the sponsoring Company.

Q. Who CANNOT sponsor? (We must ensure we do not conflict with The Sport's National Sponsors)

A. All vehicle manufacturers, all horse feed and horse supplement manufacturers. To ensure compliance with the OFCOM Code of Advertising Standards the following are INELIGIBLE:

- all tobacco products; breath testing devices, or others which mask the effects of alcohol
- the Occult
- Private Investigation Agencies
- Commercial Services, offering advice on personal or consumer problems
- guns and gun clubs
- pornography
- betting and gaming organisations (to include, for the avoidance of doubt, betting exchanges)

Point-to-Point Authority: 01285 841920; Fax: 01285 841354; email: lucybrack@p2pa.co.uk

Sponsorship, Marketing and PR: 01227 713080; Fax: 01227 713088; email: jeanette_dawson@hotmail.co.uk

Weatherbys Point-to-Point Sponsorship Desk: 01933 440077; Fax: 01933 274593; email: katherton@weatherbys.co.uk

APPENDIX L

RUGS AND SHEETS:

- For all rugs and sheets, a patch of any shape, in area no greater than 32 square inches (206 square cm) must only appear on the corners of the sheet or rug nearest to the hindquarter of the horse, on both the near and off side of the horse.

Ideally, patches to be fixed with Velcro or other such removable fixing method to enable ease of removal; alternatively, **the patches may be permanently fixed but, in such an instance, an alternative un-branded rug/sheet must be available at the racecourse in the event of any non-compliance with this Code.**

Should an un-branded item not be available, branding may, at the discretion of a Point-to-Point Steward, be covered over or removed in order to comply with this Code.

All of these areas are to be calculated by measuring around the outline of the words or logo(s) and will include the space between words if more than one is carried or between words and logo if both are carried. Any lines or box surrounding the words or logo(s) will be considered as part of the maximum area.