
Promotion/Sponsorship

Greyhound Phoenix Strategy
Group presentation to the National
Greyhound Consultative Forum

10th November 2016

Overview

The IGB need to implement a more holistic approach to the marketing and promotion of the Industry as a whole to include greyhound as pets campaigns, Welfare, Promotion of the Greyhound as a breed is paramount. IGB need to ensure a “night at the dogs” is portrayed as a fun night out but it is also must be informing people about all aspects of greyhound racing: ownerships, retired dogs, syndication, sponsorship etc.

Track Managers should become Commercial Managers and concentrate on getting sponsorship, planning family days / busters etc and ensuring that the overall experience for all stakeholders is positive. The idea of having a night at the dogs needs to be made "sexy" and appealing to all ages and genders.

Show sponsors they are valued and out of basic courtesy, ensure that it is standard practice to have a follow up after the event. Make sure they were happy with how they were treated and most importantly would they be interested in sponsoring again.

Actions in regard to promotion and sponsorship that could benefit the industry

The following are some ideas that might be considered in improving the current promotion and sponsorship efforts:

- In order to free up the workload of the managers, all entries should be done through a central point in the IGB and trap draws should be streamed live thus creating full transparency.
- Have managers on a percentage/bonus for sponsorship gained and track performance etc. The managers should be up-skilled in appropriate areas to ensure their effectiveness and rotated.
- Track managers should have quarterly meetings racing on Calendar
- The buster nights are always enjoyed by those who attend them but there is no follow up. Why not hold information nights in conjunction with a successful buster run, let's say by a school and invite all local teachers and parents associations to see how it's done. The same could be done for officers of GAA clubs, soccer, rugby, community councils etc. We must be seen as the first port of call for any group who need to raise funds.

Questions for the IGB

- With a marketing budget of €1.7 million how come the 8 races on the “night of stars” the biggest race night of the year are actually in the main sponsored by owners? Could you not sell the sponsorship idea to anyone outside the industry?
- How was the €1.7 million budget spent in 2014 and how successful was this spend?
- What targets do you set for your marketing and promotion campaigns and how do you measure their success?
- Can you produce Actual v's Budgeted figures for all marketing and promotion activity in the last 3 years?
- What is your Business Plan for 2017?
- Are you aware that Channelle/Prazitel sponsored stakes at 6 tracks last year culminating in a final at Thurles. Not one of the six track managers or IGB marketing personnel saw fit to call them afterwards to thank them or request feedback. Channelle spent close to €7000 to provide a prize fund of €21000. How many other sponsors have been treated in this way?
- Why is the fund set aside for syndication promotion mostly unspent?

