

under  
starters orders

THE CURRAGH  
WHERE CHAMPIONS ARE MADE



Sensational Kids  
Helping Children Achieve



# Sponsorship Information Pack



# OUR 2019 PUBLIC ARTS PROJECT IS under stARTers orders

## WE'D LIKE YOU TO BE INVOLVED.

To celebrate the opening of the new Curragh and to help raise funds for the vital work of two fantastic charities local to Kildare, **Irish Injured Jockeys** & **Sensational Kids**, we are inviting you to join us in creating a unique public arts initiative. **Under stARTers orders** is a collection of 20 lifesize resin horse sculptures that will be painted by some of Ireland's top artists and celebrities and then put on public display to form a **Public Art Exhibition** in a variety of locations in and around Kildare in 2019 before being auctioned off at the time of the **Dubai Duty Free Irish Derby** at The Curragh, in order to raise valuable funds for these two local charities.

This is an opportunity for you to work with **The Curragh, Irish Injured Jockeys & Sensational Kids**, show that you take corporate social responsibility seriously, and also enjoy a unique platform to associate your business with.

**We are now inviting sponsorship partners to become involved in this fantastic project.**

## HOW TO GET IN TOUCH

To find out more please email: [dave@stARTersorders.ie](mailto:dave@stARTersorders.ie)

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# BY SUPPORTING THIS PROJECT YOU CAN HELP SUPPORT THE WORK OF TWO FANTASTIC LOCAL CHARITIES.

## Irish Injured Jockeys

The Mission of the IJJ is to make a real difference to the lives and welfare of jockeys, past and present, and their families by raising funds to provide enhanced help, care and support.

Irish Injured Jockeys was set up in 2014 to increase awareness and raise vital funds to support our injured jockeys. Funds raised through Irish Injured Jockeys go to the injured riders who are in most need of support.

With the nature of horse racing posing such high risks to our jockeys on a daily basis, it is essential that we have a public fundraising vehicle in place through which we can raise much needed funds on a regular and consistent basis.



*Help when the going gets tough*



## Sensational Kids

Sensational Kids is an award-winning charity providing affordable and accessible early intervention services for the 1 in 4 children in Ireland with special educational needs such as those with autism, Down syndrome, adhd, dyspraxia, dyslexia and sensory processing disorders.

To date, Sensational Kids has delivered better outcomes for 5,000+ children with additional needs at its child development centres which are located in Kildare Town and Clonakilty.

Sensational Kids bridges the gap between public and private intervention for children who are on public waiting lists for vital supports such as occupational therapy, speech & language therapy and play therapy. With its services in huge demand, Sensational Kids is opening another child development centre in Connacht in 2019 and has just launched an innovative hippotherapy service for children with additional needs, combining the use of occupational therapy with the movement of a horse to deliver life changing impacts.



**Sensational Kids**  
*Helping Children Achieve*



# Celebrating the opening of the new Curragh development

A fantastic opportunity to showcase your your brand as part of the opening of the new Curragh

## under stARTers orders supported by THE CURRAGH RACECOURSE

Steeped in history and tradition, **The Curragh Racecourse** is undoubtedly Ireland's premier flat racing venue and the spiritual home of the sport in Ireland.

Considered to be one of the finest tracks in the world, every year it is the home to Ireland's five Classics. Centre stage is of course held by the **Dubai Duty Free Irish Derby**, a major event for flat racing worldwide and a race that down through the years has been won by some of the greatest racehorses ever to run.

The new Curragh will see the creation of world class facilities on a par with the best anywhere in the world. The centrepiece of the redevelopment will see the creation of a major new grandstand which will incorporate five star corporate facilities, restaurants, bars and superb viewing facilities for all racegoers.

The new Curragh will be a world class centre of excellence as Ireland's leading racecourse, the national racehorse training centre and a popular local, national and international destination embracing change and innovation while protecting the unique heritage of the Curragh. The ambition is to make the Curragh a world leader for racing, event management and entertainment and establish the Curragh as a must visit year-round vibrant destination for activities and events, both race day and non-race days.

The 20 painted sculptures will be auctioned off at the time of the **Dubai Duty Free Irish Derby 2019** to support two worthy local charities, **Irish Injured Jockeys & Sensational Kids**.





# THE HORSE SCULPTURES

The horse is constructed from a polyresin fibreglass material; it is primed and ready to decorate. When finished, it will be mounted on a custom-made plinth which will carry a plaque that gives the reader information about the sponsoring company and other information relating to the trail and charities.

Once the project is over, all sculptures will be adopted or sold and can then be displayed in offices, homes or other suitable locations.



# under stARTers orders timeline

<b>January 2019</b>	Resin sculptures are distributed to invited Artists.
<b>January - March 2019</b>	Artists paint/decorate individual horses.
<b>March 2019</b>	All completed under stARTers orders sculptures are returned, official photographs are taken and the tourist trail is finalised.
<b>April 2019</b>	Online auction goes live. All 20 pieces of art are displayed in central locations for Public Viewing.
<b>June 2019</b>	Pre-Derby Live Auction for a selection of the sculptures before the Dubai Duty Free Irish Derby Festival which takes place from 27th to 29th June 2019.
<b>July 2019</b>	Online Auction Closes. Under stARTers orders horses delivered to their new owners.



# HOW YOUR BRAND WILL BENEFIT

Under stARTers orders will bring businesses, the creative community, local and international media and the public together over the course of this fantastic project.

20 horse sculptures will be painted and displayed to create a trail for people to follow in the largest public arts event ever to happen in and around Kildare.

There are a number of different ways that your business can become involved at different levels of commitment, so that whatever your budget, you can support this fantastic event.

## LEAD SPONSOR OF THE EVENT

€25k

In return for your investment of €25,000, we will be able to reciprocate in a number of ways including, but not limited to:

- Lead Naming Credit on all advertising and promotional materials and in all Social Media communications for the under stARTers orders sculpture project for the duration of the event.
- Your name and logo to appear on EACH AND EVERY one of the naming plaques which will be attached to the presentation plinths.
- Your name and logo will feature along with your message and Company Information / ad in our printed route map.
- Your name and logo will be prominently displayed alongside and in conjunction with the official charity partner names and logos.
- Opportunity to choose and ultimately take ownership of a unique piece of art from the designs submitted by our talented artists.
- Opportunity to commission a specific design for your horse, if you so wish.
- Highlighting your Corporate Social Responsibility credentials to our artists, followers, sponsors, residents and tourists to Kildare and around Ireland.
- Highlighting the link between you, The Curragh Racecourse and our two charity partners.
- Sharing information, photographs and updates about your involvement in the project with our high profile artists, fine art purchasers, sponsors, tourists, local and outlying residents around the country, via our numerous Social Media channels, website and printed materials.
- Strong visual presence (banners and signage) at our official launches (artists and general public) and press photo-calls.
- Recognition of involvement and input in press releases and other publicity.
- VIP tickets and speaking opportunities at all under stARTers orders events.
- Full A4 page colour advert in our exclusive Commemorative Auction Catalogue.

## **INDIVIDUAL HORSE ADOPTION**

**Commission your own design  
€15k / Adopt an artist /  
sculpture €10k**

- Upfront purchase of a sculpture of your choice, brand exposure throughout the project and ownership of a piece of art after the project is finished.
- The opportunity to commission a specific design for your horse, if you so wish.
- Your company logo and descriptor on your sculpture plaque.
- Your name and logo will feature along with your message and Company Information in our printed route map.
- Marketing and brand exposure highlighting your Corporate Social Responsibility credentials to our artists, followers, sponsors, residents and tourists to Kildare and around Ireland.
- VIP tickets to all under stARTers orders events.
- Full A4 page colour advert in our exclusive Commemorative Auction Catalogue.

## **HORSE SPONSOR €2k**

- Your company logo and descriptor on a sculpture plaque of a horse of your choice.
- Your name and logo will feature along with your message & Company Information in our printed route map.
- Marketing and brand exposure highlighting your Corporate Social Responsibility credentials to our artists, followers, sponsors, residents and tourists to Kildare and around Ireland.
- VIP tickets to all under stARTers orders events.
- Quarter page colour advert in our exclusive Commemorative Auction Catalogue.



## HOST LOCATION €2k

- The opportunity to host one of the sculptures for the duration of the trail, ideal for hotels, restaurants, retailers, pubs and other premises looking to increase footfall and attract tourists / other visitors.
- Your name and logo will feature along with your message and Company Information in our printed route map.
- Footfall from thousands of trail followers as they visit sculptures on the trail route.
- Marketing and brand exposure highlighting your Corporate Social Responsibility credentials to our artists, followers, sponsors, residents and tourists to Kildare and around Ireland.
- VIP tickets to all under stARTers orders events.
- Quarter page colour advert in our exclusive Commemorative Auction Catalogue.

## CORPORATE DONATION €250 - €1k

- Marketing and brand exposure highlighting your Corporate Social Responsibility credentials to our artists, followers, sponsors, residents and tourists to Kildare and around Ireland.
- Tickets to all under stARTers orders events.
- Your brand included on the website on the trail map and in our Commemorative Auction Catalogue.

As there are just 20 horse sculptures, all sponsorship opportunities are limited and will be allocated on a first come, first served basis.

**So, please get in touch now and let us know  
how you would like to get involved!!**

# CONTACT DETAILS:

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