# TAB

# RACING

# CLUB

**EXPRESSIONS OF INTEREST**

## Background

The TAB Racing Club is set for launch in 2024, delivering Kiwis an accessible and thrilling ownership opportunity The Club will offer owners a tailored loyalty and rewards programme, and an enhanced wagering experience. The goal of the TAB Racing Club is to provide TAB customers who opt-in with a true value-add experience, which drives customer retention, whilst at the same time increasing ownership engagement and advocacy.

Ownership and by extension, ownership engagement, is inextricably linked to wagering and the sustainability of the racing economy. We aim to drive a deeper customer connection with the sport and our brand, and to convert casual wagering customers to become the next generation of racing owners, in turn to support the long-term viability of the industry.

Within the TAB Racing Club, we will deliver:

- Owner experiences to attend the races, birdcage viewing and on course hospitality;
- The Inside Word communications from trainer / jockey and special betting offers to drive engagement;
- Behind the scenes access to our trainers and racing participants and enhanced content to tell the stories of the racetrack heroes; and
- Bespoke events with clubs and industry.

The key to our success will be partnering with the right participants to deliver game-changing and memorable experiences for our Club members.

For trainers, the TAB Racing Club creates an acquisition funnel for new owners – providing a logical pathway for prospective owners to engage with trainers, check out social channels, and ultimately become registered owners.

The TAB Racing Club will highlight stable and trainer success stories to a large audience, and provide high-quality racing stock for partner stables, with low-administrative demands (single point of contact, one invoice etc) underwritten by a global entity in Entain Australia & New Zealand.

## Timeline

We encourage interested parties to submit an expression of interest to tabracingclub@entaingroup.co.nz by 30 September 2023. An expression of interest template is attached; however we encourage interested parties to make their submissions in a format or media which best addresses the selection criteria and promotes your credentials. If you have any questions in relation to the expression of interest process, please don't hesitate to reach out to us via this same email address.

Successful applicants will be notified prior to the end of October 2023.

The TAB Racing Club will be sourcing both thoroughbred and standardbred racing stock in early 2024 and will be active at the upcoming yearling sales, working closely with partner trainers to secure suitable racing stock.

## Selection Criteria

Trainers will be selected for the TAB Racing Club based on the trainer's ability to deliver on the desired owner experience for TAB Racing Club members, in addition to their racetrack success and geographic location.

Distribution of trainers will be broadly aligned with the TAB customer population and the racing program and venues. Note that the planned expansion of the TAB Racing Club may mean that additional trainers are selected with a view to increasing the distribution of racing stock in future years.

| | |
|---|---|
| Trading Name | |
| Name of Registered Trainer(s) | |
| Contact Number(s) | |
| Address | |
| About / Summary<br><br>*Background, experience, achievements etc* | |
| Website (if applicable) | |
| Social Media Channels Utilised | Facebook<br><br>Instagram<br><br>Twitter<br><br>Other |
| Horses in Work (approx.) | |
| Number of Staff | |

| | |
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| Overview of Stabling and Training Facilities (Both private and public access) | |
| Training Methods / Methodology | |
| Please outline how your stable delivers an exceptional owner experience | |
| Please provide a summary of your current engagement methods with owners on raceday | |
| Do you currently utilise an owner communications platform (such as Prism, MiStable, Ardex etc)? If so, please outline | |

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| **Statement of Interest**<br><br>*In 250 words or less, please outline why you are applying to train a horse(s) for the TAB Racing Club* | |
| **Please provide any other relevant information** | |