

OWNERS GUIDELINES FOR THE ENHANCED POINT-TO-POINT HORSE SPONSORSHIP SCHEME (HSS)

For the 2009/2010 Point-to-Point season, the PPA's sponsorship scheme allows owners to secure sponsorship income (minimum of £300 / maximum of £950). Additionally if your horse runs in a Hunter Chase it is possible to register a further agreement in line with the British Horseracing Authority's Sponsorship Framework for Racehorse Owners (SFRO), under which you may also be eligible to register for VAT and reclaim the VAT incurred on your expenses. It is important to note however that the SFRO Scheme has no direct connection with the Point-to-Point Sponsorship Scheme and requires the registration of a further sponsorship agreement (detailing an additional sponsorship value) with the BHA. For further information regarding the VAT Scheme or SFRO please contact Weatherbys VAT Services on 01933 440077

THE PPA SCHEME - HOW DOES IT WORK?

Each horse running in Point-to-Point can be sponsored by a business who gives the owner of the horse (as stipulated on the Hunters Certificate (HC)) **sponsorship payment of between £300 and £950**. In return for the sponsorship, the business name may be displayed in the racecard alongside the horse's name and on any rug worn by the horse as defined in Appendix L of the BHA's Regulations for Point-to-Point Steeple Chases. N.B. Owner's sponsorship of this type is entirely OPTIONAL. The registration fee is **£49.45** for each sponsored horse.

WHAT DO I DO?

- Find a business to sponsor your horse for the coming season (**minimum of £300 / maximum of £950**) per horse and ideally you should not be a Director of the business. Each horse can only be sponsored once.
- The PPA Sponsorship period commences 1st November and ends 30th June in any one season.
- A business can sponsor up to 5 horses.
- The sponsorship cheque must be payable to you, as the Owner, for the agreed sum per horse. This money must be used towards the training, and running of your horse (it is recommended that you keep documentary evidence of this).
- The sponsorship payment will NOT be valid or recognised until you register your HC at Weatherbys. The relevant fees for registration are set out on the HC which include the HSS fee.
- Provision has been made on the HC for the business name under which the horse is to run to be recorded –a maximum of 45 characters. It is important to ensure this is the correct name and in the style your business sponsor would like.
- Add the £49.45 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 can still take advantage of the HSS by applying for the relevant form by downloading it from www.pointtopoint.co.uk or requesting one from the PPA Office. Once completed send the form with payment to Weatherbys.
- The deadline for ALL HSS registrations is Friday NOON for races closing on or after the following Monday, mirroring the HC registration deadline.
- Ensure you keep a copy of the HC to pass on to your sponsor together with a copy of the confirmation of registration letter (sent to you by Weatherbys) as the business sponsor may require this for accounting purposes.
- **New for 2009 / 2010 is the option for the Sponsor's logo / name to appear on the ATTENDANT'S JACKET as well as on the paddock sheet and 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).**
- When entering your horse ensure the Horse Sponsor's name is clearly printed on the entry form or clearly state the name when doing entries with Weatherbys via the telephone. It is important the information is correctly reproduced in the racecard.
- In the unfortunate event that the horse is unable to run during the season due to exceptional circumstances, it is recommended to enter it at least once so as to be able to provide the sponsor a copy of the racecard to ensure there was genuine intent to promote their name.

QUESTIONS AND ANSWERS?

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

A. The sponsorship payment and its related benefits will remain with that horse for the duration of the season therefore the new owners will continue to display the original sponsor's details. **It is, however, your duty to report the change of Ownership to Weatherbys. Please send a PPO1 (change of ownership form) to Kerry Atherton, Hunters Certificate Co-ordinator.**

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

A. A copy of the HC and the confirmation of registration letter; a copy of an entry form (showing their business name as the horses 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 being 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 / attendants jacket both before and after the race. Average numbers of people attending a Point-to-Point are 3,000 over the season. Depending on how many times the horse runs represents very justifiable exposure for the amount involved. As noted above, ideally the owner should not be a Director.

Q. Who CANNOT sponsor? (We must ensure we do not conflict with our own 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).

Q. What if my horse will only run a Hunt Members race?

A. As there is no requirement to register a Hunters Certificate with Weatherbys your horse will be excluded.