



## **PRESS RELEASE**

### **ASCOT SIGNS HISTORIC ROYAL ASCOT STYLE GUIDE SPONSORSHIP WITH CUNARD**

**UK (MARCH 6, 2018):** Ascot Racecourse today announced a new relationship between luxury cruise brand Cunard and the iconic Royal Ascot Style Guide.

Released annually and from today known as the 'Official Royal Ascot Style Guide, In Association with Cunard', the guide is an intrinsic part of the highly-anticipated Royal Meeting, inspiring racegoers to dress elegantly across all five days and all four enclosures. It is one of Royal Ascot's highest-performing content series and achieves strong engagement from the racing and fashion communities, delivered through Ascot's digital channels and the wider media.

Cunard has been a pioneer in luxury ocean travel since 1840, celebrating 175 years in 2015, and continues to celebrate its timeless dress code, having hosted some of the most glamorous stars of the Hollywood golden age. In 2018 Cunard will host its third annual Transatlantic Fashion Week voyage, offering guests the chance to come face-to-face with some of the world's leading fashion designers.

The digitally-led sponsorship was packaged and valued by data-driven sports marketing agency Two Circles, who have been helping Ascot develop a deep understanding of its customers and making audience insight central to its marketing and sponsorship strategy since 2013. Two Circles will support Ascot and Cunard with the activation of the sponsorship through Ascot's digital channels as well as tracking its impact against agreed objectives.

Juliet Slot, Chief Commercial Officer at Ascot Racecourse, said:

"We're delighted to announce this new sponsorship with Cunard. Royal Ascot is a highlight of the summer social season and has grown to be a major fashion occasion in its own right; the new sponsorship reflects the long-term investment we have made into understanding our audience and engaging them through our digital channels, and the opportunity that presents to brands."

Simon Palethorpe, Senior Vice-President at Cunard, added:

"Royal Ascot is one of the most glamorous events in the UK sporting calendar, and we are thrilled to be chosen as the official sponsor. Both Cunard and Ascot embody a unique sense of occasion, allowing everyone involved the opportunity to embrace and enjoy a truly unforgettable and stylish experience."

This year's Royal Meeting takes place from June 19-23. The Official Royal Ascot Style Guide, In Association with Cunard for 2018's Royal Meeting - curated this year by leading stylist Damian Foxe - will be officially launched on March 7.

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**For further information:**

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**ABOUT ASCOT RACECOURSE:**

Ascot Racecourse, founded in 1711, is the premier racing venue in the United Kingdom and home to Europe's premier flat race meeting, Royal Ascot.

The Royal Meeting, run in mid-June, annually showcases the best horses in the world and brings champions together from every continent.

Royal Ascot is an occasion like no other in the sporting calendar as whilst it is demonstrably a celebration of horseracing at its very best, it is also a social occasion like no other, steeped in history and synonymous with pageantry and style.

On each of the five race days, The Queen arrives by Royal Procession along the racecourse with her guests, in full view of up to 80,000 spectators.

At the heart of Royal Ascot is the Royal Enclosure which, like the tradition of the Royal Procession, dates back to the early 1800's and the reign of George IV. Within this area, a strict dress code of morning dress for men and formal day wear for ladies applies.

**ABOUT CUNARD:**

Ascot's rich history and unrivalled sense of occasion proved the perfect setting for Cunard, when in 2017 it first sponsored the Cunard Handicap Stakes race on Saturday 9 September.

Cunard is a luxury British cruise line, renowned for creating unforgettable experiences around the world. Cunard has been a leading operator of passenger ships on the North Atlantic, since 1840, celebrating an incredible 175 years of operation in 2015. Pioneers in transatlantic journeys for generations, Cunard is world class. The Cunard experience is built on fine dining, hand selected entertainment and outstanding service. From five-star restaurants and in-suite dining to inspiring guest speakers, the library and film screenings, every detail has been meticulously crafted to make the experience unforgettable.

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