

## **ASCOT RACECOURSE AND LONGINES SIGN OFFICIAL PARTNERSHIP AGREEMENT**

**Thursday 14<sup>th</sup> June 2018**

Ascot is delighted to announce that Longines, provider of race times at Ascot since 2007, has become an Official Partner of the racecourse.

The Swiss watchmaker will continue its designation of Official Timekeeper, credited on ITV Racing, with an enhanced presence alongside Ascot's existing Official Partners, QIPCO and Gigaset.

This will include use of the Longines logo on the Grandstand and permanent on-course and off-course branding, throughout the year. The branded chronometer close to the winning post and elegant clock in the Parade Ring will remain in situ.

Each Official Partner has a day at Royal Ascot where their brand is given an elevated profile, which includes stalls branding. The day on which this will operate for Longines will be Wednesday.

Longines will continue as 'The Official Watch of Royal Ascot', supplying time pieces to winning connections of any horse breaking a track record over the Flat racing season, as well as enjoying several individual race sponsorships, including the Group 3 Longines Sagaro Stakes in May, won by HM The Queen's Estimate in 2013 en route to her victory in the Gold Cup at the Royal Meeting.

In line with its historical passion for horses and long-term expertise in timekeeping, Longines is also proud to announce that it has developed an ultra-precise and world class timing and positioning system, currently in testing at Ascot with a view to launching shortly.

Juan-Carlos Capelli, Vice President and Head of International Marketing of Longines, commented:

"Royal Ascot is known worldwide as one of the most prestigious and stylish sporting events on the calendar, with over 300 years of rich history behind it. This enhanced partnership, which sees our brand become an Official Partner of the racecourse, is therefore a perfect vehicle for the promotion of the Longines values - namely tradition, elegance and performance - values which both organisations share."

Juliet Slot, Chief Commercial Officer at Ascot, added:

“We are delighted that Longines are further deepening their relationship with Ascot as our Official Partner, joining QIPCO and Gigaset. We have worked with Longines closely for over ten years as our Official Timekeeper and Watch and now are very excited to be the showcase venue for their World Class Timing system which we look forward to launching this year. We are proud to be able to showcase the Longines brand, which reflects our values.”

Guy Henderson, Chief Executive Officer at Ascot, commented:

“We are delighted and honoured to welcome Longines as one our Official Partners, building on 10 years of sponsorship partnership with them as our Official Timekeeper and Watch.”

**ENDS**

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### **For further information**

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### **Notes for Editors**

Ascot Racecourse was founded in 1711 by Queen Anne and is constituted under a statutory trust contained in the Ascot Authority Act 1913. Three trustees (the “Ascot Authority”) are appointed by the Monarch and are ultimately responsible for the stewardship of the trust. The statutory purpose of the trust is to act for the benefit of racing at Ascot. All returns are reinvested in the business for the benefit of Horsemen (Owners, Breeders, Trainers, Jockeys and Stable Staff), racegoers and off course followers, both in the UK and Internationally.

Underneath the Trust, a corporate structure runs the business which employs around 200 people full time (directly and through our food & beverage joint venture with Sodexo known as 1711 by Ascot) and up to 6000 casual raceday staff.

Ascot hosts around 600,000 racegoers a year across 26 racedays (flat and jumps), 300,000 of whom come to Royal Ascot - a pivotal event on the racing and fashion calendar and a semi-state occasion - which equates to roughly 10% of the total number of racegoers attending in the UK from about 1.5% of the fixtures.

Ascot stages nine of the country's Group One (elite) flat races in the summer, and a further four on the industry owned QIPCO British Champions Day. The Royal Meeting is the most international race meeting in Europe, regularly attracting runners from Australia, the USA, Asia and from within Europe.

Ascot currently turns over around £90m per annum and generates around £20m in net cash, all of which is reinvested into the business (1) to repay debt following the 2004-2006 £220m redevelopment (now under £60m), (2) in infrastructure and venue experience (currently around £7m per annum), (3) in prize money and (4) in general business development.

Alongside racing, Ascot runs a £2m a year conference and events business and from July 2018 will run its own pool betting business, AscotBet, in conjunction with the Tote.

Ascot's overall direct economic impact has been measured by Deloitte as being around £150m per annum (excluding the very substantial off course betting).

Ascot is broadcast live in over 175 territories worldwide; at home on ITV and overseas, including NBC. International reach is pivotal to Ascot's future business development and as a shop window for international investment in British Racing's £3bn per annum industry.

Ascot engages with its wider community in a range of ways. Around 250 charities benefit in some way from Ascot's support each year. Ascot's Property Raceday raises just under £200,000 per annum for children's charities and from 2015 - 2017, Ascot raised £1.1m for The Prince's Countryside Fund. Ascot partners with the Berkshire Community Foundation to directly benefit regional charities.

## **Longines**

Longines' passion for equestrian sports began with the manufacture of a pocket chronograph depicting a jockey and his mount, engraved by hand on the back of the case. Since at least 1881, Longines has been committed to horseracing and its chronographs have been since then highly sought after by racegoers.

The brand today is official partner and timekeeper to numerous prestigious events around the world embracing horse racing, show jumping, driving, eventing and endurance riding. Alongside Ascot, home of the Royal Meeting, it is affiliated to other iconic racecourses including those which stage the Prix de Diane Longines, the Dubai World Cup, the Qatar Prix de l'Arc de Triomphe, the H.H. The Emir's Trophy presented by Longines, the Longines Hong Kong International Races, the Longines Queen Elizabeth Stakes, , the Longines Grosser Preis von Baden, the Preakness Stakes, the Kentucky Derby and the Longines Kentucky Oaks.