

BET WITH ASCOT

Customers Invited To “Bet With Ascot”

Press Release: 12th May 2018

Unveiled today is the new, on course customer facing brand identity for AscotBet - Bet With Ascot.

Bet With Ascot will be run in partnership with Totepool, who will continue to interface with betting shops (Tote Direct) and bookmakers’ websites and streaming services for the joint venture.

Bet With Ascot will first be available to on course customers on Friday, 13th July.

AscotBet will remain the trading name of the company (Ascot Racecourse Betting & Gaming Ltd) and be the interface for overseas contracts.

Also announced today are the bets and logos Bet With Ascot will initially offer, including the new “Survivor” bet which is being launched at this year’s Royal Meeting.

The Survivor bet is a knockout bet, where customers try and pick the winner for each race to be the last man standing. In the case of more than one winner, a dividend would be declared based on the number of winners.



Alastair Warwick, Chief Operating Officer at Ascot and Managing Director of AscotBet, looked forward to the July launch:

“Today is a significant step towards the exciting date of 13th July. We are very proud of what we hope will be seen as a welcoming, clear, customer friendly overarching on course message - Bet With Ascot.

“Our core bet types, logos, and the marketing messages behind them follow the same principles. Specifically, for clarity, where possible we have aligned with BritBet - the First Two and First Three, for example.

“The Survivor bet is a new bet which Totepool are unveiling today and will run at Royal Ascot. Later in the year, we will introduce other initiatives tailored to specific race meetings and audiences, the most obvious opportunities being at the Dubai Duty Free Shergar Cup team event.

“In time, we intend to contribute returns from our pool betting arm into our wider CSR programme, to develop in due course into the Ascot Foundation.

“I’d like to thank our colleagues at Totepool for their input and expertise, and we look forward to continuing our flourishing relationship into the launch phase.”

Phil Siers, Managing Director at Totepool, added:

“We are delighted to be launching the Bet With Ascot brand with Ascot today. The scope for our partnership venture on course and through our international network is considerable and provides exciting opportunities.”

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