



OVER £8 MILLION PRIZE MONEY ON OFFER AT ROYAL ASCOT 2020

3rd December 2019

Ascot Racecourse today announces that Royal Ascot 2020 will be run for a record £8,095,000, an increase of £765,000 on 2019 values.

For the first time, the Royal Meeting will play host to two £1 million races; The Prince of Wales's Stakes (from £750,000) and the Diamond Jubilee Stakes (from £600,000).

No race at Royal Ascot will be run for less than £95,000 in 2020 (£90,000 in 2019) and in total 16 of the 30 races have been the subject of increases.

Total prize money at Ascot next year, excluding the industry owned QIPCO British Champions Day, will be £14.4m, an increase of £819,000 (Executive contribution 2020: £8.1m, 2019: £7.4m). This includes bringing the Longines Sagaro Stakes up from £60,000 to £80,000 to match the Commonwealth Cup Trial on Royal Ascot Trials Day.

Ascot's Prize Money of £14.4m in 2020 is an increase of 65% on the 2010 Prize Money of £8.7m. Of the prize money in 2010, £4.1m (47% of the total) was Executive Contribution. In 2020, with Executive Contribution of £8.1m (56% of the total), the growth in percentage terms is 96% from a decade ago.

Guy Henderson, CEO, Ascot Racecourse, said:

“Royal Ascot plays an important role for the industry in maintaining international investment in British racing. The progress we have made with our international commercial rights, our debt financing programme and our business as a whole means that we are now able to start to implement our long held aspiration to increase the prize fund for our flagship and internationally relevant Group One races at Royal Ascot to £1million, beginning with the Prince of Wales's Stakes and the Diamond Jubilee Stakes.

“These two races, which historically appeal to international horsemen, have been selected first as being likely to produce increased income from overseas betting and associated media/data rights. Equally, there are so many six, and now seven figure races staged around the world over these distances that we must be conscious of options open to our own locally trained star horses.

“The UK LBO media rights landscape and levy picture remains very challenging which makes it difficult to plan beyond 2020.”

Nick Smith, Director of Racing and Public Affairs at Ascot, added:

“It is vitally important to continue to incentivise and reward connections of top-class horses trained at home, in Europe and further afield to run in Britain.

“A recent report commissioned by British Racing’s Public Affairs Group, titled *British Horseracing’s International Influence*, highlighted how important events like Royal Ascot are to the brand and resonance of British racing. It is a significant factor in creating demand at the sales, attracting sponsorship, investment in studs and horses in training, growing global television coverage, creating worldwide betting initiatives (like World Pool with the Hong Kong Jockey Club and UK Tote in 2019) and opening up opportunities for inward investment in our sport. A delegation led by Nick Rust presented the report to the Department of International Trade in October.

“Deirdre’s participation in Britain this year has given significant exposure to our elite events in Japan, which will hopefully encourage further involvement in British racing from Asia. Similarly, the NBC programming of Royal Ascot, the most extensively covered racing event in the USA (including coverage on the main channel on Royal Ascot Saturday) has come about in large part due to the meeting being put on the map by American runners and successes. Ascot is very fortunate to have such a strong annual programme, with nine Group One races outside QIPCO British Champions Day, and we are committed to making them as appealing as possible to horsemen from across the globe.”

Ruth Quinn, the BHA’s Director of International Racing and Racing Development, added:

“Royal Ascot showcases the best of British racing to its widest international audience. The meeting plays an important part in attracting owners from across the globe to run horses here from overseas bases or to have horses in training in Great Britain.

“Continuing to attract horses of the very highest quality is vitally important to our future status in the Pattern and to maintaining British racing’s position at the forefront of the international stage. We must not be complacent about our Group 1 races in what has never been a more challenging and competitive global sport, and this increased investment from Ascot is very welcome news.”

ENDS

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Race	Total Prize Fund £ 2019	Total Prize Fund £ 2020
Tuesday		
The Queen Anne Stakes (Gr1)	600,000	600,000
The Coventry Stakes (Gr2)	150,000	150,000
The King's Stand Stakes (Gr1)	500,000	500,000
The St James's Palace Stakes (G1)	500,000	500,000
The Ascot Stakes (H'cap)	90,000	95,000
Wolferton Stakes (Listed)	100,000	110,000
Daily Total	1,940,000	1,955,000
Wednesday		
The Queen Mary Stakes (Gr2)	110,000	115,000
The Queen's Vase (Gr2)	225,000	250,000
The Prince of Wales's Stakes (Gr1)	750,000	1,000,000
The Duke of Cambridge Stakes (Gr2)	175,000	175,000
The Royal Hunt Cup (H'cap)	175,000	175,000
The Windsor Castle Stakes (L)	90,000	95,000
Daily Total	1,525,000	1,810,000
Thursday		
The Norfolk Stakes (Gr2)	100,000	110,000
The Hampton Court Stakes (Gr 3)	90,000	95,000
The Ribblesdale Stakes (Gr2)	200,000	200,000
The Gold Cup (Gr1)	500,000	500,000
The Britannia Stakes (H'cap)	120,000	120,000
The King George V Stakes (H'cap)	90,000	95,000
Daily Total	1,100,000	1,120,000
Friday		
The Albany Stakes (Gr3)	90,000	95,000
The King Edward VII Stakes (Gr2)	225,000	225,000
The Commonwealth Cup (Gr1)	500,000	500,000
The Coronation Stakes (Gr1)	500,000	500,000
The Sandringham Stakes (H'cap)	90,000	95,000
Duke of Edinburgh (H'cap)	90,000	95,000
Daily Total	1,495,000	1,510,000
Saturday		
The Chesham Stakes (L)	90,000	95,000
The Hardwicke Stakes (Gr2)	225,000	225,000
The Jersey Stakes (Gr3)	90,000	110,000
The Diamond Jubilee Stakes (G1)	600,000	1,000,000
The Wokingham Stakes (H'cap)	175,000	175,000
The Queen Alexandra Stakes (Con)	90,000	95,000
Daily Total	1,270,000	1,700,000
TOTAL	7,330,000	8,095,000

