



Information For Trainers



HORSE RACING IRELAND
OWNERSHIP

HRI Ownership



The Ownership Department within Horse Racing Ireland is responsible for the retention and acquisition of racehorse owners. We market and promote the concept of racehorse ownership both domestically and internationally.



HRI Ownership are the HRI point of contact for owners throughout their ownership journey. We are committed to working with stakeholders, including racecourses and trainers to enhance the ownership experience and foster long-term engagement.

www.racehorseownership.ie



#OwnTheMoment



What Do We Know?

Research shows that existing Owners bring people into the Sport

Why do Owners get Involved?

- 67% love the Sport
- 32% family and Friends involved
- 32% social aspect/part of a community

How do Owners get into Racing?

- 55% through friends and family already involved
- 26% spoke to a trainer
- 16% joined an existing syndicate/club

Racing Fans

- 57% of racing fans are interested in becoming an owner
- 52% have explored the prospect of ownership
- A love of horses is the greatest motivating factor
- 71% of racing fans are interested in leasing

*Owner Survey 2024



#OwnTheMoment



Ownership Priorities

Experience

- Prioritise the retention of existing owners
- Work with stakeholders including trainers and racecourses to improve ownership communication and experience
- Host events and incentives to encourage owners to bring people into the sport and to introduce potential new owners to racing and ownership
- To provide excellent customer service to owners

Marketing

- Create campaigns to spark an interest and evoke a passion for ownership
- Position ownership as a lifestyle choice
- Encourage owners to be advocates of the sport
- Create a community of owners and trainers that are proud to be involved in racing
- Encourage potential owners to sign up to events & initiatives through marketing campaigns

Stay informed by following @hriowners, where we share regular updates and important information.

#OwnTheMoment



Owner Customer Service

HRI Ownership are the HRI point of contact for owners. We help owners throughout their ownership journey from registration through to the race day experience.

Raceday Communications

At declaration stage all owners receive an email from HRI Ownership on behalf of the racecourse. A declaration email is sent for every race meeting in Ireland throughout the year. The email outlines all race day information and instructions on their ticket and hospitality entitlements.

Raceday Tickets

HRI Ownership collates and responds to all owner ticket requests for every race meeting. We supply the list of owners and guests to the AIR desk for each race day.

Congratulatory Emails

We send a congratulatory email to every winning owner. This includes a link to the race replay and a link to racing post images. On request we will download pictures and send them to the owner for their personal use.

Events

Throughout the year, the Ownership team host complimentary ownership events both on and off course. We also offer complimentary tickets to owners for various race meetings throughout the year.

Winners Circle

The Winners Circle is an owner loyalty programme offering owners partner discounts. [Click here to view offers.](#)

How We Help Trainers?



We can work with you to include you in our **marketing campaigns**. We encourage you to tag us in your social media and behind the scenes content, expanding the reach.



We often **host events** that bring owners and trainers together, offering opportunities for direct interaction and discussion. We find these enhance the overall ownership experience.



We provide **yard videos** to promote trainers' facilities and offerings to potential owners, showcasing the quality of training and care available.



We can work with you to improve your existing **owner experience**.



Our website has a dedicated section for each individual trainer, where you can find contact details, training summary and videos (if applicable). Should you wish to be added to the directory or require any updates to your information, kindly inform us. To view the page, please [click here](#).

#OwnTheMoment



Join the Racehorse Trainer Community

HRI Ownership wish to work with trainers to help them promote themselves and improve their owner's experience.

If you are interested in being part of our marketing and events initiatives please join the **Racehorse Trainer Community**. To join, fill out the following form [here](#).

We're committed to supporting our trainers through initiatives like our [Trainer Directory](#) to showcase your profile, a [Meet The Trainer](#) promotion to connect you with new clients, and our [Between The Races](#) campaign to enhance the profile of trainers.

#OwnTheMoment



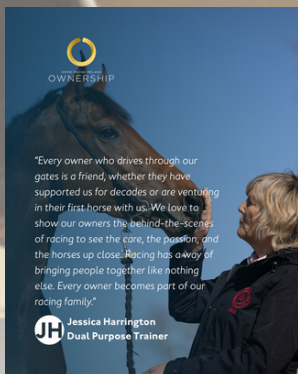
Campaign Examples



#OwnTheMoment



Campaign Examples



#OwnTheMoment

OWNERSHIP
HORSE RACING IRELAND

Owners Scheme



AIR have designated around one hundred race meetings per annum, where all owners with a horse returned in training can gain free access to the racecourse by presenting their AIR Access Card, regardless of whether they have a runner on the day.

**Download Owners Scheme
Dates (PDF)**



#OwnTheMoment



Owner Ticketing Explained

AIR Cards

The Association of Irish Racecourses (AIR) issues new owners with AIR Cards. The number of cards they receive depends on the ownership format. The cards grant race day access when owners have a runner and entitle them to complimentary owner dining.

Guest Admission

In addition to the AIR cards, the ownership format will determine the number of guest admissions they are entitled to, allowing owners to bring guests to enjoy the race day experience.

Sole Owner	4 AIR Cards	4 Guest Tickets
1st Named Partner	4 AIR Cards	4 Guest Tickets
2nd, 3rd & 4th Named Partner	2 AIR Cards	2 Guest Tickets
Syndicate	4 AIR Cards	1 Guest Ticket for every member of the syndicate registered (max 16)
Racing Club	4 AIR Cards	16 Guest Tickets

#OwnTheMoment



Who Are The Ownership Department



Amber O'Grady
Ownership Manager

E: aogrady@hri.ie

M: +353 (0)86 201 3523



Katie Young
Marketing Executive

E: kyoung@hri.ie

P: +353 (0)86 200 8147



Sinead Kenny
Marketing Coordinator

E: skenny@hri.ie

P: +353 (0)86 107 8460

#OwnTheMoment



HORSE RACING IRELAND
OWNERSHIP