

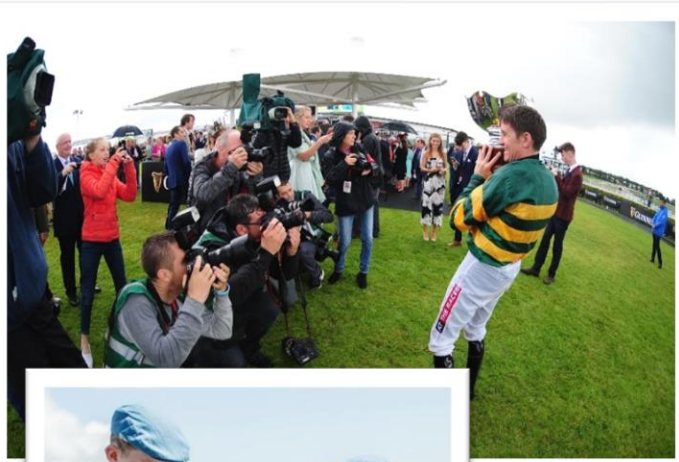
INTRODUCING
THE GALWAY RACES SUMMER FESTIVAL
MONDAY 26TH JULY TO SUNDAY 1ST AUGUST 2021



The Galway Races...then

- 🏆 1st race meeting, Tuesday 17th August 1869
- 🏆 40,000 people turned up to watch the racing.
- 🏆 The park at Eyre Square had to be used as a camping site for the huge crowds that arrived in the town well in advance of the two-day race meeting.





Passion for the Event
Vision for the Future
Lead from the Front



“Galway” continues to do what it has always done. It stirs the soul, makes our hearts beat that little bit faster, brings us together as families and generations. It gives us an occasion to celebrate and provides a degree of certainty in a sometimes-uncertain world.

It has survived and thrived...it is a race meeting like no other, it creates a feeling like no other. The style, the entertainment, the sense of history and all the thrills of top-quality racing. Thinking about it is enough to give you goose-bumps. Or, in other words, it's enough to make your hair stand on end!

It's an experience.

Unmissable!

A RACE MEETING LIKE NO OTHER

Magic moments both on and off the track. Friendships. Family. Reunions.

2019: SNAP SHOT

- 🏆 Ireland's Largest Horse Racing Festival
- 🏆 Contributes over €54 million to the local economy
- 🏆 Celebrated a Huge Milestone (150 years)
- 🏆 Sell Out Corporate Hospitality
- 🏆 Impactful Community Engagement Programme
- 🏆 Huge Ground Swell of Support: 145,000 people
- 🏆 Rewarded Supporters *(pin, brochure and photo gallery)*
- 🏆 Record Breaking Prize Money: €2.3 Million
- 🏆 Presented Our New Look Logo
- 🏆 Largest Musical Line Up yet! 47 Live Acts
- 🏆 Unveiling of Bronze Sculpture 'Leading in the Winner'
- 🏆 €6 Million+ press coverage *(increase of €1.6 million on '18)*
- 🏆 #GalwayRaces 1.6 Million Impressions on Social Media
- 🏆 Children's Race Day Mascot *Experience*
(A 1st for a race course in Ireland)
- 🏆 Improved Owners & Trainers Parade Ring Lounge
- 🏆 Delivering the Best Possible Customer Experience



GALWAY
RACES

SITUATION ANALYSIS

2020 is a year of special rules, exceptions, agility & thinking outside the box.

Coronavirus
COVID-19

Ireland's Covid-19 Timeline

12th March Leo Varadkar announces closure of schools, colleges and creches in ROI	27th March Everyone must stay at home except to care for vulnerable, short exercise and shop for essentials	10th April Government announce restrictions to remain in place until 5 th May	29th April Reported cases in Ireland pass the 20k mark	18th May Phase 1 of reopening commences Some retail outlets reopen	5th June Government announces accelerated reopening of the country	19th June Phase 3 of the accelerated plan to end lockdown is announced	29th June Phase 3 of reopening commences. Pubs reopen under restaurant licenses	7th July Covid-19 contact tracing app launches	23rd July The Government announce €7 billion stimulus plan	7th August Regional lockdown is put in place for Kildare, Offaly & Laois following factory outbreaks
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11th March 1 st person dies of Covid-19 in Ireland WHO declares pandemic	17th March St. Patrick's day Celebrated at home, Leo Varadkar addresses the nation	6th April Cases in Ireland exceed 5k	13th April Reported cases in Ireland pass the 10k mark	1st May Government announces plans to reopen the country	25th May Zero deaths from Covid-19 reported in Ireland for the first time since 21 st March	8th June Phase 2 of reopening commences. All retailers open. Phase 5 has been removed RACING RESUMES	25th June Revised roadmap of Phase 3 outlined by The Government	16th July Phase 4 of reopening delayed until August 10 th	22nd July Green list for travel is published	4th August Phase 4 is delayed for the a second time and will be reviewed on August 31st	12th August The Government announces they are working on a new colour coded system to replace Phases
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WINNER ALRIGHT...



GALWAY CHAMBER
Business Awards
2020

In association with **shannon GROUP**
Aviation | Property | Tourism

**MARKETING
EXCELLENCE
WINNER**

SPONSORED BY:
 **Cornhairle Cathrach na Gaillimhe**
Galway City Council

 **Galway Chamber**
Aviation | Property | Tourism



GALWAY CHAMBER
Business Awards
2020

In association with **shannon GROUP**
Aviation | Property | Tourism

**OVERALL BUSINESS
OF THE YEAR 2020
WINNER**

SPONSORED BY:
shannon GROUP
Aviation | Property | Tourism

 **Galway Chamber**
Aviation | Property | Tourism



150 years
of making your hair stand on end

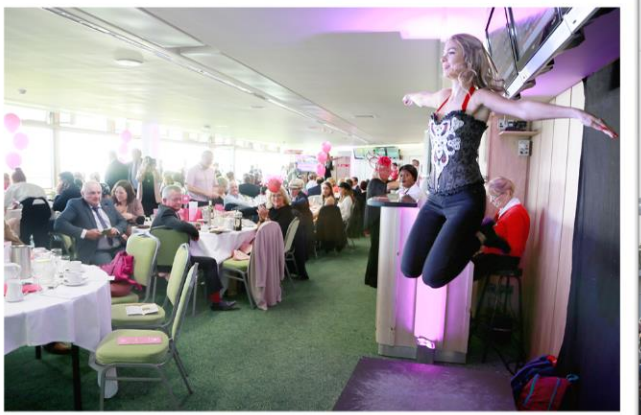


Monday 29th July - Sunday 4th August

150 years
of making your hair stand on end



Monday 29th July - Sunday 4th August



www.galwayraces.com



GALWAY
RACES

THANK YOU FOR YOUR SUPORT



Collaboration is
multiplication.

John C. Maxwell

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