

JUMPS CLUB

Driven by passion, united by community, rewarded through ownership



The National Hunt Ownership Platform
Delivering Owners to Jump Racing

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Delivering owners to Jump Racing

National Hunt racing depends on owners. Behind every horse in training stands a trainer, stable staff, suppliers and racecourses whose future relies on a healthy ownership base.

Yet trainers across Britain face a growing challenge:
• *FINDING ENOUGH OWNERS.*

Rising costs and a shrinking pool of traditional owners have increased the importance of attracting new people into the sport.

At the same time, competition for leisure spending has intensified, making it increasingly important that racing continues to demonstrate the accessibility and enjoyment that ownership can provide.

Fortunately thousands of racegoers are already discovering affordable ownership through racing clubs and other shared ownership schemes.

The opportunity exists.

The challenge is helping more people discover it.



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Ownership Within Reach

Thousands of racing fans are already enjoying ownership experiences that would once have been beyond their reach.

Racing clubs and shared ownership schemes have transformed access to ownership, allowing racegoers to enjoy stable visits, race-day experiences, trainer updates and the thrill of following a horse throughout its career at a fraction of the cost of sole ownership.

Importantly, these organisations do more than create members:

- *THEY CREATE COMMUNITIES.*
- *THEY CREATE FRIENDSHIPS.*
- *THEY CREATE FUTURE OWNERS.*

Every year millions of people attend race meetings, follow horses and immerse themselves in National Hunt racing. The opportunity lies in converting more of that enthusiasm into active participation.

By helping trainers, racing clubs and ownership organisations tell their stories more effectively, Jumps Club aims to introduce new audiences to ownership, generate enquiries and help secure a stronger future for the sport.



“The challenge is no longer creating ownership opportunities. The challenge is ensuring enough people discover them.”

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Millions Follow. Too Few Participate

Millions of people follow National Hunt racing. Many already possess the enthusiasm, loyalty and passion that trainers seek in future owners.

Yet surprisingly few realise ownership can be affordable, accessible and highly rewarding.

JUMPS CLUB HAS BEEN CREATED TO BRIDGE THAT GAP.

For many racegoers, the biggest barrier is not affordability but awareness. Many simply do not realise how many ownership opportunities now exist across the sport.

Through ownership guides, member stories, club profiles and expert insight, Jumps Club will help racegoers discover opportunities they may never have previously considered.

Creating a stronger pipeline of future owners for National Hunt racing.



“Millions follow National Hunt racing. Surprisingly few realise they could own a share in it.”

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Why Racing Clubs Matter

Racing clubs have opened ownership to thousands of people who may never have considered it possible.

Members enjoy:

- Stable visits
- Race-day access
- Trainer updates
- Social events
- Following a horse in training

But racing clubs create far more than experiences.

- *THEY CREATE COMMUNITIES.*
- *THEY CREATE LOYALTY.*
- *THEY CREATE FUTURE OWNERS.*

Many members progress to syndicates, partnerships and sole ownership, making racing clubs one of the sport's most effective recruitment tools.

By helping more racegoers discover ownership opportunities, Jumps Club will support membership growth, generate enquiries and help trainers and clubs attract the next generation of owners.

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“Racing clubs don’t just create members.
They create future owners.”

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Content that Creates Owners

Every edition of Jumps Club will be designed with one objective:
CONNECTING FUTURE OWNERS WITH OWNERSHIP OPPORTUNITIES.

Content will include:

- Trainer interviews
- Racing club profiles
- Member stories
- Ownership guides
- Stable visit reports
- Industry insight

At the heart of every issue will be authentic ownership experiences told by real participants.

Readers will hear directly from people who have taken their first steps into ownership and discover how those experiences have enhanced their enjoyment of racing.

Because no marketing brochure is more powerful than a genuine ownership story.

Jumps Club will explain ownership, answer questions and help racegoers take the first step.



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Building the Next Generation of Owners

Jumps Club will become the essential guide to affordable ownership in National Hunt racing.

Every edition will help readers understand:

- Racing Clubs
- Syndicates
- Partnerships
- Micro-shares
- Sole Ownership

The objective is simple:

- ✓ More racegoers becoming owners
- ✓ More clubs attracting members
- ✓ More trainers filling their yards.

By explaining the different routes into ownership clearly and independently, Jumps Club will help readers identify the opportunities best suited to their interests, ambitions and budgets.

DELIVERING OWNERS TO JUMP RACING.



"Every owner starts as a racegoer."

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Reaching Future Owners

Jumps Club is more than a magazine. It is a multi-channel ownership platform combining:

- Print
- Website
- Social Media
- Video Content
- Interactive Resources

Together these channels help ownership organisations reach highly engaged racegoers and introduce new audiences to ownership opportunities.

Every feature, profile and article will continue generating value long after publication through digital and social distribution.

This integrated approach ensures ownership opportunities remain visible and accessible wherever racegoers choose to consume racing content.

Jumps Club helps ownership organisations tell their stories, attract new audiences and generate genuine ownership enquiries.



“The Next Generation of Owners Needs JUMPS CLUB.”



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General Enquiries

Social media will extend the reach of every feature, profile and ownership story.

Content will include:

- Trainer interviews
- Member testimonials
- Ownership explainers
- Stable visits
- Race-day experiences
- Behind-the-scenes content
- Short-form video

Every element of the platform is designed to move potential owners one step closer to participation.

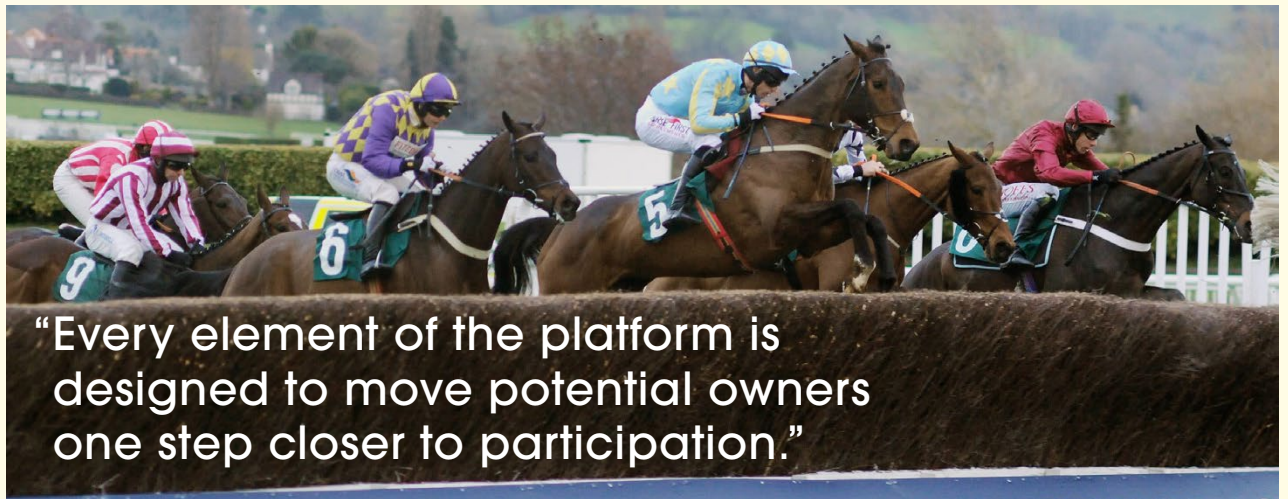
Through authentic stories, engaging content and practical information, Jumps Club will help transform interest into action and awareness into ownership enquiries.

GENERATE AWARENESS.

GENERATE ENGAGEMENT.

GENERATE ENQUIRIES.

DELIVERING OWNERS TO JUMP RACING.



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Interested in reaching future owners?

Whether you're a trainer, racing club, syndicate or ownership organisation, we'd be delighted to discuss how Jumps Club will help you connect with highly engaged National Hunt racegoers.

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