



## **Goodwood delighted to announce Unibet as Official Betting Partner of the Qatar Goodwood Festival**

On Wednesday 10 April, Goodwood Racecourse is delighted to announce a new three-year partnership with Unibet, which sees exclusive ownership and naming rights for Unibet of the prestige feature races across the Qatar Goodwood Festival week through to 2021, including the historic Stewards' Cup, Golden Mile and Nursery Stakes.

As official betting partner of the Qatar Goodwood Festival, Unibet will present the live Stewards' Cup draw on Thursday 1 August as well as sharing content stories from their ambassadors and having relevant on and off-course sponsorship branding.

The Unibet Stewards' Cup is a race with a rich history, having been first run in 1840. Frequently described as a 'cavalry charge,' the six-furlong spectacle attracts a full field of 28 runners and those who do not make the cut are eligible to run in the Qatar Stewards' Sprint consolation race. The 2019 Unibet Stewards' Cup will be run for £250,000.

Contested by three-year-olds and upwards, the Unibet Golden Mile was first run in 1987 and is one of the richest handicaps in Europe. Won last year by Her Majesty The Queen's Seniority, with thanks to Unibet the 2019 feature will be worth £150,000.

Ed Nicholson, Head of Kindred Group racing communications and sponsorship said; "The Qatar Goodwood Festival remains one of highlights of the flat racing calendar, attracting some of the best racehorses from all over Europe, and Unibet are honoured to be associated with such an iconic meeting. Unibet boasts some wonderful racing partnerships already, with the likes of the Champion Hurdle and the Investec Derby Festival, and this new deal reaffirms our position as one of the sport's leading supporters. The Unibet Stewards' Cup is always one of the most competitive handicaps of the season and we are hoping this year's renewal will be no different."

Alex Eade, General Manager of Goodwood Racecourse, said; "I am delighted that Unibet have extended their partnership with us to cover races on each day of the Qatar Goodwood Festival and become the official betting partner of the event. Unibet's passion for racing and drive for innovation shine through and we look forward to working in partnership with them this summer and beyond."

Tickets for the Qatar Goodwood Festival start from just £25 and under 18s go free. All tickets and hospitality can be purchased by visiting [Goodwood.com](http://Goodwood.com) or by calling the ticket office on 01243 755055.

### **ENDS**

#### **About the Qatar Goodwood Festival:**

Once described by King Edward VII as 'a garden party with racing tacked on,' this world-famous five-day festival – popularly known as 'Glorious Goodwood' – is one of the highlights of the flat racing season. Over 100,000 people flock to the world's most beautiful racecourse to enjoy top class racing and entertainment, including the £1million Qatar Sussex Stakes, the cavalry charge that is the Unibet Steward's Cup and the marathon Qatar Goodwood Cup.

The 2019 event takes place from Tuesday 30 July to Saturday 3 August and Qatar continues its generous support of the week, with prize money totalling over £5.5million.

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