



GUIDELINES FOR POTENTIAL SPONSORS - THE PPA HORSE SPONSORSHIP SCHEME (HSS)

"Sponsorship is a way for businesses to obtain the commercial benefit of bringing their name, products or services to public attention. Sponsorship is often a form of advertising. A business tries to obtain benefits for its products, goodwill or reputation and public image by association with a popular or successful event or person".

The HSS allows individual (HSS1) or multi-horse (HSS2) sponsorship within point-to-point racing. Any Business may sponsor point-to-point horses so long as their services or products do not contravene the OFCOM Code of Advertising Standards and Practice 9 (see below).

HOW DOES IT WORK?

Following payment of sponsorship to the Keeper or Owner of the horse(s), your sponsorship contract will be valid for one season. The point-to-point season runs from 24 October 2020 until 12 June 2021. Registration is often done at the same time as the horse is registered to run in point-to-points (on a form known as the Hunter Certificate), but a HSS1 or HSS2 form can be registered at any stage during the season.

Please note that the OFCOM Code of Advertising Standards prohibits the following products and services: all tobacco products, breath testing devices, the occult, private investigation agencies, commercial services advising on personal or consumer problems, guns and gun clubs, pornography and betting or gaming organisations.

If your sponsorship is registered via the Hunter Certificate or with the HSS1 form, your business name will appear in the racecard each time that horse races (Multi-Horse Sponsorships (HSS2) do NOT appear in the racecard). Please note that owing to space limitations in point-to-point racecards, your business name must not exceed 45 characters (including spaces).

- Weatherbys (HSS1) or the Point-to-Point Authority (HSS2) will send an e-mail or letter confirmation to the owner confirming that the business name has been registered as the appropriate horse(s)' sponsor. You should request a copy of this confirmation from the Keeper/Owner together with a copy of the hunter certificate so you can provide evidence of the sponsorship if required.
- It is important to understand that occasionally the horse(s) you have sponsored may become injured and unable to race during the season. Unfortunately, the sponsorship payment is NON-REFUNDABLE.

HOW DO I ACCOUNT FOR THE SPONSORSHIP PAYMENT ON MY VAT RETURN?

- HM Revenue & Customs judge all sponsorship payments on a case by case basis. We suggest you review HM Revenue & Customs Guidelines for sponsorship payments BIM42555 and BIM42560 (available on www.hmrc.gov.uk/manuals)

QUESTIONS AND ANSWERS:

Q. What if the horse I have sponsored is sold during the point to point season?

A. The payment already made is not transferable. The marketing publicity will no longer be available, unless the new owner chooses to allow the advertising to continue.

Q. What records should I keep?

A. The more information you can retain to provide evidence to HMRC of your activities to market and promote the business name, the better. We suggest, as a minimum, a copy of the Hunter Certificate and Weatherbys/Point-to-Point Authority letter confirming sponsorship registration; and copies of as many racecards as possible where the horse has been entered.

Q. What is the benefit of my sponsorship?

A. For sponsors the purpose of the scheme is to promote your business. Every time your sponsored horse is entered and runs in a point-to-point race your business name is being exposed:

- * (a) in the Racecard (single horse sponsorship ONLY)
- * (b) optionally on the paddock rug and/or the attendant's jacket both before and after the race
- * (c) optionally on the chest and/or the neck of the owner's colours

Total numbers of people attending point-to-points exceed 250,000 over the season. Depending on how many times the horse runs, this represents very justifiable exposure for the sponsorship payments involved

This guideline does not represent accounting advice of any form whatsoever. If you are in any doubt regarding your participation in the above scheme, please refer to your accountant or financial advisor. The directors of the PPA, the PiPRC, the PPSA, the PPORA and the MFHA cannot be held liable for any tax liability incurred as a direct result of participation in this scheme.

THE PPA SPONSORSHIP SCHEME - GUIDELINES FOR POINT-TO-POINT KEEPERS/OWNERS

1. Find your sponsor, ascertain whether it is a single (HSS1) or multi-horse (HSS2) sponsorship and agree how much they will sponsor your horse(s) for the season. Please note that a minimum value of £150 and a maximum value of £950 per horse applies. Arrange for your sponsor to make their payment directly to you.
2. Agree with your sponsor whether they wish for logos/wording to be displayed on attendant's clothing, paddock sheets and across the chest site of the colours (all optional) and ensure you agree the exact logo/wording.
3. Register the sponsor's details – either through the Hunter Certificate or on an HSS1/HSS2 Form (downloadable from www.pointpoint.co.uk). A fee of £57.60 (incl. VAT) is payable for each single horse sponsorship registered, varying levels of fee apply to multi-horse sponsorship.
4. Inform your Sponsor that their name will now be displayed in the point-to-point racecard (single horse sponsorship ONLY) every time the sponsored horse is entered to race in a point-to-point. Provide a copy of the Weatherbys/Point-to-Point Authority confirmation letter for the sponsor's records.

VAT

Owners of point-to-point horses can only reclaim VAT if their horse also runs in Hunter Chases and a separate BHA Sponsorship Agreement is registered. Full details of the VAT scheme can be found on pages 16 and 17.