

# Edinburgh Gin sign Sponsorship Deal with Musselburgh Racecourse

*Musselburgh Racecourse and acclaimed drinks brand, Edinburgh Gin, sign £20,000 Headline Sponsorship Deal*



Musselburgh Racecourse has joined forces with one of Scotland's leading gin brands, Edinburgh Gin, and signed a new headline deal for one of the most prestigious annual racedays, The Edinburgh Cup.

The £20,000 headline sponsorship deal of Musselburgh's richest flat race marries the two iconic capital brands once again, following the success of last year's Edinburgh Cup Raceday which saw Edinburgh Gin quench the thirst of over 6,500 racegoers who enjoyed more than 6,000 serves of its acclaimed and varied portfolio of unique, premium gins and liqueurs with Edinburgh Gin and Seaside Edinburgh Gin being the popular choices of the day.

Bringing both colours and flavours to the capital, The Edinburgh Cup Raceday sponsored by Edinburgh Gin, which will be held on Saturday 3 June 2017, has a total prize fund of £180,000 and will feature the UK's leading horses, trainers and jockeys. As one of the biggest dates in the Scottish racing calendar, and a social highlight for thousands from across Edinburgh and the Lothians, the Edinburgh Cup is expecting to attract visitor numbers of up to 7,000 this year, including a number of sporting personalities.

The official sponsorship deal will see Edinburgh Gin takeover the lawn selling a range of gins and gin fizzes, from classic G&Ts to innovative and themed cocktails created by the

Edinburgh Gin team.

Sarah Montgomery Senior Operations and Commercial Manager at Musselburgh Racecourse, commented on the partnership: "We're delighted to have Edinburgh's iconic drinks brand partner up with the capital's famed and biggest race day of the year. Edinburgh Gin has been immensely popular with our Edinburgh Cup racegoers who have an appetite for the finer things and we're excited to see what the 2017 raceday brings."

Neil Boyd, Commercial Director for Ian Macleod Distillers, owners of Edinburgh Gin, said:

"Following on from the success of last year's Edinburgh Cup at Musselburgh Racecourse we are excited to sponsor one of Scotland's leading days in the racing calendar again this year.

The sponsorship is a natural fit for Edinburgh Gin and Musselburgh Racecourse, combining two iconic Edinburgh brands and providing spectators with a wide choice of popular gin drinks while people enjoy a great day out at the races."

Advanced Tickets are on sale for £30 with full price Adult tickets priced at £35 from 15 May onwards. Children 17 years and under are admitted Free when accompanied by an adult.

For more information on available packages and to book Advance Tickets for £30 visit: [www.musselburgh-racecourse.co.uk](http://www.musselburgh-racecourse.co.uk)