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Bendigo racecourse to be named Apiam Bendigo as Bendigo Cup sponsor extends partnership for a further 3 years

Bendigo, July 29th, 2022 - For the first time in its 155-year history, Bendigo Racecourse will carry the name of a Bendigo Jockey Club partner and be known as Apiam Bendigo racecourse.

In a deal that will see both the racecourse name change and the continuation of the naming rights of the Apiam Bendigo Cup, Bendigo headquartered veterinary services provider Apiam Animal Health have extended their partnership with the Bendigo Jockey Club for a further three years.

The Bendigo Jockey Club facility is one of the last major Victorian country racecourses to take on the name of a sponsor, an opportunity that has been dominated in recent years by betting agencies.

Apiam Animal Health is a national business that is based in Bendigo and employs over 200 people locally across its head office, Fur Life Vet, Bendigo Equine Clinic and ACE Laboratory Services businesses.

BJC Acting Chief Executive Officer Sue Opie says that racecourse naming rights sponsorship have become another revenue source for country race clubs who are continuing seeking additional funds to meet rising operational costs and to improve facilities for the racing industry, members, and the public.

“Having a local company that has been a long-term sponsor of the Bendigo Jockey Club as our first BJC racecourse sponsor is a perfect fit as we embark on this opportunity,” Ms Opie says. “Apiam is rapidly expanding their services into the racing industry, and we expect that this relationship will provide additional exposure and growth for both our organisations”

Apiam Animal Health’s Managing Director, Dr Chris Richards, says Apiam is pleased to be able to expand their existing partnership with the Bendigo Jockey Club.

“We are excited to be able to both extend the Apiam Bendigo Cup sponsorship as well as expand our partnership to include the Apiam Bendigo naming rights. Our partnership will continue to provide branding exposure for our equine veterinary centres and Fur Life Vet clinics that operate throughout rural and regional Australia.

“Apiam has been actively growing our services to the racing industry over the last two years, having acquired three of the largest equine veterinary clinics across Australia, including the Bendigo Equine Hospital, which is located directly across the road from the course. We plan to further grow our vet services to the industry including the current expansion of the diagnostic, surgical and hospital

facilities at Bendigo which will become the premier centre for equine medicine and surgery in the State”

Apiam has extended its major partnership with the BJC for at least the next three racing seasons, including the naming rights partner for the Apiam Bendigo Cup on October 26, 2022. This will be the first time in three years that the public will be on course for Cup Day following two years of COVID-19 enforced restrictions.

BJC Chairman Jack Lyons welcomes Apiam Animal Health as the inaugural racecourse naming partner.

“Dr Chris Richards and his businesses have been valued supporters of the BJC for many years, and we are extremely pleased that an industry-leading ASX listed company such as Apiam Animal Health, which is also based in Bendigo, has become the Club’s first course naming partner,” Mr Lyons says.

“The Bendigo Jockey Club has some fantastic initiatives planned over the three years of the partnership, and we especially look forward to spring when Apiam Bendigo racecourse gets the opportunity to showcase country racing at its best with the running of the 2022 Apiam Bendigo Cup.”

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