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**News Release  
For Immediate Release**

**PJA demonstrates Commercial and Sponsorship Opportunities**

The Professional Jockeys Association (The PJA), the body that represents Jockeys within British horseracing, has produced a Sponsorship and Partnership Opportunities brochure showcasing the numerous opportunities for commercial association with the sporting body and its members.

The brochure, which is attached to this press release and is also available in hard copy or downloadable from [www.thepja.co.uk](http://www.thepja.co.uk), demonstrates the various benefits and opportunities available via commercial sponsorship of both PJA events as well as the Jockeys Championship titles.

The brochure is aimed at organisations who wish to become directly associated with the stars of the sport of horseracing, from a grass routes level to champion jockeys. Areas that are covered are sponsorship opportunities of The Jockeys Championships titles, The Lesters, the inaugural PJA Golf Pro-Am and PJA Champions' Dinner, as well as the facility to create bespoke sponsorship packages that meet with organisations marketing objectives.

Chief Executive of The PJA, Josh Apiafi commented "Jockeys are fantastic ambassadors within horseracing. They provide a unique marketing and communications platform to the consumers within horseracing, which total over six million individuals in the UK alone and this brochure aims to demonstrate the unique sponsorship opportunities and commercial partnership's The PJA can offer".

To request a hard copy of the brochure, contact Izzy Desailly, Commercial Assistant at The PJA on 01635 44102 or email [id@thepja.co.uk](mailto:id@thepja.co.uk) or download the brochure from the "The PJA section" on [www.thepja.co.uk](http://www.thepja.co.uk).

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For further information on this press release contact: Izzy Desailly, Commercial Assistant at The PJA on 01635 44102 or email [id@thepja.co.uk](mailto:id@thepja.co.uk) or visit [www.thepja.co.uk](http://www.thepja.co.uk).

For Commercial enquires please contact: Josh Apiafi CEO at The PJA on 01635 44102 or email [ja@thepja.co.uk](mailto:ja@thepja.co.uk)