

# DDF extends sponsorship of the Dubai Duty Free Irish Derby



A snapshot of Colm McLoughlin, Executive Vice Chairman & CEO, DDF

Dubai Duty Free (DDF) announced that it has extended its sponsorship of the Dubai Duty Free Irish Derby for a further two years. In addition, the world's leading airport retailer agreed to sponsor five additional races, which will benefit from a significant increase in prize money. Since 2008, DDF has been the title sponsor of Ireland's premier Classic and this extension is a welcome development for racing.

Returning to a weekend timeslot (June 26 - 28), the three-day festival will showcase world-class racing and entertainment. New this year: located in the Curragh garden, the DDF Village will provide a new entertainment venue close to the parade ring.

Dubai Duty Free will also continue to sponsor the popular "Most Stylish Racegoer" competition with a 5-star holiday award and support the Irish Derby "Free Entry" initiative, which is an incentive for owners to participate in the Curragh Classic.

Total prize money on Dubai Duty Free Irish Derby Day (June 27) has increased from €2M in 2019 to €2.25M in 2020 - next year, all races will offer a minimum value of €100,000.

Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free, says: "The Dubai Duty Free Irish Derby is a premium race meeting, generating global media coverage.

Our title sponsorship of the [event] is in line with our global strategy of promoting both our own duty free brand and the city of Dubai itself. This sponsorship enables us to reach our potential audience and to speak to them through the medium of exciting, premium sport.

We are pleased that we have been able to grow this festival, with the help of our partners at the Curragh. The weekend is now much more than racing, with various ancillary events happening off the track including a golf classic, a charity lunch and a lot of local community initiatives. It has grown to become a must visit festival and we are proud to be the title sponsor of this prestigious racing festival.”

Pat Keogh, Chief Executive, The Curragh Racecourse, explains: “Dubai Duty Free have been an outstanding partner of the Curragh and I would like to acknowledge the significant contribution that Colm McLoughlin and his team have made to the success of the Irish Derby since 2008.

Their increased support across their six sponsored races for the next two years will ensure we can maximize the quality and competitiveness across all races.”