

# INNOVATIVE NEW FORM OF RACEHORSE OWNERSHIP MAKING IT ACCESSIBLE TO ANYONE FROM JUST £49. EXPERIENCE THE EXCITEMENT AND BUZZ OF OWNING A RACEHORSE!

Friday 11 December, 2020

Sunday is the new form of racehorse ownership where anyone can get involved for a fraction of the cost of buying a racehorse outright. It's a 'Racehorse Syndicate', it's fun, affordable and unique! At Sunday, we want to take our customers on the journey of owning a racehorse and, hopefully, a winning one! Nothing beats owning a winner but so few people get to experience that joy and excitement. We also bring our customers as close as possible to their horse through speed and performance data via our app where they will also be able to watch exclusive videos and content of their horse.

Sunday was founded in 2018 by Darren McGrath, a racehorse owner and bloodstock investor and was an idea that was born from seeing first-hand the limitation of getting into racehorse ownership unless you were extremely wealthy. Similar to other types of syndicates like banking and the lottery, he had the idea of offering a syndicate where people from any means could share the ownership of a racehorse and the benefits that come with it. From there, he created a customer-first app and website, to provide a holistic entertainment experience offering real time detailed updates about their horse and exclusive Sunday content.

"Sunday is democratising horseracing. We are bringing racehorse ownership to everyone, making it fun affordable and unique by using digital to amplify the experience." Darren McGrath, CEO and Founder, Sunday.

## SUNDAY - HOW IT WORKS?

From only £49 and no other hidden costs, customers can buy a share in a racehorse of their choice which is valid for 2 years and they get the equivalent share of the winnings from that horse for the next 2 years! On average a horse races 8 times a year and if their horse is sold during the 2year period they get their share of the sales value too.

## THE SUNDAY - DIGITAL EXPERIENCE

The Sunday App provides you with all the content and data that you need to know how well your horse is training. Its unique tracking device and heart monitor will provide customers with speed and performance data relating to their horse when they're working or busy. They will be able to watch their horse working live on the app and afterwards receive data relating to the horse's stride length, speed, acceleration as well as much more. It's the first device of its kind in racing so they can follow the journey of their horse from the stable to the track and see, first hand, how their horse is performing.

With ever growing digital and virtual experiences across all areas of our life, one of Sunday's aims is to provide a more interactive platform for horserace owners, to educate them and give them a deeper look inside the racing game and engage with the digital content inside the Sunday app.

## SUNDAY - XMAS PROMOTION

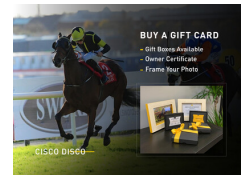
We have an exciting Xmas promotion where you can buy a share in a racehorse for just £49 with our horse called Cisco Disco, a winning racehorse who will run on flat and over jumps in 2021. You can even gift a share in Cisco Disco to a friend or loved one for Xmas. Dad's, boyfriends and brothers can be challenging to buy for so this is the ultimate gift for them that also has the benefit of a long-term social experience for them.

## ABOUT THE FOUNDER

Darren McGrath, an award winning entrepreneur and former founder of Brando Creative which was listed as a Forbes Top 100 Digital Agency in 2012, and was a Cannes Lion winner in 2010, has received 32 awards for Marketing effectiveness and is himself a racehorse owner.

## THE SUNDAY VISION

## Media:



## Related Sectors:

Christmas :: Consumer Technology :: Entertainment & Arts :: Farming & Animals :: Leisure & Hobbies :: Media & Marketing :: Men's Interest :: Opinion Article :: Sport :: Women & Beauty ::

## Related Keywords:

Christmas Gift :: Racehorse Ownership :: Sports News :: Racehorse Owners :: Own A Racehorse :: Horse Racing News ::

## Scan Me:



Sunday's vision is to be a global racehorse ownership group where we have owners from all over the world with horses in various countries, communicating through our app. We want you to enjoy the sport more and we want to bring you the best racing content because we believe that the best racing experiences are achieved through better understanding across the sport as a whole.

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