

Horse Racing Ireland Brand Architecture

Masterbrand Strategy

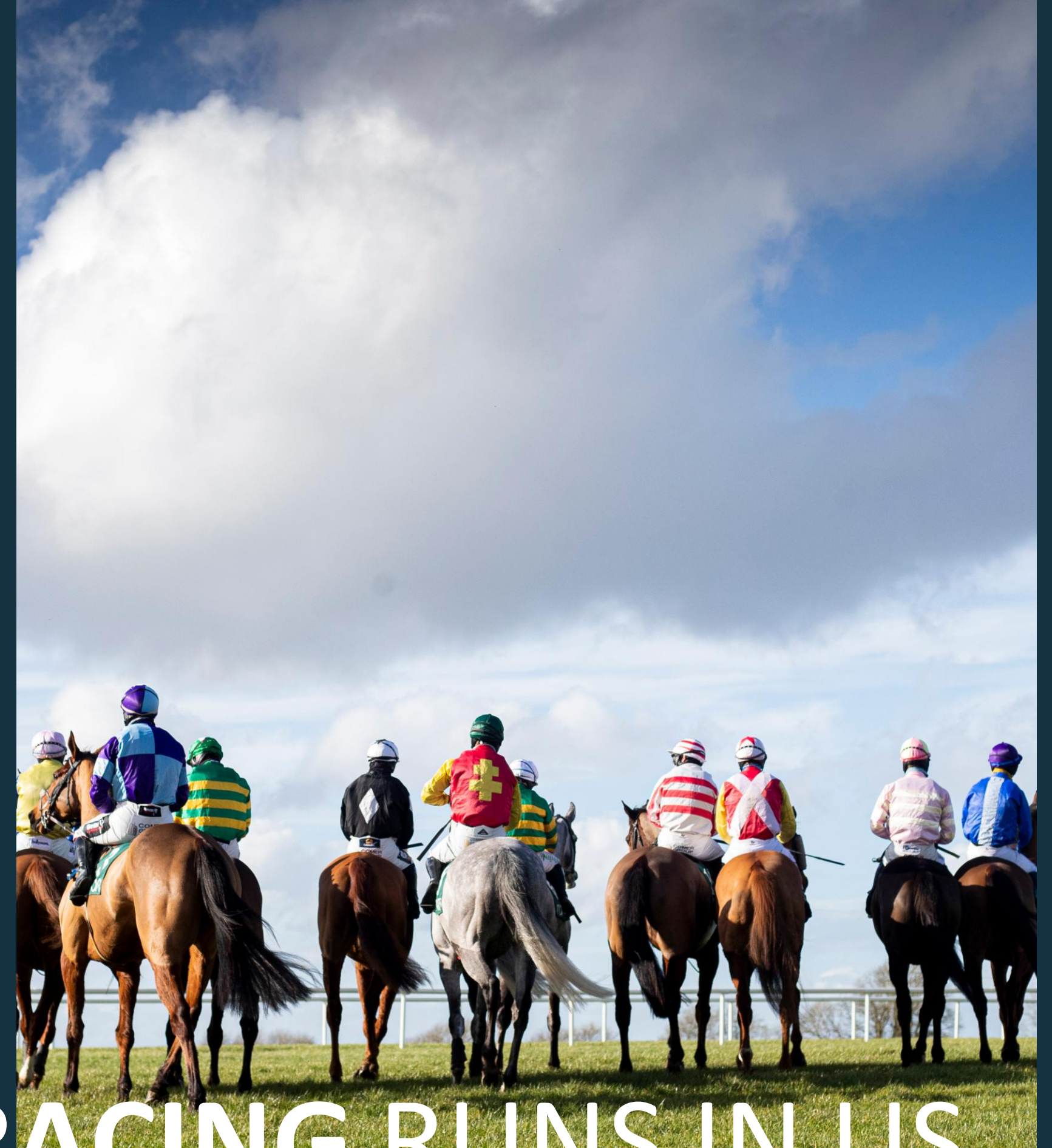
Horse racing is woven into Irish culture, community and identity. Built over generations, it is a source of pride, excellence and connection — proof that **RACING RUNS IN US**.

MASTERBRAND STRATEGY

To reinforce the social license of horse racing in Ireland by reshaping public perception and highlighting the sport's deep rooted connection to Irish identity - we do this through **RACING RUNS IN US**.

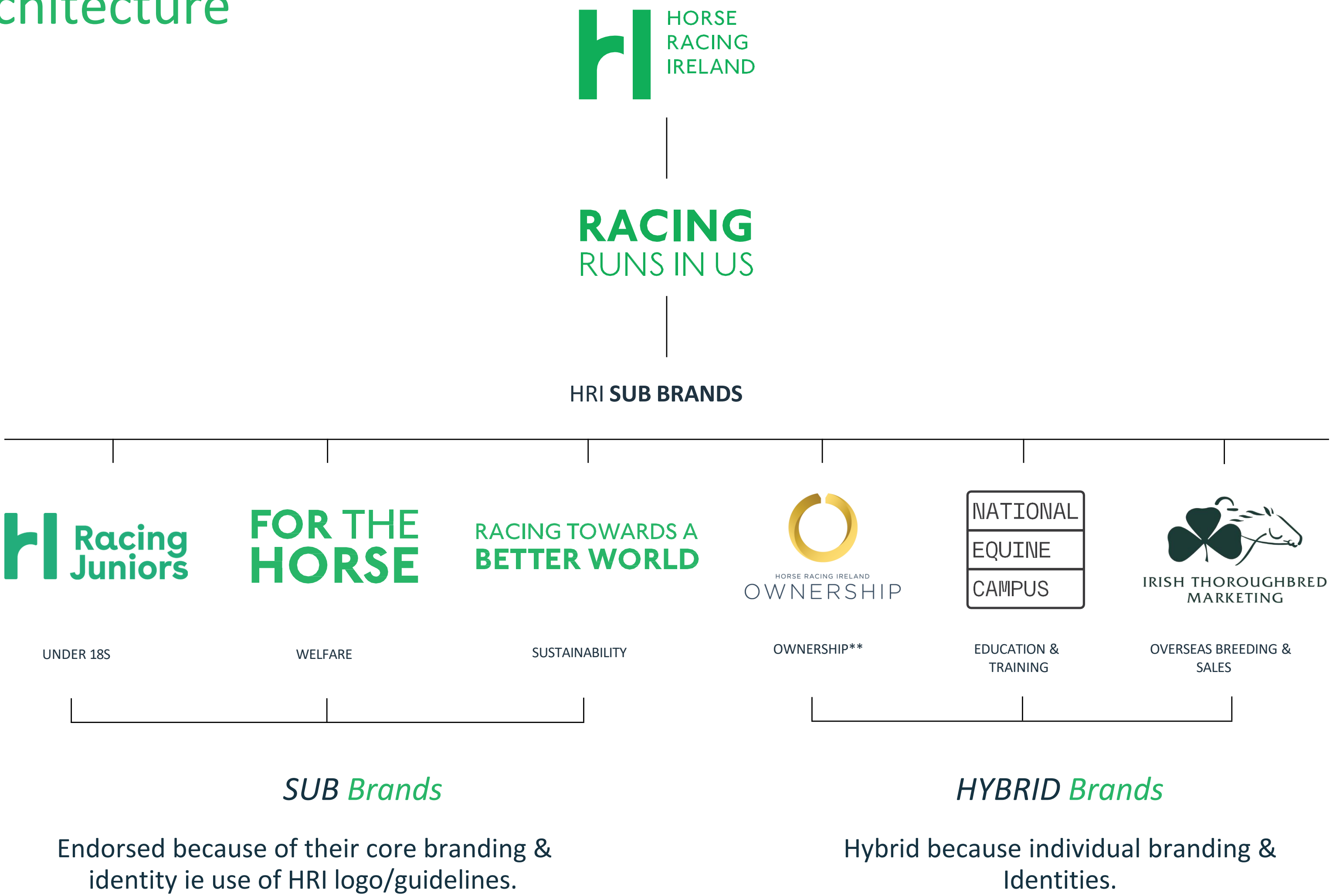
A SHIFT FROM PROMOTING THE SPORT TO PROTECTING THE SPORT.

For our sport to grow and survive, we must focus on the **people, welfare and the environment**, ensuring each is portrayed positively and contributes meaningfully to our country - enforced by **RACING RUNS IN US**.



RACING RUNS IN US

Brand Architecture



Our current Brand Architecture



RACING
RUNS IN US



HRI SUBSIDIARIES

HRI RACECOURSES

MASTER
BRAND



BRANDED HOUSE

SUB
BRANDS



WELFARE



SUSTAINABILITY



OWNERSHIP



JUNIORS INITIATIVE*

ENDORSED HYBRID

RACECOURSES



LEOPARDSTOWN
RACECOURSE



NAVAN
RACECOURSE



TIPPERARY
RACECOURSE



FAIRYHOUSE
RACECOURSE

ENDORSED HYBRID

SUBSIDIARIES





RACING TOWARDS A BETTER WORLD, for our heritage and for the future of the sport.

h HORSE RACING IRELAND **RACING RUNS IN US**

SUSTAINABILITY



FOR THE HORSE, for our heritage and for the future of the sport.

h HORSE RACING IRELAND **RACING RUNS IN US**

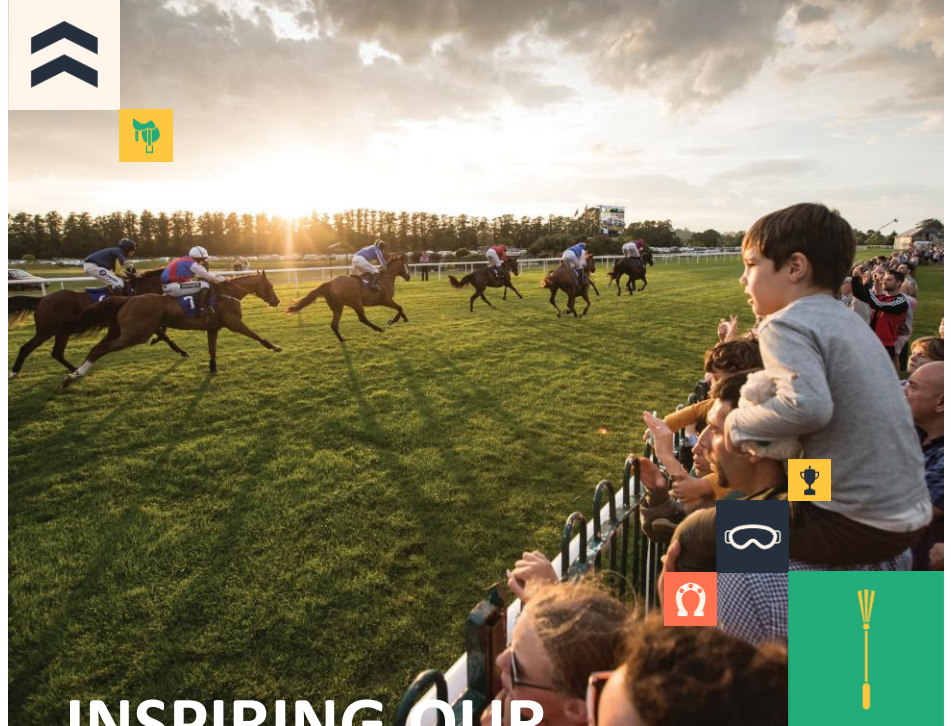
WELFARE



RACING OWNERSHIP, for our heritage and for the future of the sport.

h HORSE RACING IRELAND **RACING RUNS IN US**

OWNERSHIP



INSPIRING OUR JUNIORS, for our heritage and for the future of the sport.

h Racing Juniors **RACING RUNS IN US**

RACING JUNIORS

A branded house unites all services and sub-brands under one strong, consistent masterbrand, building trust and brand equity that all sub brands can benefit from.



FAIRYHOUSE



IRISH THOROUGHBRED
MARKETING



LEOPARDSTOWN



NAVAN

Each brand can use the structure that best suits its audience, market and reputation, while still leveraging the master brand.