**JOCKEY AMBASSADOR TRAINING APPLICATION**

The Jockey Training & Development Programme has introduced a new and exciting training opportunity for a select group of jockeys. Aimed at ‘**Optimising Professionalism and Enhancing Profile’**, the aim is to equip jockeys with a range of skills and information to enable them to enhance their profile, engage successfully with a range of media and maximise commercial opportunities. Racing will in turn benefit from confident and engaging athletes who can attract and inspire the next generation of fans and participants into the sport.

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**APPLICATION PROCESS**

There are ten delegate places available on the two day programme and we would like to encourage a broad range of applications from a diverse cross section of jockeys. Initially we will be asking only Jump jockeys to apply. In the winter we will offer a similar programme to Flat jockeys. To take advantage of this exclusive opportunity, ***applications must be submitted by Friday 2nd June.***

**DATES:** Thursday 13th July & Friday 14th July 2023

**VENUE:** Sandown Park Racecourse – Owners & Trainers Suite

**APPROXIMATE TIMINGS:**

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| --- | --- |
| **DAY 1** | **DAY 2** |
| **Arrival, Tea & Coffee:** 8.30am  **Introduction &** **Morning Session:**  **MEDIA & FAN ENGAGEMENT**  **Lead presenter Rishi Persad, TV presenter**  9.00am – 12.00pm  **Lunch:** 12.00pm – 1.00pm  **Afternoon Session: PERSONAL BRANDING**  **Lead presenter Lisa Akesson, Executive Coach**  1.00pm – 4.00pm  **SkyWalk Adventure Activity:** 5pm – 6pm  **Dinner:** 7pm – 10pm | **Morning Session: SOCIAL MEDIA**  **Lead presenter Cathy Wood, Athlete Angel**  9.00am – 12.00pm  **Lunch:** 12.00pm – 1.00pm  **Afternoon Session: COMMERCIAL OPPORTUNITIES Lead presenter: Deji Akande, Gateway Sports**  1pm – 4pm  Depart: 4.00pm |

**TOPICS & PESENTERS**

Each session will be tailored specifically for jockeys and will be run by sports leaders and industry experts and will combine presentations, Q&A and discussion panels, interactive workshops and skills sessions.

Delegates will hear from contributors both from within racing and the wider sporting landscape including Personal Branding & Empowered Speaking expert Lisa Akesson, media representatives Rishi Persad and Eleanor Kelly, Great British Racing, Tom Scudamore, social media expert Cathy Wood, Deji Akande Founder of sports and entertainment agency Gateway Sports and Olympic medallist Asha Philip.

**APPLICATION FORM**

**NAME:**

**DATE OF BIRTH:**

**ADDRESS:**

**TEL/EMAIL:**

**DATE FIRST LICENSED:**

**NO OF RIDES/WINNERS/BIGGEST WIN:**

**SOCIAL MEDIA CHANNELS:**

**AGENT:**

**EMPLOYER (Conditionals only):**

**JOCKEY COACH (If applicable):**

**REASONS FOR APPLYING: (200 words max)** Please explain what you hope to gain from this programme and why you think you would be a suitable jockey to attend. Please note we are looking for motivated and ambitious jockeys who have demonstrated riding talent but who also have a strong personality and positive attitude towards learning new skills, promoting themselves as an athlete and engaging with wider audiences.

**SIGNED:**

I hereby agree to pay £150 as a refundable deposit, repaid upon completing the training.

**EMAIL APPLICATIONS**

Please complete and return this form to [lisa@jets-uk.org](mailto:lisa@jets-uk.org) . If you would like advice or guidance in completing this application, please contact Lisa Delany, Phil Kinsella or one of the Regional Jockey Coaches.