

Enter IRE Incentive races and win €10,000 Irish sales bonuses

The IRE Incentive scheme is an initiative from Horse Racing Ireland designed to stimulate and fortify Irish thoroughbred breeding, racing and sales.

Launched in 2021, the scheme awards a bonus of €10,000 to owners of Irish-bred winners of selected races across the Flat and National Hunt programmes in Ireland and Britain.

The owners of each eligible winner – those carrying the (IRE) suffix and Foal Levy compliant – will have until the end of the following year to spend their bonus on Irish-breds at Irish sales.

Scheme races in Ireland include two-year-old fillies' maidens; two-year-old auction maidens and median auction races; and National Hunt auction races. Scheme races in Britain include maidens for all sexes; novice races; and fillies Listed races. See race listing and race calendar for detailed information: <https://www.itm.ie/Buying/Sales-Incentives/IRE-Incentive>

The scheme is funded by Horse Racing Ireland and managed by Irish Thoroughbred Marketing, with support from the Irish Thoroughbred Breeders' Association and the Foal Levy.

The ITM team will contact winners to inform them of their victory and provide any further information on the scheme and how bonuses can be spent. Winners will then be asked to fill out the IRE Incentive winners contact form linked on the page above.

Contact ITM Marketing Coordinator Kristina Austin for further information and queries:
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