



**GOBATA PREMIER LEAGUE LIMITED**  
**SHARE OFFERING DOCUMENTATION**

**June 11<sup>th</sup> 2011**

*Included in this document:*

- Introduction
- Rules and Structure
- Investment Prospectus
- Application Form

*Contact: Mike Palmer, GOBATA Secretary, 07503 168355*

## INTRODUCTION

We have all watched as the sport has deteriorated for the past 30 years.

The Premier League is a self-help initiative by GOBATA which will introduce an innovative structure to greyhound racing that will be successful, self-sustaining, and appealing to a wider audience.

Open race competitions remain one of the biggest draws in greyhound racing but we believe that there is huge unexplored potential in greyhound racing as a team game. Whilst the Trainers Championship meeting remains arguably second only to the Greyhound Derby final in prestige and popularity, smaller kennels will only rarely have an opportunity to compete on this stage.

The Premier League is a simple idea. It will allow an individual trainer/owner, or a group of trainers/owners, to form a team of greyhounds and compete against the best in the country. The team format will give all owners and trainers the opportunity to compete at the highest level.

Once established, with reputations building and rivalries created, we will have a product that will capture the imagination of the public and the betting industry. The Premier League format has already proved successful in darts and snooker, combining both immediacy and a narrative. We are aiming to significantly increase the revenues going back to greyhound trainers and owners, and across all sections of practitioner involvement.

Investors are being sought from within the greyhound fraternity to be a part of the Premier League launch. This Share Offering Documentation sets out the structure of the league and the nature of the share offering that is being made in Gobata Premier League Limited. A share application form is included at the end of the document.

## **RULES AND STRUCTURE**

### **Overview**

The Premier League will be a competition for six teams.

It will be augmented by qualifying leagues at various venues throughout the country.

A Premier League season will consist of four legs, spread over an eight week period. Each leg will be in the format of a mini trainers championship with points awarded to runners in each of five races. The fourth leg is deemed Grand Finals night and will see one team crowned Premier League winner for the season. The two teams ending bottom of the league will be relegated.

### **Race format**

The following races will make up each leg of a Premier League season:

- 2 standard four-bend races
- 1 puppy four-bend race
- 1 stayers race
- 1 marathon race

The race format can, by common consent, be changed at the start of each season.

### **Teams**

Teams are made up of five greyhounds and reserves. Either an individual trainer/owner, or a group of trainers/owners, can form a team.

Greyhounds can only represent one team during any particular Premier League season.

### **Points**

Points are scored in each race of each leg, depending on greyhounds' finishing positions. Each team will be invited to play a joker on the night which will receive double points if it wins. Total points scored in the five races determine the winning team for each leg. The team scoring most points in total at the end of the four legs is the Premier League winner for that season.

### **Promotion and Relegation**

At the end of every season the two teams with the least total points are relegated and replaced by the top two teams in the latest qualifying competition.

### **Prize Money**

- Connections
  - Connections of the winning greyhound in each race will receive £500, others receive £50.
  - One race selected at random will carry an additional £1000 (split 50:50 between owner and trainer).
- Trainers
  - Winning trainer in each leg will receive £500, others receive £100.
  - Premier League winner receives £1,000, second £250, others £100.

5% of all winners prize money will be deducted to go into a fund to support further competitions and events across all sectors of the sport.

### **Revenue, Promotion**

Revenue will be generated via sponsorship.

Betting turnover will be greatly enhanced by a myriad of new markets.

A dedicated website with team news, trainer interviews and latest tactics will drive turnover during the fortnightly build-up to the next round.

The Premier League will be supported by a full PR and marketing campaign.

## **Inaugural Premier League**

To determine which six teams will compete in the inaugural Premier League season, an initial qualifying system is required:

- 3 qualifying events will take place (North, Midlands, South)
- Each qualifying event will be made up of a maximum of 6 teams
- Each qualifying event will consist of 5 races held on a single race night, using the Premier League point scoring system (above)
- The top two teams from each qualifying event will be invited to compete in the inaugural Premier League season.

Entries are invited from all teams wishing to compete in the inaugural Premier League season. Teams are to consist of five greyhounds (plus reserves) from between one to five owners / trainers. A maximum of 18 teams will take part over the three qualifying events (6 teams in each). If qualifying events are over-subscribed, teams will be drawn out of a hat.

Teams that are unsuccessful in an initial qualifying event can enter the subsequent qualifying event to attempt promotion to the next Premier League season. New teams will always be welcome to the latest qualifying event.

The top 6 trainers as per the Racing Post Trainers Championship 2010 will all be guaranteed a place in an initial qualifying event if they choose to accept it.

All teams accepted are required to make a one-off investment of a minimum of £1,000 into GOBATA Premier League Ltd and will receive shares based on their investment.

## **Rules**

The basic format and rules of the Premier League and its qualifying events are outlined above. More detailed rules of the league are in the process of being drawn up by GOBATA. This document will be updated as necessary.

## **Possible future developments**

Various spin-off leagues / competitions are envisaged such as:

- International competition, Ireland v England, Champions League
- F.A.Cup / knockout competition
- Track-based knockout competition
- Novelty leagues: Lady trainers / Regional / Young trainers leagues

The team format allows the creation of a host of new and compelling narratives.

## INVESTMENT PROSPECTUS

### **Investment**

We are seeking seed investors from within the greyhound fraternity to be a part of the Premier League launch. Investment will be via Gobata Premier League Ltd and we are offering 100,000 shares at a nominal value of £1 per share. We anticipate that investors can make a return once the league is established.

The aim of the company is to enhance, increase and secure additional income for practitioners by negotiation, primarily with bookmakers as the league becomes established. Funds generated in this way will be added to the prize money of the competition. Investors will be entitled and eligible to a dividend, but we envisage that such returns will be minimal in the short term as we build up funds to ensure sustainability.

### **How to invest**

To support this initiative requires the purchase of shares in Gobata Premier League Ltd.

A share issue is being made of 100,000 shares with a nominal value of £1 per share.

The minimum subscription will be £50 with no upper limit.

Shareholders will be entitled to a dividend. It is expected that no dividend will be paid in the initial years as we attempt to support the league and all participants.

There are three ways to buy shares in Gobata Premier League Ltd:

1. Buy online at **www.gobata.co.uk** using PayPal (debit and credit cards accepted)
2. Download and fill out the application form at the end of this document and post it to GOBATA with a cheque for the appropriate amount
3. Get in touch with a GOBATA committee member (Mike Palmer, Secretary, 07503 168355)

## APPLICATION FORM

Print out this page, fill in, and send to: Gobata Premier League Limited, 2 The Old Barn, Burlton Lane Farm, Myddle, Shrewsbury, SY4 3RE.

### Application

I / We wish to become a member of Gobata Premier League Limited (in accordance with the Investment Prospectus and Rules & Structure sections contained in the Share Offering Document) for \_\_\_\_\_ Ordinary Shares of £1.00 each for a total investment of £\_\_\_\_\_.

I / We confirm that payment by cheque is submitted with this application form. Cheques are to be made payable to Gobata Premier League Limited.

### Name(s) and address(es):

	Person 1	Person 2	Person 3	Person 4
First name(s) in full				
Last name				
Address				
Telephone				
Email				

*N.B. For joint applications, all applicants (up to 4 persons) must sign at the bottom of the form.*

### Agreement

- I / We are at least 16 years old.
- I / We agree to be bound by the Terms and Conditions included in this Share Offering Documentation
- I / We understand that the Board may reject this application and does not have to explain why it has been rejected. In such an event any payment made for shares will be returned by cheque.

### Data protection & money laundering

The data provided by you on this form will be stored within a computerised database. This data will only be used for Gobata Premier League Limited purposes and will not be disclosed to a third party. It is a term of the offer that to ensure compliance with the Money Laundering Regulations 2003, Gobata Premier League Limited may at its absolute discretion require verification of identity from any person seeking to invest.

### Signed as a deed

All persons named above must sign here.....

A witness to your signatures must sign here.....

Date:.....

**Further information may be obtained from the Company's website.**