

MEDIA RELEASE

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Go Media Named as Naming Rights Partner for the New Zealand Trotting Cup 2026

Two iconic Kiwi brands unite as Go Media takes naming rights of New Zealand's most prestigious harness race – the Go Media New Zealand Trotting Cup on Tuesday 10 November 2026.

The New Zealand Metropolitan Trotting Club (NZMTC) and Addington Raceway are thrilled to announce Go Media as the Naming Rights Partner for the New Zealand Trotting Cup 2026. From today, the event will be known as Go Media New Zealand Trotting Cup Day, with the feature race carrying the name, Go Media New Zealand Trotting Cup.

This is a partnership between two proudly Kiwi organisations – each a leader in their field, and each deeply committed to delivering world-class experiences for New Zealanders. Go Media is New Zealand's premier outdoor media solutions company, bringing strong community knowledge and connections, national reach, programmatic advertising capability, and the ability to deliver the right message to the right audience at exactly the right time. It is a natural fit for one of the country's most-watched sporting and entertainment occasions.

"Securing Go Media as our naming rights partner is a significant moment for NZ Trotting Cup Day. Their national network and unique understanding of the New Zealand market mean we can put this event in front of more people than ever before. Two Kiwi organisations, both passionate about delivering something exceptional – it's a natural fit and we can't wait to see what we achieve together."

– Brian Thompson, Chief Executive Officer, NZ Metropolitan Trotting Club

The partnership will see Go Media New Zealand Trotting Cup Day promoted across Go Media's national network, putting the event in front of audiences from Whangārei to Invercargill in the lead-up to race day.

"Go Media was founded in Canterbury, and there's probably nothing more Cantabrian than Cup Day.

Christchurch has been an important part of our story from the beginning. We were hit hard by the earthquakes and lost a significant number of our sites, so to now see the city almost fully rebuilt, Te Kaha One NZ Stadium opening and Canterbury entering such an exciting new chapter feels pretty special.

We wanted to play our part in that momentum. By supporting the New Zealand Trotting Cup and using our national media network to promote Cup Day around the country, we can help bring more people, more attention and more economic activity back into Canterbury.

It also comes at a great time for Go Media, having recently won the Metro bus advertising contract across Canterbury. We're one of New Zealand's largest supporters of sport because we believe in backing the communities in which we operate, but for us, this one is personal. Canterbury is where Go Media began, and Cup Day is one of those occasions that defines the region."

– Andrea Rongonui, Founder and Director, Go Media Ltd

A Grateful Farewell to IRT

The NZMTC takes this opportunity to sincerely thank Richard and Sheena Cole, along with the IRT team for their outstanding support as naming rights partner of the New Zealand Trotting Cup over the past six years. IRT's commitment helped elevate the event, while their ongoing partnership with Addington Raceway continues. We are grateful for their unwavering support of harness racing in New Zealand and look forward to their continued involvement with our Club.

The Road to the Cup Has Begun

With 56 days to race day, the countdown is on – and the field is already taking shape. Three horses have secured their place in the \$800,000 Go Media New Zealand Trotting Cup: Kingman, Republican Party, and The Lazarus Effect. More qualifiers are expected to be confirmed in the weeks ahead as anticipation builds across the harness racing community.

The Go Media New Zealand Trotting Cup is one of the most coveted prizes in Australasian harness racing, attracting the very best pacers from New Zealand and across the Tasman. Last year's event drew national media coverage and a record-breaking \$7.3 million in turnover on Cup Day alone.

The Biggest Week on the Canterbury Calendar

Go Media New Zealand Trotting Cup Day sits at the heart of Addington Cup Week – one of the most significant events on the Canterbury region's annual calendar. Spanning multiple days of world-class racing, premium hospitality, and live entertainment, Cup Week draws visitors to Christchurch and generates millions of dollars in economic activity for the region.

This year, the week will also feature the return of The Kirin Hyoketsu Infield – the festival-within-a-race-day experience that made its debut in 2025 – headlined by New Zealand drum & bass icons Lee Mvttthews and featuring Savage, and George FM's General Lee, Tizza, and Beckie B.

Tickets

Tickets for Go Media New Zealand Trotting Cup Day are on sale now at nzcupweek.co.nz.

Media Contacts

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About Go Media

Go Media is a New Zealand-owned and operated outdoor media solutions company with strong community knowledge and connections across the country. Go Media delivers unparalleled audience insights, national reach, programmatic advertising, and the ability to implement the right message at exactly the right time. gomedia.co.nz

About Addington Raceway

Home of the New Zealand Metropolitan Trotting Club, Addington Raceway is New Zealand's premier harness racing venue and events centre, located in Christchurch. With a 123-year history of racing excellence, Addington hosts over 70 race meetings per year and is the home of Addington Cup Week – one of New Zealand's most iconic sporting and entertainment occasions. addington.co.nz

About the Go Media New Zealand Trotting Cup

The Go Media New Zealand Trotting Cup is one of the most prestigious races in Australasian harness racing, held annually at Addington Raceway in Christchurch. Carrying a prize purse of \$800,000, the race attracts the best pacers from New Zealand and Australia and is the centrepiece of Go Media New Zealand Trotting Cup Day – the highlight of Addington Cup Week. nzcupweek.co.nz