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# OFF TO THE RACES

*Live Racing Sponsorship Guide*



Paddock Sponsor



Starting Gate Sponsor



Post Parade Sponsor



Scratches & Changes Sponsor

# SEASON SPONSORSHIPS

The following sponsorship packages include a message broadcast by our track announcer each race day and an individual race named in honor of your organization.

## Paddock Sponsor - \$7,500

- Ad displayed on left infield HD video screen each race day
- Need from organization
  - Creative designed at 27.25" x 93"
  - High Res logo

## Starting Gate Sponsor - \$7,500

- Permanent signage at location of your choice, visible to onsite visitors as well as broadcast viewers
- Ad displayed on left infield HD video screen each race day
- Need from organization
  - Creative designed at 50' x 2.75'
  - High Res logo

## Post Parade Sponsor - \$5,000 (FOR EVERY RACE & EVERY HORSE)

- Ad displayed on left infield HD video screen each race day
- Post Parade occurs when racehorses leave the paddock and pass the guest viewing area on their way to the starting gate.
- Need from organization
  - High Res logo

## Scratches & Changes Sponsor - \$5,000

- Ad displayed on left infield HD video screen each race day
- Scratches and Changes page occurs every race right before the Post Parade when racehorses leave the paddock and pass the guest viewing area on their way to the starting gate. (shown twice)
- Need from organization
  - High Res logo

## Enhanced Season Partnership - \$5,000

- One race per month named in honor of your organization
- One additional company message broadcast by our track announcer each race day
- Live read or video advertisement (up to 30 seconds) displayed on the center infield HD video screen each race day.
- Company logo displayed on left infield HD video screen each race day
- Company message displayed on our track level TVs each race day
- Full page ad with premium placement in racing program each race day
- Need from organization
  - High Res logo
  - Full Page Race Program Ad
    - 7.5in x 10in , PDF, B&W
  - If :30s Live Read
    - 70-90 words
  - If :30s Video
    - 1280px x 720x
    - 60 FPS Drop Frame
    - MP4

## Standard Season Partnership - \$2,500

- Company logo displayed on left infield HD video screen each race day
- Black & white full-page ad in racing program all season, with option to change ad monthly
- Need from organization
  - High Res logo
  - Full Page Race Program Ad
    - 7.5in x 10in , PDF, B&W

## Full Page Black & White Ad - \$1,000

- Ad in racing program each race day

## Media Partnership Package - \$750

- Live read or video advertisement (up to 15 seconds) displayed on the center infield HD video screen each race day.
- Keepsake 8 x 10 group photo near the Winner's Circle
- Recognition of your race in the racing program
- Your name on left infield HD video screen
- Need from organization
  - High Res logo
  - Creative designed at 1344px x 336px
  - If :15s Live Read
    - 35-45 words
  - If :15s Video
    - 1280px x 720x
    - 60 FPS Drop Frame
    - MP4

## Add On Options

- Race Program Ads
  - **FULL PAGE - \$1,000**
    - 7.5in x 10in
    - PDF
    - B&W
  - **4IN AD - \$600**
    - 2250x1200px
    - JPEG
    - B&W
  - **3IN - \$500**
    - 2250x900px
    - JPEG
    - B&W
  - **2IN - \$300**
    - 2250x600px
    - JPEG
    - B&W
  - **1IN - \$200**
    - 2250x300px
    - JPEG
    - B&W

FOR MORE INFORMATION, CONTACT THE PRAIRIE MEADOWS SALES TEAM AT:

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