



CELEBRATING
30
YEARS

LIVE RACING

ADVERTISING GUIDE

WHO WE ARE

Prairie Meadows is the No. 1 entertainment destination in Iowa. We offer 24-hour casino action, live and simulcast horse racing, big-name entertainment, local and regional acts, full-service dining amenities, and an award-winning hotel and events center.

Get your brand in front of thousands of guests during our 90+ live race days

Prairie Meadows sees an average of

 **8,000**

people a day, and nearly

 **250,000**

a month

Our racing programs reach more than

49,000

readers a year with an average of

315

racing programs sold each race day

with special racing events bringing in even BIGGER crowds

Camel, Zebra, & Ostrich Races - **21,000** people

Kentucky Derby - **19,000** people

July 3rd Fireworks - **18,000** people

Wiener Dog Races - **17,000** people

MEDIA DIMENSIONS

Full Page Ad

Trim Size: 8.5" x 11"

Live Area: 8" x 10.5"

Full-page bleeds are not available in our racing program.

LED Infield HD Video Screen Dimensions

1280 x 720px

All graphics must be png file format

Video must be MP4 file format



ADVERTISING OPPORTUNITIES

SEASON SPONSORSHIPS

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

Sponsor the Winner's Circle, Paddock, or Starting Gate - \$7,500

- Permanent signage at location of your choice, visible to onsite visitors as well as broadcast viewers
- Ad displayed on the center infield HD video screen each race day

Sponsor the Post Parade - \$5,000

- Ad displayed on the center infield HD video screen each race day

Post Parade occurs when the racehorses leave the paddock and pass the stands on their way to the starting gate.

Enhanced Season Partnership - \$5,000 (Thoroughbred) / \$3,000 (Quarter Horse)

- One race per month named in honor of your organization
- One additional company message broadcasted by our track announcer each race day
- 30-second video advertisement displayed on the center infield HD video screen each race day
- Company logo displayed on the center infield HD video screen each race day
- Company message displayed on our track level TVs each race day
- Company logo and link on prairiemeadows.com/racing
- Monthly social media post on Prairie Meadows' Facebook and Twitter
- Full page ad with premium placement in racing program each race day

Thoroughbred season includes 67 race days and Quarter Horse season includes 26 race days.

Standard Season Partnership - \$2,500

- Company logo displayed on the center infield HD video screen each race day
- Black & white full-page ad in racing program all season, with option to change ad monthly
- Company logo and link on prairiemeadows.com/racing

ONE-TIME SPONSORSHIPS

Large Event Partnership - \$1,750

- One company message broadcasted by our track announcer
- Company logo displayed on the center infield HD video screen
- Black & white full-page ad in racing program on day of event
- Company logo and link on prairiemeadows.com/racing
- Social media post on Prairie Meadows' Facebook and Twitter

Party at the Races Package - \$1,000

Includes all Individual Race Sponsorship items, plus

- Three 30-second video advertisements displayed on the center infield HD video screen
- Reserved tent (accommodates up to 80 guests)
- Free popcorn (for up to 50 guests)
- Optional: At The Races Buffet* (\$16 per person)

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

- Ad in racing program each race day

Media Partnership Package - \$750

- 15-second video advertisement on the center infield HD video screen
- Ad displayed on the center infield HD video screen

Individual Race Sponsorship - \$250

- Keepsake 8 x 10 group photo near the Winner's Circle
- Recognition of your race in the racing program
- Your name on the center infield HD video screen
- Six complimentary racing programs

*Buffet is subject to a 21% service charge and 6% sales tax
Some races and dates are subject to blackout.

**For more information, contact the
Prairie Meadows Sales Team.**

pmsales@prairiemeadows.com



prairiemeadows.com
515.967.1000