

Horsemen's Park

Horsemen's Park Sponsorship Program



Sponsorship & Advertising Program

Put a Nebraska tradition and the excitement of live Horse racing to work for your company!

For More Information Contact:
Vicki Westcott
Event & Sponsorship Manager
vickiwestcott@horsemenspark.com
402-734-8487

Horsemen's Park promises to meet and exceed sponsor expectations through attention to detail, exemplary client service, and creative marketing solutions.

We will work closely with you to develop an innovative, embedded advertising program that goes above and beyond your typical sports venue sponsorship!

Why partner with Horsemen's Park?

For our rich History...

Aksarben and Horsemen's Park have been a fixture in Omaha since 1934. How many business enterprises can claim such a rich heritage?

One-of-a-kind direct marketing opportunities...

From creating brand awareness to maximizing visibility and increasing sales, live racing is the ideal marketing platform for your business to reach a niche group of new buyers and users.

One of the largest sporting events in Omaha each year...

More than 54,000 fans attended 5 days of live racing in 2016. In 2017, Horsemen's Park will add 2 additional days of racing. Our 2017 attendance will exceed **75,000** visitors in just 7 days of live horse racing.

Sponsors may choose one day, one weekend or all live racing days. *Stakes race sponsorships are based on individual races.

SPONSORSHIP & ADVERTISING OPPORTUNITIES & BENEFITS

Sponsorship opportunities are available at all levels, with customized packages and pricing to match your company's needs and budget.

Benefit Options:

- Advertisements on infield billboards
- Advertisements on the national live racing TV signal
- Advertisements on the infield Jumbotron
- Advertisements in the official live racing program
- Live sponsor acknowledgements by Track Announcer
- Logo placement on printed promotional materials
- Logo placement on the official Horsemen's Park website
- Banner placement in the Clubhouse and/or Grandstand
- Exclusive naming rights to an individual race and associated advertising
- Various opportunities for exclusive naming rights throughout the facility
- Hospitality credit for admission

We can customize your sponsorship package to meet your company's needs!

Corporate Sponsorship Packages

Platinum Package – Premier Partner

- Billboard Advertisement on the infield (ad provided by sponsor)
- Advertising on infield Jumbotron for any two live days (graphics provide by sponsor)
- Advertisement graphic "Racing replay brought to you by your company name and/or logo" during race replay after each race on a specific day
- Advertisement on the national live racing signal and Jumbotron, (.30 TV commercial provided by sponsor, simulcast on 700 in-house TV's, 2 per live racing day)
- Half page color advertisement in the official racing program 1 weekend. (ad provided by sponsor)

- Live sponsor acknowledgement by Track Announcer (2 per live racing day)
- Logo placement with a hot link on the official Horsemen's Park website
- Indoor Banner placement on grandstand and clubhouse levels for the entire run of one live weekend (banners provided by sponsor)
- Two blanket race sponsorships. Includes company name on the program race page, winner's circle photo, announcer reads.
- 200 complimentary admission passes and programs. (\$1,000.00 value)
- Reserved Clubhouse Table for 6 on Kentucky Derby Day & 2 VIP parking passes.
- Reserved Clubhouse Table for 6 & 2 VIP Parking passes each day of the live weekend sponsorship.

Gold Package – Corporate Partner

- ¼ page color advertisement in the official racing program 1 weekend (ad provided by sponsor)
- Live sponsor acknowledgement by Track Announcer (1 per live racing day)
- Company Advertisement graphic on our TVs and Jumbotron (2 per live racing card)
- Logo placement with a hot link on the official Horsemen's Park website
- Indoor Banner placement on grandstand level for the entire meet or term of the agreement (banner provided by sponsor)
- One blanket race sponsorship. Includes company name on the program race page, winner's circle photo, announcer reads.
- 100 complimentary admission passes and programs.
- Reserved table for 4 & 2 VIP Parking passes each day of the live weekend sponsorship.

Silver Package – Corporate Partner

- One-fourth page black/white advertisement in the official racing program 1 weekend (advertisement provided by sponsor)
- Logo placement on our Horsemen's Park website.
- Company advertisement on our TVs and Jumbotron (1 per live racing card)
- One blanket race sponsorship. Includes company name on the program race page, winner's circle photo, announcer reads.
- 50 complimentary admission passes and programs.
- 2 VIP Parking passes.

Official Racing Program Advertising Opportunities

Black and White Ad in Racing Program (prices are per live weekend)

Full Page	- 1 available	\$ 1500
Half Page	- 2 available	\$ 1000



TV Signal and Jumbotron Advertisement

- One 15-30 second TV commercial per live card \$500 per spot

- One Graphic Ad with Announcer mention \$300 per spot

Banner Advertisement

- One 3x10 Billboard on the Infield \$300 per weekend



Named Stakes Race Sponsorship (funds go directly towards Stakes purse and may be tax deductible)

<u>Levels</u>
\$10,000.00
\$15,000.00
\$20,000.00
\$25,000.00

