



OFFICIAL RACE PROGRAM ADVERTISING AGREEMENT

Dear Steeplechase Program Advertiser,

On Saturday, April 27, 2002, the Charlotte Steeplechase Association, Inc., a 501(c)3 non-profit organization, will host the Seventh Annual Queen's Cup Steeplechase Races to be held at the farm of Brooklandwood, our new race course in Mineral Springs, NC. Steeplechasing's top thoroughbreds, owners, trainers & jockeys will compete in three thrilling hurdle races, one flat race with the feature and last race on the card, The Queen's Cup Timber Stakes, a three mile classic to be held as with a purse of \$25,000 over timber (wooden) fences.

This year, we're expecting over 18,000 race day fans drawing from the seven surrounding counties around Charlotte and parts of the entire East Coast. Over 5,000 Race Programs will be printed and distributed to every vehicle, sponsor and hospitality host on the race course, thereby increasing your marketing, advertising and reach to an upscale race day audience.

Advertisers and race sponsors have learned over the past six races that the 'Chase is the perfect setting to socialize, entertain and support a great community event while promoting their businesses as well. People also find just giving a "well-wish" to a special loved-one on their anniversary or birthday offers the perfect surprise to an already exciting day. **As is our tradition, 100% of your advertising dollars go directly back to the Queen's Cup charities; the Catawba Lands Conservancy and The Charlotte Affiliate of the Susan G. Komen Breast Cancer Foundation.** Last year, over \$16,000 was raised for our charities through the sale of advertisement in the race program! Every dollar counts.

Your advertisement in the Official Race Program is evidence of your commitment and support of the community, our event and our charities. Thank you in advance for your support of the Queen's Cup Steeplechase!

<input type="checkbox"/> Inside Cover Color Full Page.....	\$5,000	3.5" wide x 8.5" deep + bleed
<input type="checkbox"/> B&W Full Page	300	3.5" wide x 8.5" deep
<input type="checkbox"/> B&W Half Page	175	3.5" wide by 4" deep
<input type="checkbox"/> B&W Business Card Size	125	3.5" wide x 2" deep

Please check preferred ad size - Advertising Deadline: Monday, April 10, 2002!
All rates are net.

Your Name _____ Phone Number _____

Company Name (if applicable) _____

Address _____

City _____ State _____ Zip _____

Authorized Signature _____

The Advertiser hereby authorizes the Charlotte Steeplechase Association, Inc. (CSA) to publish an advertisement in the Official Race Program and agree to the rate as specified within. Advertising material is subject to acceptance by CSA. CSA will not be responsible for any typographical or publication errors nor is the advertisement subject to refunds or review prior to print. Please note: CSA will not provide proofs to advertisers.

Method of Payment: Check (payable to Charlotte Steeplechase Assoc., Inc.)
 VISA

Expiration Date

____ / ____ / ____
month / year

- * Camera ready artwork for B&W ads, including full payment, must be delivered to the Steeplechase office no later than April 10, 2002.
- * Camera ready artwork (clean & sharp print copy) and color separations should be supplied by the Advertiser, sized to the dimensions as specified. CSA reserves the right to edit and size ad space where necessary. Please note, photocopies, raised print on business cards or jagged-looking laser prints are not camera ready. Disks are acceptable and preferred!
- * If you do not have camera ready artwork, the Steeplechase office and its printer, Midlands Printing in Camden, SC, will be pleased to provide you with a quote.
- * RACES RUN - RAIN OR SHINE. NO REFUNDS!

Send Agreement with Check or Credit Card Number to:
Charlotte Steeplechase Association, Inc.
112 Somer Street
Waxhaw, NC 28173-8761
for more information
Phone: (704) 843-7070 ♦ Fax: (704) 843-7556
e.mail: laura@queenscup.org ♦ www.queenscup.org

Volunteer Organization responsible for sale

