



OFFICIAL RACE PROGRAM ADVERTISING AGREEMENT

100% of the Race Program Ad sales Benefit



Dear Steeplechase Program Advertiser,

On Saturday, April 26, 2003, the Charlotte Steeplechase Association, Inc., a 501(c)3 non-profit organization, will host the Eighth 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 & jockeys will compete six thrilling races with the feature, The Queen's Cup Timber Stakes, a three mile classic over challenging timber (wooden) fence with a purse of \$30,000!

This year, we're expecting over 16,000 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 FREE to every vehicle and sponsor tent 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 seven 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 exclusive charity; the Catawba Lands Conservancy. Last year, almost \$30,000 was raised for our charities, \$15,000 of it was through the sale of advertisement in the race program! Please help - every dollar counts.**

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

| | | | |
|--------------------------|--|---------|-------------------------------|
| <input type="checkbox"/> | Color Inside Race Cover Race Program Sponsor | \$3,500 | 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 11, 2003!

All rates are net - RACES RUN RAIN OR SHINE - NO REFUNDS!

Your Name _____ Phone Number _____

Company Name (if applicable) _____

Address _____

City _____ State _____ Zip _____

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.

Authorized Signature _____

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

Expiration Date

____ / ____
month year

IMPORTANT INFORMATION

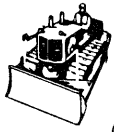
- ❖ Camera ready artwork for B&W ads, including full payment, must be delivered to the Steeplechase office no later than April 11, 2003.
- ❖ Electronic files, camera ready artwork (clean & sharp print copy) or color separations should be supplied by the Advertiser, sized to the dimensions as specified. 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.
- ❖ 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.
- ❖ **Technical Info:**
Line Screen: 150 ❖ DPI Resolution 225-300 ❖ 4-color ads should be separated as CMYK ❖ High rez scans should be TIFF files ❖ Provide all printer & screen fonts ❖ Provide original artwork & copy of ad for reference ❖ No film please

Send Agreement with Check or Credit Card Number to:
Charlotte Steeplechase Association, Inc.
P.O. Box 70 ❖ 6103 Waxhaw Highway
Mineral Springs, NC 28108-0070
Phone: (704) 843-7070 ❖ Fax: (704) 843-7556
e.mail: kerl@queenscup.org ❖ www.queenscup.org

Send Ads and electronic files to:
Midlands Printing, Inc.
P.O. Box 429 ❖ 1117 Broad St.
Camden, SC 29020
Wats: 800-849-2237 ❖ mid_tb@bellsouth.net



Full Page Ad: \$300
8.75" x 3.5"

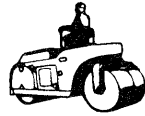


**BRS, INC.
GRADING & PAVING**

Grading, Hauling, Driveway, Concrete and Asphalt

(803) 285-6279 Office
(803) 286-8679 Fax
(803) 283-3003 Home
(803) 289-7821 Mobile
(803) 283-1539 Beeper

Ben R. Snipes
President
P.O. Box 388
1536 Riverside Road
Lancaster, SC 29721



BRS, INC.
is the official
Grading & Paving
Contractor
of the
Queen's Cup
Steeplechase.



Good luck today and
at we're proud to be part
of helping you make your
dreams come true!

Half Page Ad: \$175
4" x 3.5"

*Turf & Course
Development Donated by*

TRUGREEN • CHEMLAWN

*The Charlotte Steeplechase Association
thanks Rick Balsler
& the crew at
TruGreen/ChemLawn
for their wonderful contribution to the
beauty and safety of our race track turf!*



Business Card Size Ad: \$125
2" x 3.5"



Integrated Lightning Prediction and Warning Systems

KENNETH W. KILGORE
Territory Manager

8735 Rittenhouse Circle • Charlotte, NC 28270
(704) 364-3735 • Cell: (704) 609-0420

Email: kkilgor3@bellsouth.net

Midlands Printing Software Capabilities

MAC Computers:

Quark Xpress, Photoshop, Pagemaker, Adobe In Design, Illustrator,
Adobe Acrobat, Word

PC Windows: Publisher, Word, Pagemaker