



2005 Queen's Cup Special Activities Sponsorship For Promotion, Marketing & Contribution

Celebrating Ten Glorious Years!



There are a number of special low investment sponsorship promotional opportunities starting for as little as \$2,500 for this very special upcoming year. The Charlotte Steeplechase Association is celebrating ten years of great entertainment on Saturday, April 30, 2005. A strong and proven marketing vehicle, Steeplechase racing, and the Queen's Cup in particular, uniquely promotes your company's brand, products and services to over 15,000 influential race fans. You will be recognized for having invested in your community while making a wonderful contribution to the event.

The Tenth Anniversary Hot Walk Party Blow-out! - \$65,000

Normally, we celebrate the end of the day's racing (around 4:15 p.m.) with the Hot Walk party, located up on Member's Hill, giving the patrons and guests a chance to cool-off and wind down. This year, as we celebrate our tenth anniversary, we intend to blow-out the day by having a special celebrity band play in the open area of the infield. Since this is an event attracting upscale patrons and children, this band must be a high profile national act with high name recognition, i.e. Hootie and the Blow Fish, Frankie Valli and the Four Season, K.C. and the Sunshine Band, etc.

Obviously, these type of bands come at a significant price with staging, transportation, lighting and high production costs. However, a tenth anniversary only comes around once - so why not make it memorable! With the right band and pre-event promotion, we think this is a great way to attract new patrons to the race while thanking our past supporters.

Race Day Partners, Hospitality Hosts and PSL holders will be given a limited number of VIP passes to move up front closer to the stage as a way of saying thank you for supporting us. Otherwise, patrons of all ages are invited free into the secured area of the infield. A beer garden and food bar will be set-up in a special area of the amphitheater. We expect the band to start (rain or shine) after the last race and play until 7:00 p.m. We may have a local warm-up band to kick things off, allowing everyone ample time to move from their cars and tents to the amphitheater. Your Sponsorship of Tenth Anniversary Hot Walk Party Blow-out includes:

- ❖ Presenting Sponsorship: "The Hootie and the Blow Fish Presented by (your name & logo)..."
- ❖ Inside Front Full Page Cover Color Ad in the Race Program (*Value \$5,000*)
- ❖ Your Color Logo Banners (supplied by the sponsor) on the staging and around key areas of the racecourse including all three gate entrances
- ❖ Your B&W Logo in Activities Page distributed with ticket purchases
- ❖ Lawn Box for twenty-four (24) on Member's Hill. Includes pass to the exclusive ElkrIDGE Club all day fair including an open bar! (*Value \$15,800*)

Friday Night Tenth Anniversary Party - \$15,000

The first six years of the Queen's Cup we started, what was then, a traditional Friday Night pre-race celebration. Unfortunately, the economy changed a bit and we were forced to focus on the race day events and temporarily shelve this great party. We think the anniversary is a reason to reignite the magic and with your sponsorship, we will do so on Friday, April 29th. This will be a paid, first come-first served four color invitation, sending out over 5,000 special invitations to our subscriber list and sponsors. Your Investment Friday Night Party Sponsorship includes:

- ❖ Presenting Sponsorship: "Queen's Cup Tenth Anniversary Friday Night Party Presented by (your name & logo)..." in the special invitation mailing. The invitation will be designed by our graphic artist and will carry the theme of the event
- ❖ Full B&W Page Ad in the Race Program (*Value \$300*)
- ❖ Mention in Race Program
- ❖ Lawn Box for ten (10) on Member's Hill. Includes pass to the exclusive ElkrIDGE Club all day fair including an open bar! (*Value \$3,950*)

Queen's Cup Badge & Car Pass Sponsor - \$10,000

Since this is an "invitation only" event, everyone on the race grounds needs to purchase a car pass and personal badge in order to gain entry onto *Brooklandwood*. This year, in celebration of our anniversary, we will be making the personal badges in four color, designed by our graphic artists. Over 15,000 badges and 3,500 car passes will be printed with your corporate logo on the reverse side of the badge and car pass. A great way to get brand recognition while helping a great cause. Your Investment of Badge and Car Pass Sponsorship includes:

- ❖ Full B&W Page Ad in the Race Program
- ❖ Mention in Race Program
- ❖ Your B&W Logo placed on the backside of the 15,000 badges & 3,500 car passes
- ❖ A Lawn Box for ten (10) on Member's Hill. Includes pass to the exclusive ElkrIDGE Club all day fair including an open bar! (*Value \$3,950*)

More Sponsorship Opportunities on Reverseside

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Official Race Program, Inside front or back cover (color) - \$5,000

This year, we're expecting over 15,000 race day fans drawing from the seven surrounding counties around Charlotte and parts of the entire East Coast. Thanks to our race program sponsors, the race program will once again be distributed free to every vehicle, sponsor and hospitality host on the racecourse, thereby increasing your marketing, advertising and reach to an upscale race day audience.

Your Investment of Official Race Program Sponsorship includes:

- ❖ Full page COLOR inside front or back cover (based on availability) of the Official Race Program
- ❖ Over 5,000 Race Programs distributed FREE to all sponsors, their guests, Subscribers and race fans,
- ❖ Includes six (6) passes to the exclusive Elkrigde Club on Member's Hill with all day fair including an open bar

Sponsor of the High Weight Flat Race - \$4,500

Always a crowd pleaser, and adds variety to the card of racing, we will be returning to six races on the racing card: four jump races and two races flats (no jumping) - the TruGreen/ChemLawn Open Flat Turf and a High Weight Flat for Amateur Riders. The race will be run at the grueling distance of two miles, (further than the famous Belmont Stakes Race that Smarty Jones lost his Triple Crown bid). Here is your opportunity to "own" a race on the card for an inexpensive investment. Your sponsorship of the High Weight Flat Race includes:

- ❖ Name and Logo in Race Program "ivorries" on your race
- ❖ PA announcements
- ❖ Half Page B&W Ad in Official Race Program
- ❖ Awarding of the trophy to the winning owner, trainer and jockey
- ❖ Includes four (4) passes to the exclusive Elkrigde Club on Member's Hill with all day fair including an open bar

Volunteer Special Anniversary T-shirt - \$3,500

The spirit of volunteerism is alive and well at the Queen's Cup! Over 350 volunteers work at the race, providing assistance in all areas. The special anniversary T-shirt is provided to them, along with lunch and drinks, as a special way of saying "thank you". Your Sponsorship includes:

- ❖ Your one color logo, shared with our food sponsor and charity logos placed on the backside of over 350 volunteer T-shirts
- ❖ PA announcements
- ❖ Full Page B&W Ad in Official Race Program (*value of \$300*)
- ❖ Mention in Race Program
- ❖ Includes two (2) passes to the exclusive Elkrigde Club on Member's Hill with all day fair including an open bar

Most Wonderful Tailgate Contest - \$3,500

One of the great things about going to the steeplechase races are the wonderful display of tailgates! Some are absolutely wild. A special award is handed to the tailgate winner. Your Sponsorship includes:

- ❖ Your Logo in Activities Page distributed with ticket purchases
- ❖ PA announcements all morning and into afternoon leading up the special announcement of the winners
- ❖ Full Page B&W Ad in Official Race Program (*value of \$300*)
- ❖ Mention in Race Program
- ❖ A special insert promoting the Tailgate Contest with your logo distributed with ticket purchases
- ❖ Includes two (2) passes to the exclusive Elkrigde Club on Member's Hill with all day fair including an open bar OR one (1) Paddock tailgate space with four (4) Paddock Badges. Additional Paddock badges available for \$25 per badge.

Jack Russell Terrier Races- \$3,000

If you have ever see the TV sitcom, "Frasier", then you know already how hilarious Jack Russell's can be. Imagine then watching five or six of them chasing after a "rabbit" for the glory of a win. Entertainment hits an all-time high. Your Sponsorship includes:

- ❖ Your B&W Logo on a banner at the Jack Russell Terrier Race Course
- ❖ Your Logo in Activities Page distributed with CSA's in-house ticket purchases
- ❖ PA announcements throughout the morning up until the steeplechase first race, apprx. 1:00 p.m.
- ❖ Full Page B&W Ad in Official Race Program (*value of \$300*)
- ❖ Mention in Race Program
- ❖ Includes four (4) passes to the exclusive Elkrigde Club on Member's Hill with all day fair including an open bar

Groom's Award for Best "turned-out" Horse in the Parade Ring- \$2,500

All horses look great in the winner's circle as the saying goes, however some look better in the paddock prior to their race. The groom of the best turn-out horse is awarded cash. Your Sponsorship includes:

- ❖ PA announcements prior to each race and during course of day
- ❖ Half Page B&W Ad in Official Race Program (*value of \$175*)
- ❖ Mention in Race Program
- ❖ Includes one (1) tailgating space in the Paddock and four (4) Paddock badges (*value of \$595*) Additional badges available for \$25 per person