



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



There are a number of special low investment sponsorship promotional opportunities available for the 2002 Queen's Cup Steeplechase, for under \$6,500 or in kind donations. A strong and proven marketing vehicle, Steeplechase racing, and the Queen's Cup in particular, uniquely promotes your company's products and services to over 18,000 influential race fans. You will be recognized for having invested in your community while making a tax-deductible contribution.

The Michelob Light Hot Walk Party - \$6,500

The 'Chase Tent is the area where the Corporations and Individuals, who financially made the Race Day all happen, linger for the afternoon. The Race Members are treated in totally British Style; First Class! The Race Horse Owners, their Trainers and Jockeys are invited to socialize with the Race Members. At the conclusion of the last Race, the final party of the day occurs. Believe it or not, people are still hungry and ready to top off their Extraordinary Day at the Races. The party begins immediately after the last race and ends at 6:30 p.m. Your Sponsorship of The Michelob Light Hot Walk Party includes:

- ❖ Full Page Ad in the Race Program
- ❖ Your Logo Banner on the picket fence leading to the Race Member Tent identifying you as the donor of The Michelob Light Hot Walk Party
- ❖ Mention in Race Program
- ❖ Your Logo in Activities Page distributed with ticket purchases
- ❖ Your Logo Banner inside Tent

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

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. Thanks to our race program sponsors, the race program will once again be distributed free 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

Public Address System Sponsorship - \$3,800

Of course you can't have racing without a high quality Public Address System. Over 25 speakers and three miles of wiring will be temporarily placed throughout the racing facility. Your Donation will also include hiring a professional Race Track professional race caller and color commentator. Great Donation & a great value for you:

- ❖ Ten (10) PA announcement throughout the day
- ❖ Full Page B&W Ad in Official Race Program

Adult & Children's Hat Contest - \$2,800

Just when you think you've seen it all, steeplechasing brings out all kinds of beautiful and sometimes wacky hats. Believe it or not, the kids get in the act as well. Remember, these kids are future Sponsors & Rail Subscribers of the Queen's Cup Steeplechase. Why not reward them for a job well done too? The HAT CONTEST is sure to be brimming with ideas. We supply the awards

or gift certificate and you participate in the judging and the awards. Your sponsorship includes:

- ❖ PA announcements
- ❖ Full Page B&W Ad in Official Race Program
- ❖ Mention in Race Program
- ❖ Your Logo in Activities Page distributed with ticket purchases\

Most Wonderful Tailgate Contest - \$2,800

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:

- ❖ PA announcements
- ❖ Full Page B&W Ad in Official Race Program
- ❖ Mention in Race Program
- ❖ Your Logo in Activities Page distributed with ticket purchases

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Sponsor of the Flat Race - \$2,500

On most given years, we have five jump races on the card. This year, due to the general economy, we will have four jump races and the last race on the card will be your flat race. The race will be run at about a mile and a half (same distance as the famous Belmont Stakes Race that Secretariat won his Triple Crown). Here is your opportunity to "own" a race on the card for a very inexpensive sponsorship fee.

- ❖ PA announcements
- ❖ Half Page B&W Ad in Official Race Program
- ❖ Name or Logo Mention in Race Program on your race
- ❖ Awarding of the trophy to the winning owner, trainer and jockey

'Chase Club House Flowers & Arrangements- \$2,000

The Founding Race Members & Lawn Box Tent is the area where the Corporations and Individuals, who financially made the Race Day all happen, linger for the afternoon. The beautification & decoration of the Lawn Box Members Tent with flowers and landscaping arrangements include:

- ❖ PA announcements
- ❖ Half Page B&W Ad in Official Race Program
- ❖ Mention in Race Program
- ❖ Your Logo & wording "Donated by" 1'x2' placard at Breakfast & Luncheon Tent

Groom's Award for Best "dressed" Horse in Paddock- \$1,200

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 \$100 cash. Your Sponsorship includes:

- ❖ PA announcements prior to each race and during course of day
- ❖ Half Page B&W Ad in Official Race Program
- ❖ Mention in Race Program

Groom's Breakfast & Lunch- \$1,200

The Grooms toil endlessly to get their steeds to the races. This breakfast, held from 7:00 am to 9:00 am, is held in their honor. Your donation for their lunch is also held in their honor. Your Sponsorship includes:

- ❖ PA announcements
- ❖ Half Page B&W Ad in Official Race Program
- ❖ Mention in Race Program
- ❖ Your Logo & wording "Donated by" 1'x2' placard at Breakfast & Luncheon Tent
- ❖ Coupon Hand-out (provided by you) at Groom's Tent

Volunteer Lunch Box- \$1,200

The spirit of volunteerism is alive and well at the Queen's Cup. Scores of volunteers work at the race, providing assistance in all areas. This lunch is held in their honor. Your Sponsorship includes:

- ❖ PA announcements
- ❖ Half Page B&W Ad in Official Race Program
- ❖ Mention in Race Program
- ❖ Your Logo on the backside of the Volunteer Tent
- ❖ Coupon Hand-out (provided by you) at Volunteer's Tent

A Very Special Ladies & Proper Gentlemen's Rooms - \$1,000

This idea came from the Atlanta Steeplechase with great fanfare. We always thought it a nice touch to put the Ladies Necessary under a tent. Why not offer the ladies a nice area to get cleaned-up in privacy. This includes a "sink", a make-up area, mirrors, flowers and an attendant. Your Sponsorship includes:

- ❖ PA announcements
- ❖ Half Page B&W Ad in Official Race Program
- ❖ Mention in Race Program
- ❖ Your Logo & wording "Donated by" 1'x2' placard at Ladies Necessary