



**The Eighth Annual
QUEEN'S CUP STEEPLECHASE**
Sponsorship & Corporate Hospitality Options
Saturday April 26, 2003
Where Champions are Crowned and Causes Championed SM



Since 1995, the Queen's Cup Steeplechase has consistently offered sponsors, hospitality hosts and tailgaters the highest level of entertainment, all at an investment considerably lower than other professional sporting events in the region. A day at the races consist of non-stop fun with memorable moments and an experience people of all ages enjoy. It's a wonderful and unique way for companies and large groups to make a difference to their customers, prospects and employees alike. Give them something they'll never forget and a way in which to say "thank you" to those that mean so much to your business, all while raising money for two wonderful charities.

SPONSORSHIP & ENTERTAINMENT OPTIONS ABOUND!

Queen's Cup Sponsorship and Hospitality Package Options	Presenting Event Sponsor 300	Race Sponsor 225	Course Sponsor 175	Hospitality Tent for 125 Large Pkg	Hospitality Tent for 76 Medium Pkg	Hospitality Tent for 40 Executive Pkg	Lawn Box for 10 w/ Meal Pkg
Package Price Investment	\$70,000/\$58,000*	\$35,000/\$22,500*	\$25,000/\$10,000*	\$15,000	\$9,500	\$4,500	\$3,950**
Number of Guest Race Badges	300	225	175	125	76	40	10
Personalized Logo Guest Race Badges	✓	✓	✓	✓	✓	✓	n/a
Size of Tent	40' x 40'	30' x 40'	30' x 30'	30' x 30'	20' x 30'	20' x 20'	Access to Elkridge Club
Location of Tent (<i>premium location in BOLD</i>)	Member's Hill	Member's Hill	Member's Hill	Member's Hill	Member's Hill	Club House Turn	Member's Hill
Private White Picket Fence	✓	✓	✓	✓	✓		
Number of VIP Car Passes	150	112	88	75	55	15	4
Number of Official Race Programs	150	112	88	75	55	20	10
Ad size included in Race Program	Full Page Color (outside cover)	Full Page B&W	Full Page B&W	Full Page B&W	Half Page B&W	Business Card B&W	Business Card B&W
Ownership of a Race w/ Category Exclusivity	✓	✓					
Winner's Circle Trophy presentation	✓	✓					
B&W 30' Logo Jump banners included	✓	✓					
B&W 3' x 5' Logo banners included	✓	✓	✓				
Year-long Color/B&W Logo inclusion of \$150,000+ pre-event promotions of the Queen's Cup	✓	✓	name listing only				
50,000+ brochure mailer, website inclusion w/ links	✓	✓	name listing only				
Logos on television ads plus all printed media	✓	✓					
On-site display & sampling opportunities	✓	✓					
Exclusive access to Queen's Cup database	✓	✓					
Insertion permitted in subscriber ticket mailing	✓	✓					
Presenting Sponsor status of the Event	✓						
Ownership of Feature Race, Queen's Cup Timber Stakes	✓						
Entitlements to all/race related pre and post events	✓						
Logo inclusion on 15,000 badges, 3,000 car passes	✓						
Logo inclusion on the cover of 55,000 "Cup" Invitation	✓						
Outside Cover Ad & Logo on 5,000 Official Race Programs	✓						

PLEASE NOTE: (*) for those companies or individuals not wishing to entertain large groups but wish to take advantage of all of the benefits as a Queen's Cup sponsor, packages are available with all other listed sponsor's entitlements less the hospitality options, but does include a Lawn Box on Member's Hill for eight with VIP Meal passes to the Elkridge Club. We are always happy to personalize and customize your sponsorship or hospitality tent to meet your specific needs.
()** Lawn Box for 10 Meal Pkg. includes one table, ten chairs, linen, race programs and access to the Elkridge Club Tent, an all-day meal extravaganza with open bar.

Important Comments:

Member's Hill is one of two secured areas on the racecourse therefore, all Guests, including children, must wear a Member's Hill Guest Race badge to gain entry onto Member's Hill. Additional badges on Member's Hill are available for \$50 per. Additional Car passes are available for \$50 per car. For every two Member's Hill badges purchased, CSA will include a free Member's Hill car pass. Additional Guest Badges can be purchased for the Club House Turn Hospitality Tent for \$20 per badge and \$30 per car pass. Race, Course and Hospitality tent investments do not include catering, tables, chairs, linens and floral arrangements, which all must be made through Queen's Cup approved vendors only. Third party catering and vendors are strictly prohibited.

With the exception of our Race and Course Sponsors, banners of any kind are not permitted anywhere on the racecourse including Member's Hill. Information so here described, is subject to change and without prior notice at the discretion of Charlotte Steeplechase Association, Inc. CSA is a federally recognized 501(c)3 nonprofit organization. Races run for the benefit of local and regional charities.

Races run Rain or Shine. Absolutely No Refunds!

See Reverse Side for Important Information and Agreement

SUBSCRIPTION AGREEMENT

For and in consideration of the mutual promises and agreements contained herein, The Charlotte Steeplechase Association, Inc. ("CSA") and _____ ("Subscriber"), hereby agree as follows:

- 1. **Subscription Term.** CSA grants to Subscriber a term of three (3) years, a subscription (specify sponsorship or hospitality tent from Exhibit A) _____ of a portion of the Queens Cup Steeplechase Races to be held on the last Saturday of April in the years 2003, 2004 and 2005 of the spring steeplechase event (Race Meet Day) promoted by CSA. The promotional advertising, hospitality and other benefits provided by CSA are set out on the attached Exhibit A.
- 2. **Subscription Rights Fee.** Subscriber agrees to pay to CSA 50% of the 2003 rights fee upon signing this Agreement, with the balance due on or before January 1, 2003. Thereafter as it relates to the remainder of the Subscription Term, 50% will be due by July 1 of 2003 and 2004 respectively with the remainder due by January 1st of 2004 and 2005. Subscriber shall be entitled to race tickets, other race day credentials, and various advertising, promotional opportunities and other benefits identified on Exhibit A only after payment in full of the rights fee. CSA's withholding of race tickets, other race day credentials and the advertising and promotional opportunities and other benefits identified on Exhibit A as a result of Sponsor's failure to pay the rights fee shall not relieve Subscriber of its obligation to pay the rights fee in full.
- 3. **Renewal Option.** Subscriber shall have the right to re-subscribe for the sponsorship or the hospitality tent, whichever is applicable, of a portion of the 2006 Queens Cup Steeplechase Races at CSA's then prevailing sponsorship rights fees. Subscriber's renewal option must be exercised in writing no later than May 6, 2005. Fifty percent (50%) of the 2006 Subscriber's rights fee is due and payable upon exercising the option to renew. The balance of the Subscriber rights fee is due and payable on or before January 1, 2006. Unless specifically agreed otherwise in writing by CSA and Subscriber, all of the remaining terms and conditions of this Agreement shall be applicable to the 2006 subscription.
- 4. **Catering, Florist and other Costs.** The subscription does NOT include catering, bar, tables, chairs, linens and floral arrangements, which all must be made through CSA approved vendors only. Third party catering and vendors are strictly prohibited. All catering, linens, tables, chairs and other arrangements, Subscriber invitations and floral costs shall be paid directly by Subscriber to the vendor. CSA will provide Subscriber with a list of approved vendors from which Subscriber can contract directly.
- 5. **Event Date.** The Race Meet Day will be held RAIN OR SHINE on Saturday, April 26, 2003, April 24, 2004 and April 30, 2005. Under extreme and unforeseen circumstances, i.e. tornado, hurricane or damage from a tornado, hurricane or a severe and prolonged lightning storm, or other natural disaster, the Race Meet could be cancelled for reasons beyond the control of CSA. In that event CSA, at its sole election, may reschedule the Race Meet Day for another date later in the race year calendar year. If the Race Meet day is rescheduled, Subscriber shall be entitled to all of the advertising and promotional opportunities and other benefits identified on Exhibit A on the rescheduled Race Meet day. If the Race Meet day is not rescheduled later in the calendar year, Subscriber shall not be entitled to a refund of any portion of the subscriber rights fee.
- 6. **Security.** Member's Hill is one of two secured areas on the race course. All guests, including children, must wear a Member's Hill Guest Badge to gain entry onto Member's Hill. Private security guards provided by CSA will be controlling the main entrances to Member's Hill. Should additional private security guards be requested by Subscriber, Subscriber shall contract at Subscriber's expense directly for such additional private security guards with the same guard service used by CSA.
- 7. **Advance Setup/Tear down.** Tents will be ready for advance preparation or decoration on Friday before the Race Meet day. Overnight security (Friday night pre-race day and Saturday night post race day, only) will be provided by CSA. Subscriber shall remove all promotional and personal property or other materials by 8:00 p.m. on the Race Meet day.
- 8. **Tickets.** Subscriber understands that each vehicle must possess a car pass and that each guest must possess an appropriate Member's Hill Guest Badge or other ticket. Subscriber agrees that it will not use any form of invitation which indicates that the invitation may provide admission to the event, to Member's Hill or to Subscriber's tent without a Member's Hill Guest Badge or other appropriate ticket. Additional tickets may be purchased, if available, through the CSA office.
- 9. **Signage and Promotional Conditions.** CSA will identify each tent (if applicable) by a standard Tent Banner on the front of Subscriber's designated tent. In addition to the Tent Banner, Subscriber may provide any name sign or banner of its choosing, with letters no more than 9" high, to be located inside Subscriber's tent only. Other banners of any kind are not permitted outside any tent or anywhere within the race grounds unless agreed upon in writing by CSA.
- 10. **Liability.** Subscriber and their Race Guests release CSA, its Board of Directors, The Race Committee, its Volunteer Organizations and Volunteers and Landowners from any liability for personal injury or death and from any damage or loss of personal property.
- 11. **Arbitration.** Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled by arbitration held in Charlotte, North Carolina administered by the American Arbitration Association under the Expedited Procedures of its Commercial Arbitration Rules, and the judgment on the award rendered by the sole arbitrator may be entered in any court having jurisdiction thereof. The sole arbitrator shall apply the laws of the State of North Carolina. The prevailing party in such arbitration shall be entitled to recover its reasonable costs and attorneys' fees, including costs and attorneys' fees incurred in the arbitration, as determined by the sole arbitrator.
- 12. **Entire Agreement** - This Agreement contains the entire agreement between the parties and may be modified only in a writing executed in the same manner as this original Agreement. No agreements, representations, or statements of any party not contained in this Agreement shall be binding on such party.

FOR THE CHARLOTTE STEEPLECHASE ASSOCIATION, INC.

By _____
Title _____
Date _____

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

Expiration Date
_____-_____-_____/_____/_____
month year

Name as it appears on your credit card

SUBSCRIBER

By _____
Title _____
Date _____

Your Name Phone Number

Address

City State Zip