



## HOSPITALITY OPTIONS AT THE SEVENTH ANNUAL RUNNING OF THE 2002 QUEEN'S CUP STEEPLECHASE SATURDAY, APRIL 27, 2002



### ❖ **Course Sponsorship and Tent Hospitality for 175 Guests: \$25,000**

COURSE SPONSORSHIP is for companies who enjoy employee and customer appreciation parties and also like being identified as a sponsor of the Queen's Cup with many of the sponsorship benefits. COURSE SPONSORS also receive preferred placement after RACE SPONSORS, based on reservation and contract date. Your hospitality tent is perched on the top of Member's Hill, providing a nearly unobstructed view of the entire race course while you and your guests party in style and mingle with other guests on Member's Hill

- B&W name inclusion as a Course Sponsor in over \$100,000 worth of marketing collateral:
  - ❖ in our 45,000 consumer mailer
  - ❖ all print media including Charlotte Observer advertising
  - ❖ B&W logo with link to your web site on the Queen's Cup web site
- 30' x 30' Course Sponsor Hospitality Tent within a private picket fence lawn terrace
- 175 Logo Member's Hill Badges, 88 Member's Hill car passes & 88 Official Race Programs
- Full page B&W ad in Official Race Program insertion
- We will provide logo Banners proudly displayed all day in Parade Ring and in front of your tent
- Category is non-exclusive

### ❖ **'Chase Hospitality Tent on Member's Hill for 150 Guests: \$17,500**

For those large customer appreciation parties, the Large Hospitality tent perched on the top of Member's Hill, just past the finish line offers a nearly unobstructed view of the entire race course while your guests party in style and mingle with other guests on Member's Hill

- 30' x 30' Hospitality Tent within a private picket fence lawn terrace
- 150 Logo Member's Hill Badges, 75 Member's Hill car passes, 75 Official Race Programs
- Full-page B&W ad in the Official Race Program

### ❖ **'Chase Hospitality Tent on Member's Hill for 110 Guests: \$13,500**

A medium Hospitality Tent perched on the top of Member's Hill, just past the finish line. Same viewing as above, but this is perfect for smaller parties.

- 30' x 30' hospitality tent within a private picket fence lawn terrace
- 110 Logo Member's Hill Badges, 55 Member's Hill car passes & 55 Official Race Programs
- Half-page B&W ad in the Official Race Program

### ❖ **'Chase Hospitality Tent on Member's Hill for 76 Guests: \$8,700**

A smaller Hospitality Tent perched on the top of Member's Hill, just past the finish line. Viewing is the same as the larger tents but perfect for those small and more intimate parties.

- 20' x 30' hospitality tent within a private picket fence lawn terrace
- 76 Logo Member's Hill Badges, 38 Member's Hill car passes & 38 Official Race Programs
- Half-page B&W ad in the Official Race Program

### ❖ **Club House Turn Hospitality Tent for 40 Guests: \$4,500**

The Club House Turn is an area on the first turn, just past Member's Hill, designed for smaller corporate or group entertainment with railside racing action and people watching. You'll be viewing racing action, although somewhat obstructed, and close to the finish line and the lake, with a quick walk to the infield and Parade Ring.

- 20' x 20' Hospitality Tents comfortably snuggled together with six others for day-long partying.
- 40 General Admission Badges are also included. Additional parking is available in the General Parking area for FREE or in a Reserved Lot "AA" for an additional \$30 per car. Additional Badges may be purchased through the steeplechase office for \$20 per badge, if purchased in advance. Badges available at the gate but will be higher!
- Eight (8) Club House Turn parking passes allowing you and your guests to park right behind the tented area.
- Limit of fifty (50) guests in the Club House Turn area, please.
- Catering is available through the Association approved caterer.

Please note: Hospitality, catering, bar service, tables, chairs, linens, floral arrangements, unless otherwise noted, are not included. Depending on sponsorship, printing of logo on certain collateral pieces may be too late to include. Please check with CSA representative for more information. Additional badges on Member's Hill are available for \$50 per badge. Additional Car passes are available for \$50 per car pass. For every two Member's Hill badges purchased, CSA will include a free Member's Hill car pass. 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 non-profit organization. Races run for the benefit of local and regional charities. Races run Rain or Shine. Absolutely No Refunds!!



Presented by:  
**SONITROL**



**BUSINESS ARRANGEMENTS**

Please check appropriate box for your reservation category

- Course Sponsorship and Tent Hospitality for 175 Guests: \$25,000
- 'Chase Hospitality Tent on Member's Hill for 150 Guests: \$18,500
- 'Chase Hospitality Tent on Member's Hill for 110 Guests: \$13,500
- 'Chase Hospitality Tent on Member's Hill for 76 Guests: \$8,700
- Club House Turn Hospitality Tent for 40 Guests: \$4,500

Payment Terms - 100% due upon signing of agreement. Please note: Race tickets and other race day credentials will not be sent until payment is received in full.

Catering, Florist and other Costs - Race, Course and Hospitality tent investments do not include catering, 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, Table, Chairs and other Arrangements, Sponsor Invitations and Floral costs are paid directly by Sponsor. The Charlotte Steeplechase Association will provide its Sponsors and Hospitality Members with a list of Approved Vendors from which they can contract with directly. We will be happy to work with you on any additional details you may wish.

- Official 2002 Caterer: Something Classic, Jill Marcus (704) 377-4202
- Official 2002 Rental Service: Service Rentals, (704) 598-8541
- Official 2002 Floral Designer: Carolyn Shepard Designs (704) 523-5237

Other - The Race Meet day will be held RAIN OR SHINE. Under extreme and unforeseen circumstances, i.e. tornado or damage from a tornado, hurricane or damage from a hurricane, severe and prolonged lightning storm, or other natural disaster, the Race Meet could be canceled for reasons beyond the control of CSA. However, it would be the intention of the Race Committee that the race would reschedule for another date later on in the calendar year. Regardless, there are Absolutely No Refunds.

Security - Member's Hill is one of two secured areas on the racecourse therefore, all Guests, including children, must wear a Member's Hill Guest badge to gain entry onto Member's Hill. Private Security Guards will be controlling the main entrance to Member's Hill and areas of the Lawn Box area. Should additional Private Guards be required, the Sponsor agrees to contract with the Charlotte Steeplechase Approved Guard Service.

Advance Setup - Tents will be ready for advance preparation or decoration on Friday before Race Day. Overnight Security (Friday night pre-race day and Saturday night post race day, only) will be provided by the Association. It is agreed that promotional and personal property or other materials be removed by 8:00 p.m. on Race Day.

Tickets - Sponsors understand that each vehicle and guest must possess a car pass and appropriate Member's Hill Sponsor Badge and that no form of an invitation will be used which indicates that it may provide admission to the event or your Tent. Additional tickets maybe purchased, if available, by calling the Steeplechase Office.

Signage and Promotional Conditions - The Race Committee will identify each tent (if applicable) by a standard sign on the front of your designated tent. In addition to your Tent Banner (if allowed and as described herewith), you may provide any name sign or banner of your choosing, with letters no more than 9" high, to be located inside your tent only. With the exception of our Race and Course Sponsors, banners of any kind are not permitted anywhere on the racecourse including Member's Hill. No promotional flags, signage or other materials are permitted outside any tent or anywhere within the race grounds unless agreed upon in writing by the Race Committee.

Liability - All Sponsors and their Race Guests release the Charlotte Steeplechase Association, Inc., the Board of Directors, The Race Committee, its Volunteer organizations and Landowner from any liability for personal injury or death, damage or loss of personal property. In the event that the Sponsor wishes CSA to assume greater liability or be named in CSA's insurance policy, Sponsor may, as a matter of right, obtain from CSA a higher limit by paying an additional amount to CSA, and a rider shall be attached hereto setting forth such higher limit and additional amount, but this additional obligation shall in no way be interpreted to hold CSA as an insurer.

Terms - This agreement, unless otherwise stated, is good through the date of signing to May 1, 2002.

**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 STEEPLCHASE ASSOCIATION, INC.

FOR \_\_\_\_\_  
Company Name (if applicable)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Authorized Signature

Title \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

\_\_\_\_\_  
Your Name Phone Number

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

\_\_\_\_\_  
Address

\_\_\_\_\_  
Expiration Date  
month / year

\_\_\_\_\_  
City State Zip