



2004 Queen's Cup Special Activities Sponsorship For Promotion, Marketing & Contribution



There are a number of special low investment sponsorship promotional opportunities available for the 2004 Queen's Cup Steeplechase, starting at \$2,000 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 15,000 influential race fans. You will be recognized for having invested in your community while making a wonderful contribution to the event.

Sponsor the Amateur Timber Race-\$15,000

This year by popular demand, we are bringing back the Amateur Timber race as the first race on the card of six races. Even though these jockeys are not paid, they are still fighting for the owner's share of the purse and the winner's trophy. As many as eight finely tuned thoroughbreds will be competing over three miles of challenging timber (wooden) fences in what will ultimately be a fight for the finish. As an undercard sponsor, you will have the opportunity to share in their glory in the winner's circle.

- ❖ Sponsor of the Amateur Timber Race
- ❖ Full B&W Page Ad in the Race Program
- ❖ Your Logo Banner on the finishing timber fence
- ❖ Mention in Race Program
- ❖ Your B&W Logo in Activities Page as a race sponsor of the Amateur Timber race distributed with ticket purchases
- ❖ A Lawn Box for eight (8) on Member's Hill. Includes pass to the exclusive Elkridge Club all day fair including an open bar!

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

Since this is an "invitation only" event, everyone on the race grounds need to purchase a car pass and badge in order to gain entry onto *Brooklandwood*. 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 name & brand recognition while helping a great cause.

- ❖ Full B&W Page Ad in the Race Program
- ❖ Mention in Race Program
- ❖ Your B&W Logo placed on 15,000 badges & 3,500 car passes
- ❖ A Lawn Box for eight (8) on Member's Hill. Includes pass to the exclusive Elkridge Club all day fair including an open bar!

The Michelob Light Hot Walk Party - \$7,500

Member's Hill is the area where the Sponsors, Hospitality Host and Individuals, who financially made the Race Day all happen, linger for the afternoon. The Lawn Box Members, along with the Owners and Trainers are invited into the Elkridge Club House to be treated in totally British Style; First Class! At the conclusion of the last Race, the final party of the day begins, and believe it or not, people are still hungry and ready to top off their Extraordinary Day at the Queen's Cup. 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:

- ❖ Presenting Sponsorship: "The Michelob Light Hotwalk Party Presented by..."
- ❖ Full B&W 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 B&W Logo in Activities Page distributed with ticket purchases
- ❖ Your B&W Logo Banner inside Tent
- ❖ Includes six (6) pass to the exclusive Elkridge Club all day fair including an open bar!

OVER, PLEASE

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Official Race Program, Inside front or 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 eight races that the 'Chase is the perfect setting to socialize, entertain and support a great community event while promoting their businesses as well

- ❖ Full page COLOR inside back cover of the Official Race Program
- ❖ Over 5,000 Race Programs distributed FREE to all sponsors, their guests, subscribers and race fans,
- ❖ Includes six (6) pass to the exclusive Elkridge Club all day fair including an open bar!

Volunteer Lunch Box- \$3,200

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 (*value of \$175*)
- ❖ Mention in Race Program
- ❖ Your Logo on the backside of the Volunteer Tent
- ❖ Coupon Hand-out (provided by you) at Volunteer's Tent
- ❖ Includes four (4) pass to the exclusive Elkridge Club all day fair including an open bar! (*value of \$1,000*)

Jack Russell Terrier Races- \$2,500

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:

- ❖ PA announcements throughout the morning up until 1:00 p.m.
- ❖ Full Page B&W Ad in Official Race Program (*value of \$300*)
- ❖ Mention in Race Program
- ❖ Your B&W Logo on a banner at the Jack Russell Terrier Race Course
- ❖ Includes four (4) pass to the exclusive Elkridge Club all day fair including an open bar! (*value of \$1,000*)

Most Wonderful Tailgate Contest - \$2,500

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:

- ❖ PA announcements
- ❖ Full Page B&W Ad in Official Race Program (*value of \$300*)
- ❖ Mention in Race Program
- ❖ Your Logo in Activities Page distributed with ticket purchases
- ❖ A special insert promoting the Tailgate Contest with your logo distributed with ticket purchases
- ❖ Includes two (2) pass to the exclusive Elkridge Club all day fair including an open bar! (*value of \$500*)

Groom's Award for Best "dressed" Horse in Parade Ring- \$2,000

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 with four (4) Paddock badges (*value of \$595*)
Additional badges available for \$20 per person