

Horsemen's Park

Horsemen's Park Sponsorship Program



Sponsorship & Advertising Program

*Let us put a Nebraska tradition and
the excitement of Horse racing to
work for your company!*

For More Information Contact:

Mike Newlin

General Manager

Mikenewlin@horsemenspark.com

402-731-2900

Horsemen's Park promises to meet and exceed sponsor expectations through attention to detail, exemplary client service, and creative marketing solutions.

We will work closely with you to develop an innovative, embedded sponsorship program that goes above and beyond your typical venue sponsorship!

Our Goal...

- To understand your business objectives and build event-marketing strategies tailored to fit your needs.

Why partner with Horsemen's Park?

For our rich History...

Nebraska horse racing is a storied tradition since 1934. How many business enterprises can claim such a rich heritage?

For a one-of-a-kind opportunity...

From creating brand awareness to maximizing visibility and increasing sales, live racing is the ideal marketing platform for your business to reach a niche group of new buyers and users.

For its local and national reach...

Over 25,000 fans attended the 2016 (three day) live racing meet in May 2016. In 2017, Horsemen's Park will be adding an additional 2 day summer meet July 28th & 29th. Sponsors will have be able to choose one or both meets. All package prices and stakes race sponsorships are based on individual meets.

SPONSORSHIP & ADVERTISING OPPORTUNITIES & BENEFITS

Sponsorship opportunities are available at all levels, with exciting benefits to match!

Benefits Include:

- Advertisements on infield billboards
- Advertisements on the national live racing TV signal
- Advertisements on the infield Jumbotron
- Advertisements in the official live racing program
- Live sponsor acknowledgement by Track Announcer
- Logo placement on printed promotional materials
- Logo placement on the official Horsemen's Park website
- Banner placement in the Clubhouse and/or Grandstand
- Exclusive naming rights to an individual race and associated advertising
- Various opportunities for exclusive naming rights throughout the facility
- Hospitality credit for admission
- Advertisement on the national live racing signal and Jumbotron, (.30 TV commercial provided by sponsor, simulcast on 700 in-house TV's, 2 per live racing day)
- Half page advertisement in the official racing program each race day (ad provided by sponsor)
- Live sponsor acknowledgement by Track Announcer (2 per live racing day)
- Logo placement with a hot link on the official Horsemen's Park website
- Indoor Banner placement on grandstand and clubhouse levels for the entire run of one live meet (banners provided by sponsor)
- Naming rights to 2 races includes company name and/or logo on the program race page and Winner's Circle Blanket sponsorship.
- 200 complimentary admission passes and programs.
- Reserved Clubhouse Table for 6 on Kentucky Derby Day with \$50.00 F&B Gift Certificate.
- Reserved Clubhouse Table for 6 each day of the live meet sponsorship.

We can customize your marketing or advertising package to meet your company's needs!

Corporate Sponsorship Packages

Platinum Package – Premier Partner Investment - \$15,000

- Billboard Advertisement on the inner track wall (ad provided by sponsor)
- Advertising on infield Jumbotron for the spring or summer meet (signage provided by sponsor)
- Your company's logo on a promotional T-Shirt giveaway (500 units)
- Advertisement graphic "Racing brought to you by your company name and/or logo" during race replay after each race on a specific day

Gold Package – Corporate Partner Investment - \$8,000

- Billboard Advertisement on the inner track wall (ad provided by sponsor)
- ¼ page advertisement in the official racing program each race day (ad provided by sponsor)
- Live sponsor acknowledgement by Track Announcer (1 per live racing card)
- Company Advertisement graphic on our TVs and Jumbotron (2 per live racing card)
- Logo placement with a hot link on the official Horsemen's Park website
- Indoor Banner placement on grandstand and clubhouse levels for the entire meet or term of the agreement (banner provided by sponsor)

- Exclusive naming rights to 1 race of your choice per meet, includes company name and/or logo on the program race page and Winner's Circle Blanket sponsorship.
- 75 complimentary admission passes and programs.
- Reserved table for 6 each day of the live meet sponsorship.

Silver Package – Corporate Partner Investment - \$4,000

- One-fourth page advertisement in the official racing program each race day (advertisement provided by sponsor)
- Logo placement on our Horsemen's Park website.
- Company advertisement on our TVs (1 per live racing card)
- Exclusive naming rights to 1 race of your choice, includes company name and/or logo on the race and Winner's Circle Blanket presentation.
- 40 complimentary admission passes and programs.

Official Racing Program Advertising Opportunities

Black and White Ad in Racing Program (prices are per live meet)

Full Page - 1 available \$ 2500
 Half Page - 2 available \$ 1000



TV Signal and Jumbotron Advertisement

- One 15 second TV commercial per live card \$500 per spot
- One Graphic Ad with Announcer mention \$300 per spot

Banner Advertisement

- One 3x10 Banner in the Grandstand or on Infield \$300 per month (6 month minimum)



Named Stakes Race Sponsorship (funds go directly towards the purse awards)

- Levels*
- \$5,000.00
 - \$10,000.00
 - \$15,000.00
 - \$20,000.00
 - \$25,000.00
 - \$30,000.00