



# REDMILE



Photography by: Chris Tully Trot.com

## Sponsorship Package

The Excitement of Harness Racing Is The Total Lexington Experience  
Racing from July 25th-October 6th - Offering \$8 Million in Purse Money

Director of Sponsorship

Cynthia Solverson

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2020



## Sponsorship Program

### Welcome

Welcome to the iconic Red Mile Racing, home of the Kentucky Futurity, the third jewel in Trotting's Triple Crown. Established in 1875, we are the second-oldest harness racing track in the world. Our legacy in racing, combined with simulcasting and Pari-mutuel Gaming terminals, makes us an exciting and dynamic entertainment destination.

### Why Red Mile Racing?

The Red Mile Racing season begins in the middle of July and continues through the first week of October. During this time frame you and your business will have the opportunity to reach thousands of racing competitors and fans around the world. The pure fun and excitement of Harness Racing is an added bonus to your sponsorship.

### Red Mile Racing Facts:

- More than 18,000 people attend the races each year, with at least half visiting during racing season.
- Sponsor commercials are aired on over 30 TVs at the Red Mile as well as at over 300 betting facilities worldwide.
- Over 17,000 social media followers.
- Over 160,000 hits on the website.
- 361 races with over 2,000 horses attending the Early Meet and Grand Circuit.





## PLATINUM SPONSOR

**\$50,000**

- Sponsor logo on Start Car during Early Meet and Grand Circuit.
  - Sponsor logo on one water truck during Early Meet and Grand Circuit.
- Sponsor signage on jumbo tron during Early Meet and Grand Circuit.
  - Large sponsor logo on track staff shirts.
- Sponsor logo on 500 hats given out on Kentucky Futurity Day (hats provided by Red Mile).
  - Large year-round sign located on the 2nd floor in simulcast area (sign provided by sponsor).
- Sponsor provided promotional materials to be displayed on the 2nd floor in simulcast area.
  - Photos- (2) 8x10 color Winner Circle photos.
- Signage at the Finish Line.
  - 20% discount on horse stalls for the entire meet, including Grand Circuit weeks.
- Logo on flag hung over the apron.

- T.V. Commercial, 30-second spot, aired twice a day during the Early Meet and Grand Circuit.
- Two posts per week during racing season and two posts a month in the off-season on Red Mile Racing social media platforms (Facebook and Instagram).
- Rail Bird box seats for 8 people for the Grand Circuit meet.
- Dinner in the Clubhouse for 8 people, two seatings.
- Prime placement of a year-round banner ad on the Sponsor page of Red Mile website.
- One prestigious stakes race during the Grand Circuit named after sponsor. (Race to be determined by Red Mile sponsorship team).
- Presentation of trophy to the winner of sponsor's named Grand Circuit stakes race.
- Banner signage in the infield during Early Meet and Grand Circuit (placement and specifications determined by Red Mile sponsorship team, banner provided by sponsor).
- Permission to use the Red Mile Logo on your website, print ads and other marketing materials (placement must be approved by Red Mile sponsorship team).
- Permission to hand out promotional items for the entire race meet.
- Sponsor logo on marketing materials used to promote the day of your race.
- Announcements about sponsor during the Early Meet and Grand Circuit.
- One full-page, sponsor provided, color ad in the Early Meet printed Program.
- Two full-page, sponsor provided, color ads in the Grand Circuit printed Program.
- One 14x14 Booth Space in Vendor Village for Early Meet and Grand Circuit.



Photography by: Chris Tully Trot.com



## GOLD SPONSOR

**\$25,000**

- Sponsor logo on Start Car during Grand Circuit only.
- T.V. Commercial, 30-second spot, aired once a day during the Early Meet and Grand Circuit.
- One post per week during racing season and one post per month in the off-season on Red Mile Racing social media platforms (Facebook and Instagram).
- Box seats for 8 people for the Grand Circuit meet.
- Dinner in the Clubhouse for 8 people, one seating.
- Placement of year-round banner ad on the Sponsor page of Red Mile website.
- One stakes race during the Grand Circuit named after sponsor. (Race to be determined by Red Mile sponsorship team).
- One 12x12 Booth Space in Vendor Village for Grand Circuit.
- One full-page black-and-white ad in the Early Meet printed program.
- 10% discount on horse stalls for the entire meet, including Grand Circuit weeks.
- Logo on flag hung over the apron.
- Presentation of trophy to the winner of sponsor's named Grand Circuit stakes race.
- Banner signage in the infield during Early Meet and Grand Circuit (placement and specifications determined by Red Mile sponsorship team, banner provided by sponsor).
- Permission to use the Red Mile Logo on your website, print ads and other marketing materials. (Placement must be approved by Red Mile sponsorship team).
- Permission to hand out promotional items for the entire race meet.
- Sponsor logo on marketing materials used to promote the day of sponsor's race.
- Announcements about sponsor during Grand Circuit.
- One full-page, sponsor provided, color ad in the Grand Circuit printed program.





## SILVER SPONSOR

**\$15,000**

- TV Commercial, 30-second spot, aired once a day during Grand Circuit only.
- Four posts during racing season and one post a month off-season on Red Mile Racing social media platforms (Facebook and Instagram).
- Box seats for 8 people for the Grand Circuit meet.
- Dinner in the Clubhouse for 6 people, one seating.
- One stakes race during the Grand Circuit named after sponsor. (Race to be determined by Red Mile sponsorship team).
- Banner signage in the infield during the Grand Circuit (placement and specifications determined by Red Mile sponsorship team).
- Presentation of trophy to the winner of sponsor's named Grand Circuit stakes race.
- Permission to use the Red Mile Logo on your website, print ads and other marketing materials. (Placement must be approved by Red Mile sponsorship team).
- Announcements about sponsor on day of sponsor's race.
- One full-page, sponsor provided, color ad in the Grand Circuit printed program.
- Placement of year-round banner ad on the Sponsor page of Red Mile website.



## BRONZE SPONSOR

**\$10,000**

- T.V. Commercial, 30-second spot, aired when available.
  - Two posts during racing season and four posts off-season on Red Mile Racing social media platforms (Facebook and Instagram).
  - Upper Box Seats for 8 people for the Grand Circuit meet.
  - Dinner in Clubhouse for 4 people, one seating.
  - Placement of year-round banner ad on the Sponsor page of Red Mile website.
  - One full-page, sponsor provided, color ad in the Grand Circuit printed program.
- Permission to use the Red Mile Logo on your website, print ads and other marketing materials. (Placement must be approved by Red Mile sponsorship team).
  - Announcements about sponsor on one race day of Grand Circuit and during trophy presentation (day to be determined by Red Mile sponsor team).
  - One full-page, sponsor provided, color ad in the Grand Circuit printed program.

## RED MILE RACING FAN

**\$5,000**

- Upper Box Seats for 4 people for the Grand Circuit meet.
  - Mention in general thank you sponsor posts during racing season and off-season on Red Mile Racing social media platforms (Facebook and Instagram).
  - Dinner in Clubhouse for 2 people, one seating.
  - Placement of year-round banner ad on the Sponsor page of Red Mile website.
- Presentation of trophy for approved late closer races.
  - Announcements about sponsor on one race day of Grand Circuit and during trophy presentation (day to be determined by Red Mile sponsor team).
  - One full-page, sponsor provided, black-and-white ad in the Grand Circuit printed program.

## RED MILE RACING FRIEND

**\$2,500**

- Upper Box Seats for 2 people for the Grand Circuit meet.
  - Mention in general thank you sponsor posts during racing season and off-season on Red Mile Racing social media platforms (Facebook and Instagram).
- Placement of year-round banner ad on the Sponsor page of Red Mile website.
  - One full-page, sponsor provided, black-and-white ad in the Grand Circuit printed program.



# A LA CARTE SPONSORSHIP ITEMS

**Start Car** - (Platinum sponsors have premier signage placement). \$15,000

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**Sponsor Grandstand Stage** - Table signage to be visible in TV interviews during Kentucky Sire Stakes Finals and Grand Circuit. \$10,000

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**Water Truck** - One water truck to be wrapped exclusively with sponsor logo. \$10,000

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**TV Banner Ad** - To be aired during the race replays. \$10,000

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**Hat Day** - Title sponsor for Hat Contest; sponsor must supply swag bag or gift basket for winners and will have TV exposure. \$2,500

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**Live Music** - Signage on the stage, step-and-repeat backdrop, ability to give away marketing items, and mention in social media promotion of bands. A band performs every Friday and Saturday night during Early Meet and Grand Circuit. Sponsor will have a choice of either one Friday or Saturday evening. \$1,500

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**Commercial Sponsorship** - T.V. Commercial, 30-second spot, aired once a day during the Early Meet and Grand Circuit; one post per week during racing season on Red Mile Racing social media platforms (Facebook and Instagram); one televised interview on the open air stage during Grand Circuit Meet, and banner signage in the infield during the Grand Circuit (placement and specifications determined by Red Mile sponsorship team). \$5,000

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## VENDOR SPACE

14x14- Early Meet and Grand Circuit \$10,000

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Grand Circuit Only \$5,000

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12x12- Early Meet and Grand Circuit \$7,000

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Grand Circuit Only \$3,000

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Photos by: Nigel Soult

**Be a Sponsor of Veterans Appreciation Day,  
contact Cynthia for more information.**



Photography by: Equesolutions

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**Director of Sponsorship**  
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