

THE HORSES

AT EVERGREEN PARK



SPONSOR OPPORTUNITIES 2018





THE HORSES AT EVERGREEN PARK PRESENTED BY YOUR COMPANY

Looking for some great exposure for the entire summer? If you are, the title sponsorship for the pari-mutuel races fits the bill.

As the title sponsor we would name the season of racing after your company. It would be known as the **Horses At Evergreen Park Presented by Your Company** You would also be given naming rights to the first race of The Horses At Evergreen Park Triple Crown – the **Your Company Grande Prairie Derby** July 22. The **Your Company Grande Prairie Derby** would be a mile race for thoroughbreds three years and up.

As the Title Sponsor you would receive:

- Naming rights for the entire summer of racing as well as the GP Derby
- Name mentions in media buys including highway video boards, newspaper and radio for all 23 race dates
- Back inside cover of the program the entire summer of racing
- Press conference to announce sponsorship
- Profile on Park TV screens year-round
- PA announcements at all races
- Banners erected at track for entire season
- Opportunity to distribute corporate info at all races during the summer and display company product in the infield of the race track and inside and outside Gordon Badger Stadium
- Logo on Evergreen Park homepage with link to company website and story on title sponsorship on Evergreen website
- Presence on the racing posters distributed throughout the community
- A race day sponsorship in July (GP Derby) and another in August which includes:
 - VIP tent for 50 guests
 - Bar service (50 complimentary drinks)
 - Hors d'oeuvres for 50 people
 - 50 betting vouchers valued at \$5 each for your two race days
 - Private racing tutor for your VIP days

Cost: \$20,000





YOUR COMPANY GRANDE PRAIRIE DERBY

Would you care for a mint julep madam?

Chances are the lady in the fancy hat will say “yes” because **Your Company Grande Prairie Derby** is going to be all about fun with some fashion tossed in and maybe even a filly or two racing against the boys on the track. The **Your Company Grande Prairie Derby goes July 22.**

Your Company Grande Prairie Derby is the first event of The Horses At Evergreen Park Triple Crown – continuing with the Alberta Derby and the Peace Country Stakes.

It is a great opportunity for **Your Company** to bring its staff or clients, or both, for an afternoon of socializing (there may even be a socialite or two in the crowd) and fun. And don't forget to tell the ladies to wear their fancy hat!

As sponsor of **The Your Company Grande Prairie Derby** you would receive:

- Title sponsorship of race
- Name mentions in media buys including highway signs, newspaper and radio
- Full page color program ad on inside front cover of program for entire racing season
- Profile on Park TV screens year-round
- Winner's circle photo with print provided
- PA announcements during entire race season
- Banners erected at track for race season
- Presence on Evergreen wayfinder kiosk
- Opportunity to distribute and display corporate info and product
- Presence on community posters
- Trophy & horse blanket with corporate logo
- Exclusive VIP treatment including:
 - VIP tent for 25 guests
 - Bar service (25 complimentary drinks)
 - Hors d'oeuvres for 25 people
 - 25 betting coupons valued at \$5 each
 - Private betting tutor



Cost: \$7,500

THE VIP EXPERIENCE



HOST STAFF OR CUSTOMERS (OR BOTH) FOR A FUN NIGHT OUT AT THE HORSES AT EVERGREEN PARK

INCLUDES:

- VIP TENT FOR 25 OR MORE NEAR PADDOCK AND FINISH LINE
- ½ HOUR BETTING EXPERT TUTORIAL
- 15 PROGRAMS
- 25 DRINKS
- COMPANY PA ANNOUNCEMENTS
- COMPANY SIGNAGE & TV SCREEN PROMO
- FULL PAGE COMPANY AD IN PROGRAM

\$499

FOOD OPTIONS ARE EXTRA. VIP GUESTS WILL EAT IN A RESERVED AREA IN THE PINES RESTAURANT AND CASINO BEFORE MOVING OUT TO THE VIP TENT BEFORE RACING STARTS. A SPECIAL VIP MENU IS AVAILABLE.



YOUR COMPANY KIDS ZONE

The **Your Company Kids Zone** is the most popular spot for families at Evergreen Park over the course of the summer live pari-mutuel racing season.

It is located near the grandstand and is free and open to all children.

There will be a big bouncy castle, the biggest sand pile in the area and other fun stuff to keep the kids entertained while mom and dad watch the races.

The sponsor has the option of making available coupons or other hand-outs for the kids and their parents and also has the option of having a family day with hot dogs, beverages, ice cream and other goodies that families enjoy.

Included with this sponsorship is a VIP tent night with appetizers, programs and other goodies for your 25 guests; a full page ad in the program for the entire racing season; PA announcements each day of racing; two banner locations including one near **Your Company Kids Zone** that will remain up all summer; and promotion on the five TV screens throughout Evergreen Park during your sponsorship.

Cost for the **Your Company Kid Zone** sponsorship is \$5,000 for the 2018 The Horses At Evergreen park.





TOTE BOARD SPONSORSHIPS

The most looked-at spot during live horse racing for long periods of time is the tote board.

It is the place where everyone's eyes focus to check the odds well before each race and the results after each race. It is constantly changing and captures the attention of everyone at the race track race after race all summer long.

For the 2018 The Horses At Evergreen Park, we are offering a chance for your company to be part of this high-profile sponsorship.

We are doing just three sponsor logos along the bottom of the tote board.

Cost for the larger spot (150 inches wide by 20 inches deep) is \$1,000 while the other spots are \$750.

Sponsor is responsible for the production cost of their logo.



RADIO REPORTS

This sponsorship is just \$2,500, but has a radio time value of over \$8,000!

You will receive exclusive sponsorship of the Weekly Horse Racing Report that will be featured Friday and Monday mornings on the Paul & Glory Show.

As the sponsor you will receive:

- Name mentions in promotional ads throughout the promotion;
- Two name mentions and sell lines Friday and Monday during the Paul & Glory Morning Show;
- Website (Your Company) Horse Racing Report teasers and updates including your company logo;
- Social media updates each racing weekend featured live from the Q99 News team (Friday results on Saturday and Saturday results on Sunday);
- 15 x 30 second commercials each month (total of 30 spots) to be used to promote (Your Company) Horses At Evergreen Park.



This promotion runs the entire summer season of The Horses At Evergreen Park.





OTHER SPONSORSHIPS

BANNERS: Your banner will remain in place for the entire race season. Banner provided by sponsor and must meet Evergreen Park specs. **Cost - \$1,000**

PROGRAM ADS: Full page ad in the program for every race all summer long. **Cost - \$1,500 for outside back cover; \$1,000 for inside covers; \$750 for inside full page and \$500 for inside half page.**

PA ANNOUNCEMENTS: We will plug your company each race night all season long. **Cost - \$500**

NAME A RACE: Includes PA announcements, credit in program and opportunity to be in winner circle photo. (*I.e. THE FIFTH RACE TONIGHT IS NAMED IN HONOR OF BOB SMITH*). **Cost - \$250**





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