

# Race Season Sponsorship Opportunities



Running Aces Harness Park (RAHP) will continue "Live" Harness Horse Racing on Wednesday, June 1<sup>st</sup>, 2013 through Saturday, August 31<sup>st</sup>. We will race at 7:00pm on Tuesday, Wednesday & Saturday nights and 6:00pm on Sunday's. We are currently working on promotions and sponsorship opportunities that will enhance our race season and would like to give you the first opportunity to be involved. We are anticipating that this season will continue the trend by being our busiest season yet. All of these opportunities can be done on trade, which will be used to help drive business to you.

## Program Advertising

Color Inside Cover  
B&W Full Page Ad  
B&W ¼ Page Ad

Over 23,000 programs were sold during last year's race season  
**SOLD**  
\$1,500  
\$500

Color Back Cover  
B&W ½ Page Ad  
**SOLD**  
\$7,500  
\$1,000

## Promotional/Event Sponsorship

### Mini Game Promotion

**\$500**

~~10 Spots Available~~ 6 Spots Remaining

- We are willing to accept this amount is trade for promotional items, gift certificates, or prizes that can be given to the winners.
- Guests will be selected at random to participate in a promotion between races.
  - Examples: Wacky Wheel Barrel Race, Air Guitar Contest, Movie trivia,
- Sponsors will have name mentions along with a short explanation of the company or any specials during their promotion.

### Sulky Rides Weekly Promotion

**\$1000**

1 Spot

- RAHP will be doing a drawing every Sunday to giveaway two sulky rides. .
- Sponsor name/logo in the event program and web page. Sulky will be named after your company.

### Cash-N-Ator

**SOLD**

1 Spot

- RAHP will be doing a drawing every Tuesday for the Cash-n-ator game. The winner will have 30 seconds to stand in a money machine that will be blowing fake money around in the air. The amount the winner is able to catch will receive real cash in that amount.

### DAK Board & Race Sponsor

**\$1,500**

~~8 Spots Available~~ 4 Remaining

- Each race night will have one race named after a sponsor.
  - Example: the 7<sup>th</sup> race every Friday night will be called the Dairy Queen Derby.
- This is be located in the program, on the TV screen, on the LED board and will include a name mention nightly.

### Photo Finish Sponsor

**\$1,500**

1 Spot Available

- Each time there is a photo finish it will be branded as the sponsor's photo finish.
  - Example: Check out the TV monitors for Best Buy's Photo Finish.

### Replay Sponsor

**\$2,500**

1 Spot Available

- After every race a replay of the race will be shown throughout the facility and across the nation through our Simulcast signal. The replay will be branded as the sponsor's replay eight times per day.

### Track Crew Sponsor

**\$3,500**

1 Spot Available

- The track crew will represent a sponsor by wearing sponsor apparel, name mentions through each race day, and having brand recognition on the track equipment.
  - Example: Monster Energy Track Crew.
- Sponsor will need to provide Hats and logo for apparel.

If you have any questions or would like to see examples of what we have done in the past, please contact Aaron Bedessem at [abedessem@runningacesharness.com](mailto:abedessem@runningacesharness.com) or 651.925.4587