



# New York Racing Association Partnerships Overview





America's Largest

# Thoroughbred Operator

The New York Racing Association operates Belmont Park, Saratoga Race Course, and Aqueduct Racetrack. In addition, NYRA hosts the oldest and most testing of the Triple Crown races, the Belmont Stakes as well as the "mid-summer Derby" in the Travers Stakes. NYRA operates over 200 days of racing a year, with over 25 million in total race purses over the three tracks.

# Fan Engagement

Sponsors have a unique fan engagement opportunity at on race days at all NYRA venues. With roughly a half hour between each race, our fans are always looking for the next fun experience on-site to participate in.

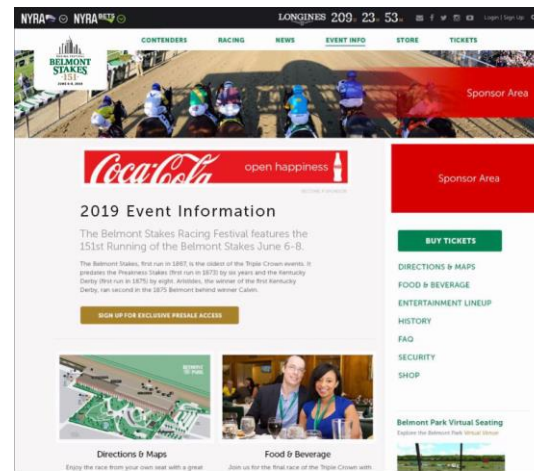
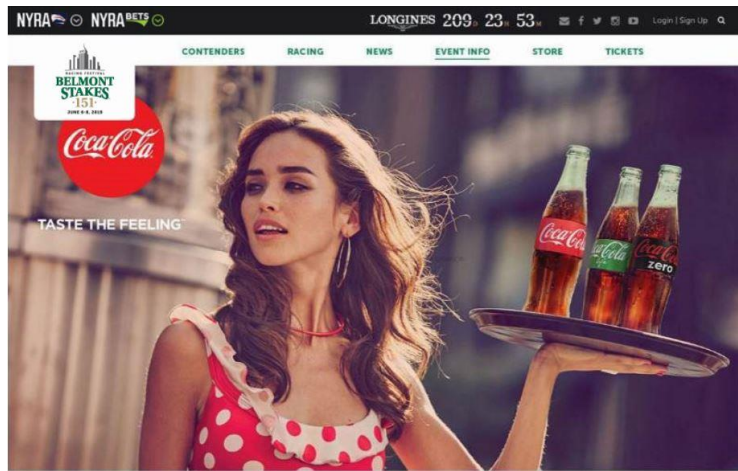
Operating samplings, hosting large event parties or building out a family fun activation space are just some of the opportunities for your brand.



## Live Show & **NYRA TV**

NYRA is proud to be the only race company in America to operate on a nationally broadcasted signal as well as regional network. For 2021, NYRA will cover 700 hours of racing at only our venues on FOX Sports 2 as well as MSG+. On Saratoga Live alone, the show reached over 5.8 million unique viewers! That scores well above any other racing related national show.





# Digital Media Track Websites

NYRA operates four different websites, one for each track as well as one for the Belmont Stakes. These websites are highly trafficked, and are used for everything from selling tickets, to promoting new horses and more. Below are just some of the ways you as a sponsor can be integrated into our sites.

- Banner Ads
- Full-page takeovers
- Logo Placement
- Naming rights to a section of the website

# E-Mail Marketing

NYRA has a subscription database of over 400,000 users who are constantly engaging with NYRA's email marketing messaging. Sponsors can integrate their brands in to NYRA's email blasts in the following ways:

- Dedicated email (created by Sponsor; sent by NYRA)
- Partial inclusion (image and copy)
- Banner Ads with link to sponsor page



**Bold. Breathtaking. Perfectly Boston.**

Encore Boston Harbor offers the finest in Boston luxury hotel resort accommodations, five-star dining, gaming, shopping and more. Indulge in the excitement of the first Boston casino. Immerse in the tranquility of the luxurious spa or outdoor Harborwalk. Enjoy the amazing views from elegantly appointed rooms and suites. Everything was designed to create the most memorable experience for each and every guest.

**Spectacular Views. Spectacular Offer.**

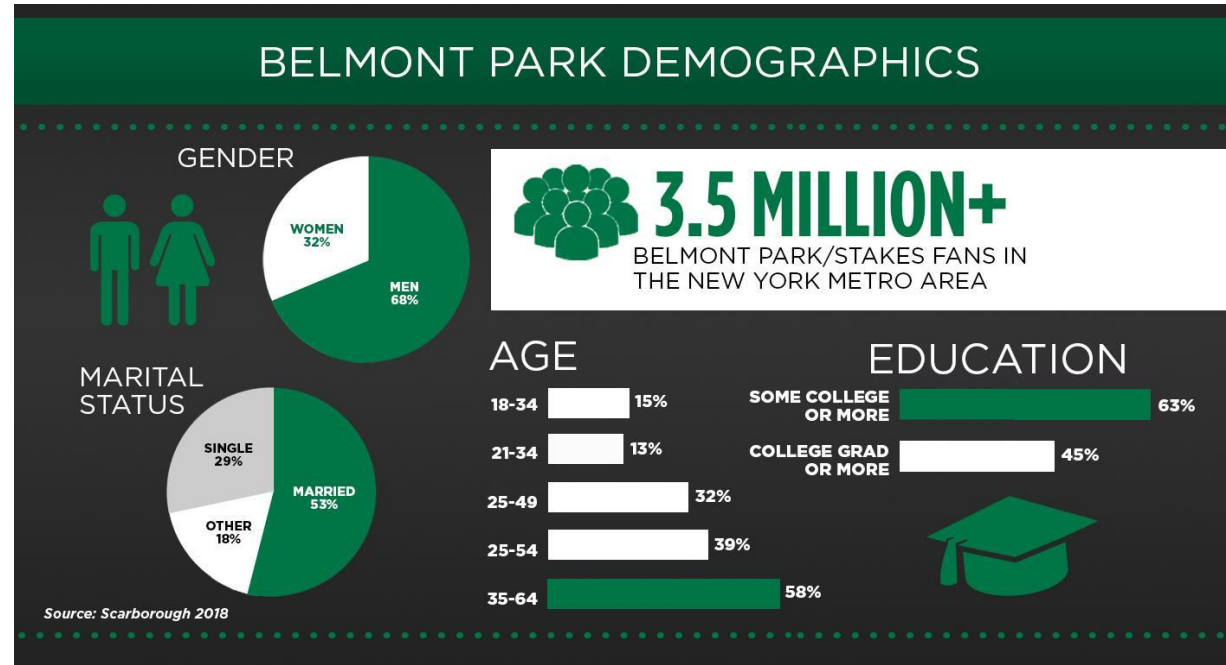
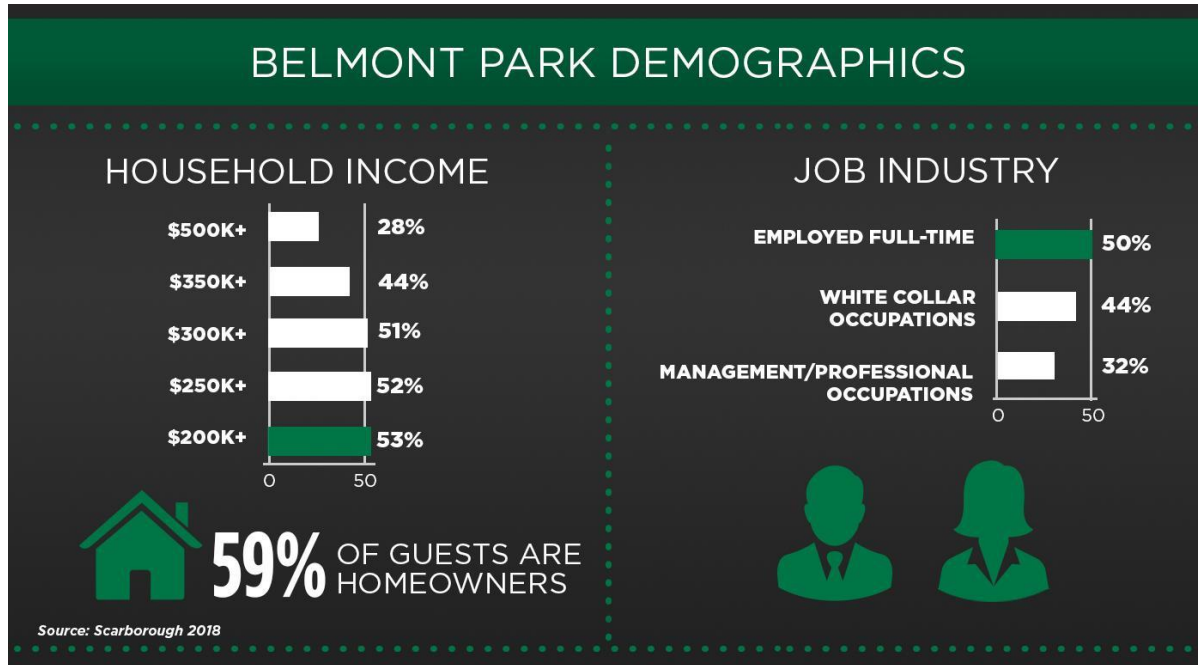
Encore Boston Harbor, Boston's newest resort and casino, is giving horse-racing fans an exclusive offer. For a limited time, celebrate the Grand Opening with 15% off select rooms plus \$100 resort credit. Book now through October 31, 2019. Use offer code **HBRNYRA**.

[MORE INFO](#)

Did You Know?

# Belmont Park Demographics

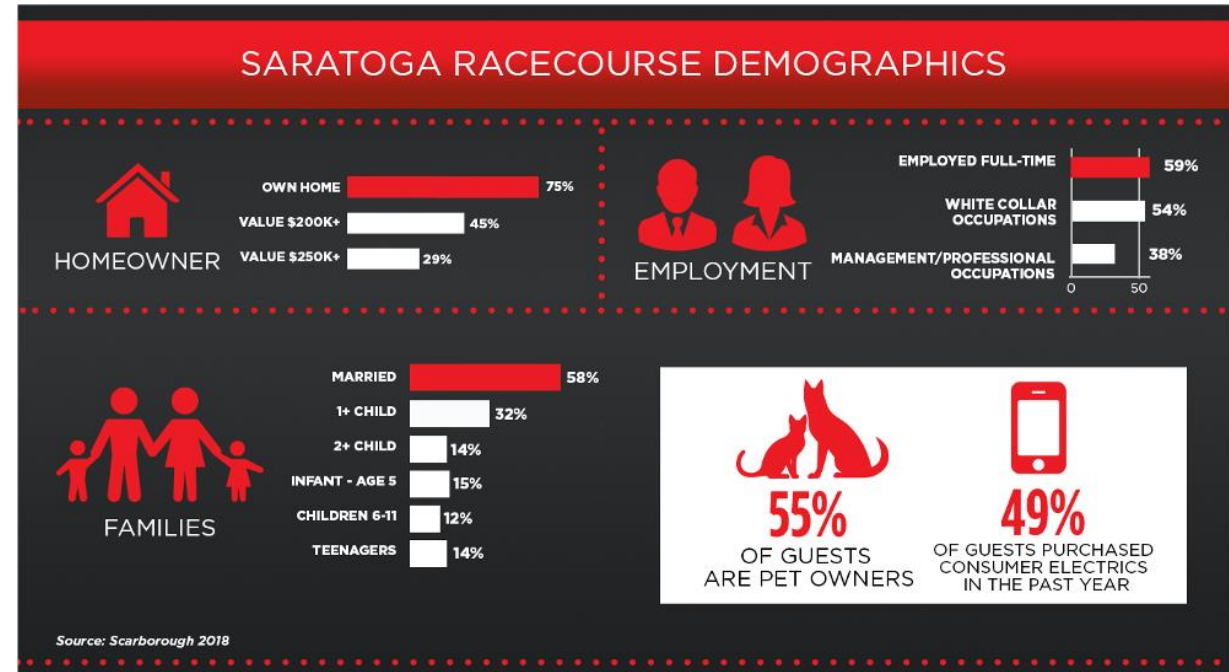
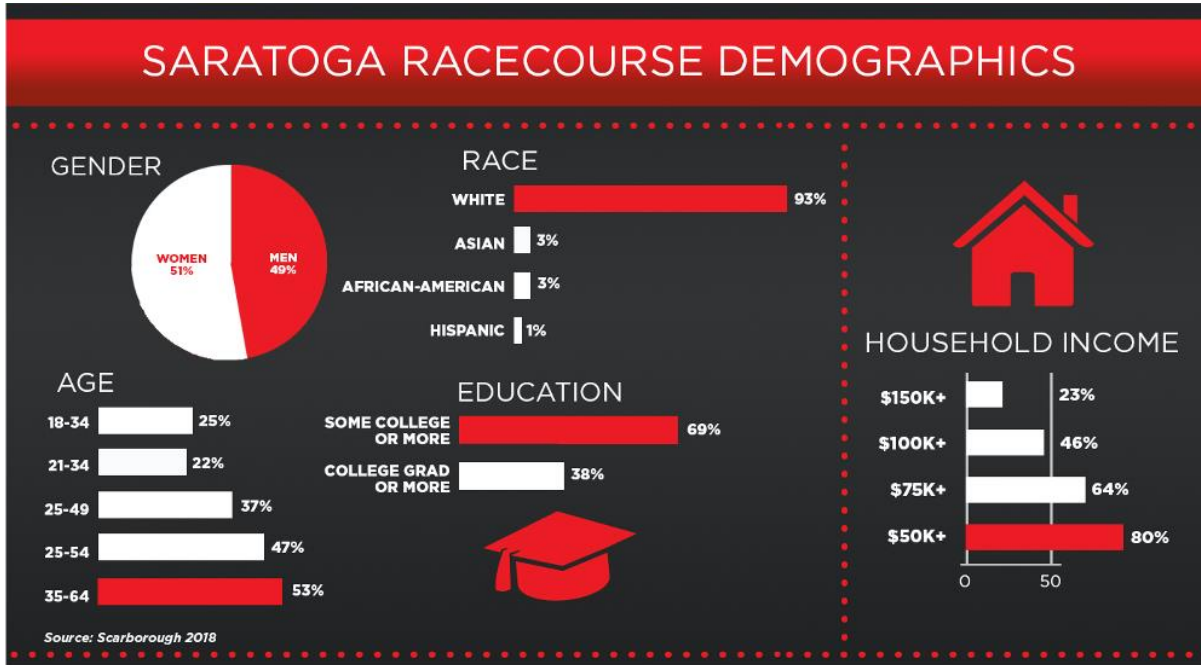
- Over half of Belmont Park attendees are college educated
- 59% of attendees are home owners
- Over half of Belmont Park attendees are married



Did You Know?

# Saratoga Race Course Demographics

- 51% of Saratoga attendees are Women
- 69% of Saratoga attendees are college educated
- 59% of Saratoga attendees are homeowners

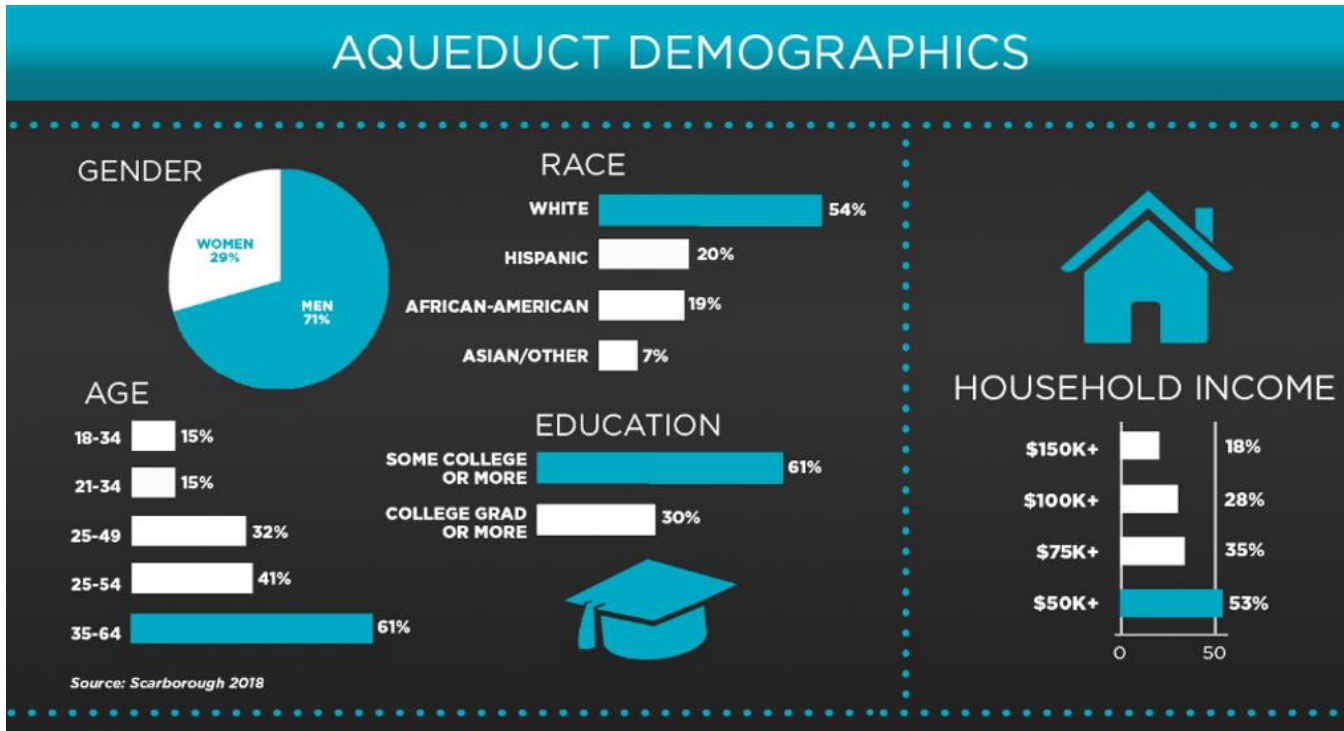




Did You Know?

# Aqueduct Racetrack Demographics

- 20% of Aqueduct attendees are Hispanic
- 61% of Aqueduct attendees are college educated
- A majority of Aqueduct attendees are between the ages of 25-55





## Overview

# Belmont Park

Just thirty minutes from New York City, Belmont Park is home to some of the most historic races in thoroughbred history. Opened in 1910, Belmont Park is one of the largest race tracks in America and can hold up to 150,000 people at any time. With 93 active race days between Spring/Summer and Fall, Belmont will see over 300,000 fans annually.

Belmont Park has a four-floor clubhouse and grandstand, with multiple restaurants and bars scattered around the track. Belmont Park also has a direct Long Island Rail Road stop, allowing customers to ride the train to the track.

# Signage

With 93 active race days during the Belmont spring and fall meets, NYRA sees over 300,000 fans annually. We have opportunities in different spaces of the track to promote your brand through static signage. Signage can come in all different sizes at NYRA and can be placed almost anywhere at Belmont Park. Locations can include:

- The Paddock
- On track finish line
- Starting gate
- Clubhouse façade
- The Backyard
- The Top of the Stretch



## Concert Series

# Party At the Park

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# Father's Day

Always a hit, Father's Day at Belmont Park sees large groups of families coming out to enjoy a fun day of races, usually featuring a big stakes race. Activities on Father's Day at Belmont Park typically include:

- Cigar rolling
- Bourbon tastings
- Vintage car show
- Massages



# Derby and College Day

On Kentucky Derby Day, NYRA throws the largest Derby party at Belmont Park, including multiple stakes races at Belmont and opportunities to bet the Derby. Also, on this day, NYRA hosts college students for an opportunity to come out to the track, meet other students, and win some money! Some activities on Derby Day include:

- A branded giveaway item to all fans
- Bourbon tastings
- College Activities and prizes

# Preakness Day

On the heels of hoping for a triple crown, Preakness Day at Belmont Park is met with excitement for a chance the Derby winner to cross the finish line victorious. While we wait, fans are treated to multiple stakes races at Belmont, along with a bunch of activities. Some of those activities include:

- Family Fun Activities
- Boot Scoot, and themed party
- Craft Beer Festival



# Stars & Stripes Day

Stars and Stripes Day, an international racing festival, draws large crowds and some of the biggest horses from different countries, as well as from here in the U.S. Multiple stakes races while run families are treated to kids activities, food trucks, and much more!







# Activation

On any day at Belmont Park, sponsors can build out activations anywhere on track to match the audience they are looking to engage with. Because Belmont Park is so large, we can sport almost any activation, so it is up to you to get creative!



# VIP Hospitality

Catch the excitement of racing at Belmont Park with a great seat! Choose to put a hospitality package in with your sponsorship and you will have trackside views while dining and drinking with friends and family. All rooms are climate controlled, come with a buffet and a race day program. Hospitality also includes premium parking for your day at the track.



# Media

NYRA is proud to be the only race company in America to operate on a nationally broadcasted signal as well as regional network. For 2021, NYRA will cover 600 hours of racing at only our venues on FOX Sports 2 as well as MSG+. Sponsors can run commercials, show pre-produced features, do live interviews, and much more!

For Sponsors looking for a more track side viewership, our NYRA TV simulcast signal reaches all our racing venues, as well as any racetrack or casino property in the country showing the NYRA races. Again, sponsors can run commercials, as well as many other opportunities on this signal.





Overview

# Belmont Stakes

# The Belmont Stakes Racing Festival

The Belmont Stakes Racing Festival, a three-day event held on June 3-5, 2021, features multiple stakes races on each day along with food truck festivals, concerts, and more all while leading up to the running of the historic 1.5 Million Dollar Belmont Stakes.

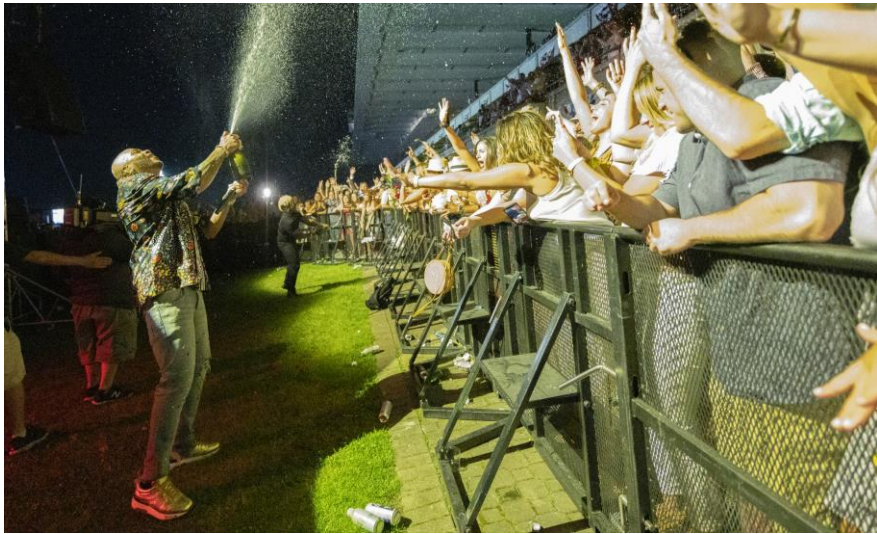


# Belmont Stakes Presenting Rights

The sponsorship of the Belmont Stakes is a great opportunity to market your brand to an international audience. Naming rights of the race comes with benefits such as:

- Name and logo on all on-track signage
- Logo on the saddle towels of the horses in the race, as well as on outriders and gate crew
- Commercial opportunities on NBC
- VIP hospitality
- Venue Activations
- Brand name attached to all media related to the race
- Trophy presentation to winning connections of the race, covered on NBC





# Belmont Stakes Racing Festival Concert Series

The Belmont Stakes Concert Series is a three-part event that consists of a cover band on Friday night, a Broadway cast during the day on Saturday, and a Billboard top 100 artist on Saturday night following the last race of the day. The opportunity to be the presenting sponsor comes with many benefits such as:

- Name and logo on all concert promotional materials such as concert posters, highway banners, program ads, and social media campaigns, and more
- Enlarged logo on the roof of the concert stage, as well as logo on bike rack covers around the stage
- Eight (8) VIP artist meet and greet each day for sponsor to use as a giveaway and or for internal personnel.
- Opportunity to activate just across from the stage and engage with concert fans.
- Opportunity for Brand teams to interact with fans and pass out giveaways just prior to each concert.



# Graded Stakes Race Sponsorship

There are multiple graded stakes races during the Belmont Stakes Racing Festival, some of which are covered on NBCSN as well as NBC. Sponsoring a graded stakes race on Belmont Stakes Day is a great way to market your brand, while also delivering a wonderful hospitality experience for your company. Below are just some of the many opportunities that come with this sponsorship:

- Name and logo on all on-track signage
- Logo on the saddle towels of the horses in the race, as well as on outriders and gate crew
- Interview on NYRA TV just prior to the race
- VIP hospitality
- Venue Activations
- Brand name attached to all media related to the race
- Inclusion in trophy presentation





# Hospitality & Venue Naming Rights

During the Racing Festival, fans have many different options of where to spend the day. There are multiple high-end VIP hospitality areas catering to all different types of fans. These areas are typically high in price, and come with an open bar, full buffet, and private betting stations among other benefits.

As a hospitality room sponsor, you will receive unique benefits, some of which are listed below:

- The room will be referenced as presented by your name, along with your name and logo on all printed credentials for that room
- Signage around that room with your logo
- Twenty (20) tickets to your room on Belmont Stakes Day
- Opportunity to activate either inside or just outside the room with a brand team
- Opportunity to distribute branded gifts to guests in your room



# Activation

During each day of the Racing Festival, our guests have 25 minutes in between each race to experience Belmont Park, explore the grounds and find something to do. Sponsors have taken advantage of this time successfully by interacting with our guests including:

- Night Club with DJ
- Product Samplings
- First Class Aviation lounges
- VR interactive stations
- Charging Stations
- Family Fun experiences for all ages

With the large amount of space we have at Belmont Park, Sponsors are able to build out all type of activations to meet your brands needs and objectives.





# Signage

With over 90,000 people at Belmont Stakes alone, we have opportunities in different spaces of the track to promote your brand through static signage. Signage at Belmont Park are located in all different areas and can be television visible throughout the racing broadcasts. Some locations include:

- The Paddock
- On track finish line
- Starting gate
- Clubhouse façade
- The Backyard
- The Top of the Stretch



# Belmont Food Truck Village

On Belmont Stakes Day, we are proud to have two different food truck locations on track serving food from the five boroughs of New York. For the food truck area at the top of the stretch, known as "Toast the Turn," fans who purchase tickets in this area also get to sample a wide variety of beers for four hours followed by a silent DJ experience.

When participating in these areas, sponsors have the opportunity to set up large activations in these spaces, have your brand name and logo featured on all marketing materials including directional and archway signage, social media posts, and more!

# VIP Hospitality

There is no better way to entertain your staff, clients, or even family than in a VIP Hospitality room on Belmont Stakes Day. These rooms are all climate controlled, with great views. They all also feature an open bar package, along with a gourmet buffet and private betting stations to avoid the lines. Hospitality packages also come with premium parking on Stakes Day.



# Media

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For Sponsors looking for a more track side viewership, our NYRA TV simulcast signal reaches all our racing venues, as well as any racetrack or casino property in the country showing the NYRA races. Again, sponsors can run commercials, as well as many other opportunities on this signal.





Overview

# Saratoga Race Course

Nestled in the Capital Region of New York, 20 minutes south of Lake George, sits the Saratoga Race Course. Opened in 1863, the Saratoga Race Course is known as the oldest race track in the United States. Saratoga runs (40) days from July 15<sup>th</sup> through Labor Day, and sees over 1.2 million fans over the (40) days.

# Graded Stakes Entitlement

There are multiple graded stakes races during the Saratoga Race Meet, which are typically covered on FOX Sports, MSG+, NBCSN or NBC. Sponsoring a graded stakes race during Saratoga is a great way to market your brand, while also delivering a wonderful hospitality experience for your company. Below are just some of the many opportunities that come with this sponsorship:

- Name and logo on all on-track signage
- Logo on the saddle towels of the horses in the race, as well as on outriders and gate crew
- Interview on NYRA TV just prior to the race
- VIP hospitality
- Venue Activations
- Brand name attached to all media related to the race
- Trophy presentation to winning connections of the race





# Signage

With forty (40) active race days during the Saratoga Summer Meet, we see over 1.3 million fans. We have opportunities in different spaces of the track to promote your brand through static signage. Signage can come in all different areas at NYRA and can be television visible depending on the time of day or broadcast coverage. Some locations include:

- The Paddock
- On track finish line
- Starting gate
- Above mutual bays and escalators
- The Backyard
- The Top of the Stretch
- Water Truck





# Activation

During the Saratoga Race Meet, NYRA will race five (5) days a week for 40 days, and during that time we see a wide variety of fans. Because we run primarily during school and work break, we see families, bachelor/bachelorette parties, Birthday celebrations, and other milestone events.

This gives our sponsors the opportunity to design activations around different types of crowds. Some activations that can be done at Saratoga are below:

- Building out large scale interactive events
- Branding of full service bars
- Replicating casinos on track
- Driving cars around the track and on track
- Product samplings
- VR interactive experience



# Giveaway Days

Giveaway days are extremely special to fans of Saratoga, a tradition that dates back over two decades. Historically, occurring Four (4) times during the summer, NYRA distributes a giveaway to each fan with a paid admission that day only.

Sponsors can have the opportunity to have their logo and name branded on each giveaway item as well as included in an annual press release and marketing collateral for each date. Some past giveaway items include:

- Cooler bags
- Baseball caps
- Beach Towels
- Umbrellas
- Windbreakers

# Special Events

At Saratoga, every day is something new and exciting at the track, centered around our special event days. This is a unique opportunity for sponsors to own a special event day and have included Military Appreciation Day, Fashion Saturdays, Italian Heritage Day, Jockey Legends Day, and more.

Some elements sponsors receive as the title sponsor of a day include:

- Name and logo on special cover of that race day program
- 10'x10' activation on track to engage with fans
- Press release announcing the special event day
- Name and logo associated with all marketing materials for that day (social media, program ads, and TV ads, etc.)
- Named race with a trophy presentation with VIP hospitality



# Family Friendly Options

With the Saratoga Meet occurring during summer vacation for children, we see a high number of families coming to our venue. NYRA caters to families by establishing events and areas on track that parents can let their kids play while they watch races including:

- Family Mondays (DJ, Games, Inflatables, face paint)
- Horse Themed Playground
- Horse Sense - horse petting space
- Back to school backpack giveaway





# VIP Hospitality

Saratoga provides several VIP hospitality restaurants catering to any type of fan. In 2019, the brand-new state of the art, 1863 Club opened its doors, providing guests with an enhanced afternoon of hospitality for corporate outings, entertaining clients or staff, family or friends. NYRA can also provide guests the ability to host private events or parties of any size that can include a full takeover of a hospitality space which could include an open-bar, buffet and access to private betting portals and viewing spaces of the track.



# Media

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Overview

# Aqueduct Racetrack

Aqueduct Racetrack is a world known race course sitting adjacent to John F. Kennedy Airport and attached to the Resorts World Casino. Aqueduct is a prime location to market to the downstate metro area, with it being connected to Manhattan by the legendary A train pulling up right to the door.



# Graded Stakes Entitlement

Aqueduct is home to multiple stakes races, many of which are qualifiers for the Kentucky Derby and Triple Crown trail. Sponsoring a graded stakes race during Aqueduct is a great way to market your brand, while also delivering a wonderful hospitality experience for your company. The following are just some of the many opportunities that come with this sponsorship:

- Name and logo on all on-track signage
- Logo on the saddle towels of the horses in the race, as well as on outriders and gate crew
- Interview on NYRA TV just prior to the race
- VIP hospitality
- Venue Activations
- Brand name attached to all media related to the race
- Trophy presentation to winning connections of the race



# Signage

Aqueduct Racetrack is located adjacent to the Resorts World Casino, along with JFK International Airport, which makes this an ideal location for signage placement. Locations can include:

- The Paddock
- On track finish line
- Starting gate
- Above mutual bays and escalators
- The Top of the Stretch





# Activation

With very diverse clientele coming from New York City, Aqueduct is a great place for any brand looking to marketing to a wide range of fans. The legendary A subway train stops right in front of the track, so you are always guaranteed a large crowd. Some of the ways you can activate at Aqueduct include:

- Product Sampling
- Tabling to promote products
- Showcasing products around the track
- Ownership of a special events day or giveaway



# VIP Hospitality

At Aqueduct, you can dine in the largest restaurant in the borough of Queens, Equestris at Aqueduct. A staple for years, Equestris offers trackside views, buffet, betting machines at your table, and more. It was even featured on different cable network shows! Equestris is a great addition to any sponsorship package.



# Thank You

For additional information, please contact:

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