



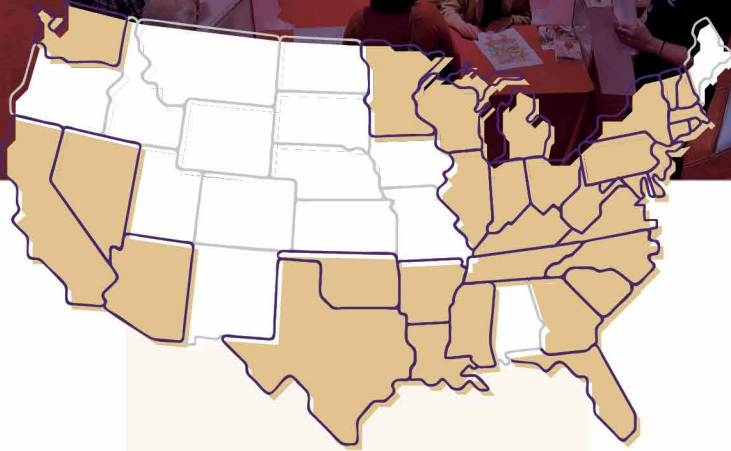
# BREEDERS' CUP FESTIVAL WEEK

OCTOBER 29-31, 2018 • LOUISVILLE, KENTUCKY

Kentucky International Convention Center

# 2018 SPONSORSHIP OPPORTUNITIES

# 2017 INAUGURAL YEAR: *Quick Facts*



**SIX**

**NON-U.S. COUNTRIES  
REPRESENTED:**

HONG KONG, UNITED KINGDOM, UNITED ARAB  
EMIRATES, PANAMA, CANADA, AUSTRALIA



**AT LEAST**

**34**

**U.S. STATES AND  
WASHINGTON, D.C. REPRESENTED**



**MORE THAN  
60%  
OF ATTENDEES TRAVELED—  
AND OF THOSE,  
70%  
TRAVELED SPECIFICALLY  
FOR EQUESTRICON®!**



**113**

**PARTNER ORGANIZATIONS  
(SPONSORS, EXHIBITORS, MEDIA)**



**1,528**

**IN ATTENDANCE**



**\$50  
AVERAGE SPENT ON TICKETS  
PER ATTENDEE**

# LOOKING FORWARD

With this year's EQUSTRICON® occurring in a larger market and taking place during Breeders' Cup week, attendance is expected to increase significantly over the two-day event. Expected attendance 3500-5000 (no attendance figures guaranteed).



**87%**

of attendees said they were "likely" or "somewhat likely" to attend Equestricon® 2018



**90%**

of attendees said they were "likely" or "somewhat likely" to recommend others attend Equestricon® 2018

## Product Launches

EQUSTRICON® looks to feature new and exciting technologies at future events.

If you or your organization have a product you'd like to launch, please keep us in mind!

**CONTACT US:**

**INFO@EQUSTRICON.ORG**

# ATTENDEE PROFILES & INTERESTS

OUR EQUSTRICON® ATTENDEES ARE FANS AND PARTICIPANTS OF HORSE RACING: ALL AGES, BACKGROUNDS AND KNOWLEDGE



**55%**  
**MEN**



**45%**  
**WOMEN**

**EQUSTRICON® ATTENDEES** are interested in the following areas of horse racing:



**63.7%**  
**WAGERING & HANDICAPPING**



**61.3%**  
**MEMORABILIA & PERSONALITIES**



**62.1%**  
**THOROUGHBRED AFTERCARE**



**58.7%**  
**HORSE/FRACTIONAL OWNERSHIP**



# EVENT SPONSORSHIPS

## SIGNATURE PARTNER

Custom package including prominent signage throughout Event Space, Platinum Booth Space, and other amenities.

**\$30,000+**

## BLUEGRASS SPONSOR

Custom package including logo recognition on Event Welcome Banners, Gold Exhibit Space, and other amenities.

**\$20,000+**

## KING LOUIS SPONSOR

Custom package including logo recognition on Event Welcome Banners, Silver Exhibit Space, and other amenities.

**\$10,000+**

## FALLS CITY SPONSOR

Custom package including advertisement in Event Program and other promotional amenities.

**\$5,000+**



# PROGRAM ADVERTISING

## QUARTER PAGE

Full-Color Ad in Program

**\$500**

## HALF PAGE

Full-Color Ad in Program

**\$1,000**

## FULL PAGE

Full-Color Ad in Program

**\$1,500**

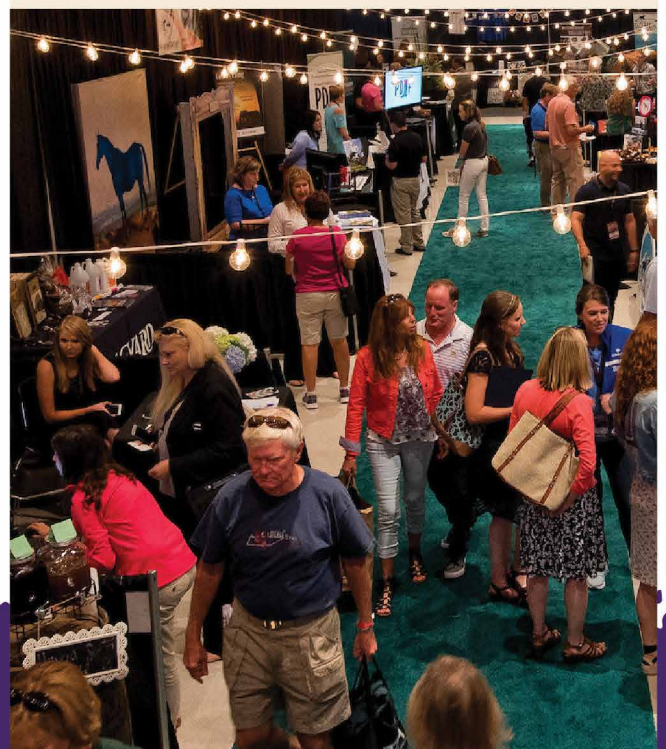
INSIDE FRONT COVER  
of Program, Full-Color

**SOLD OUT**

**\$2,500**

BACK COVER  
of Program, Full-Color

**\$3,200**



# HUB & LOUNGE SPONSORSHIPS

Signage, Naming Rights, Access and Other Amenities

**SOLD OUT**

TECH & GAMES LOUNGE  
\$15,000

**SOLD OUT**

SOCIAL LOUNGE  
\$10,000



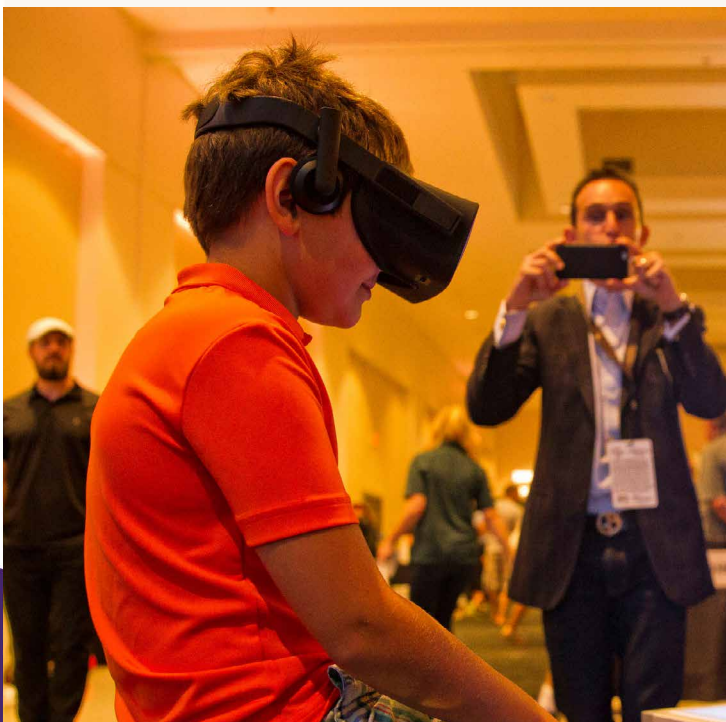
Paddock Bar  
\$20,000



Legends of Racing Hub  
\$10,000



Main Theater  
\$7,500



# EVENT ATTRACTION SPONSORSHIPS



Winner's Circle Enclosure  
Main photo opportunity in the space  
\$10,000



Photo Booth Sponsor  
Sponsor logo on all printed photos, custom social sharing  
\$7,500



Tack Station Sponsorship  
Racetrack Tack is demonstrated  
\$5,000

**SOLD OUT**

Charging Station Sponsor  
Sponsorship depends on scale of station  
\$2,000+



Racehorse Naming Contest  
\$3,500



Scratch Off App Sponsor  
\$10,000



App Prize Sponsor  
\$1,500



Design Your Own Silks Station  
\$3,500

**SOLD OUT**

Author's Table Sponsor  
\$2,000

**SOLD OUT**

Hydration Station  
Sponsored Water Station for Attendees  
\$1,000

# EVENTS & EXPERIENCES



**RACING FASHION  
SHOWCASE**  
\$12,500



**RFID  
TICKET EXPERIENCE**  
Sponsor  
\$10,000



**TRACK TALKS  
SERIES SPONSOR**  
\$3,000



**EQ LIVE BAND**  
\$3,000



**PANEL  
SPONSORSHIP**  
Limited Availability  
\$3,000



**WORKSHOP  
SPONSORSHIP**  
\$2,500



**EQ HANDICAPPING  
SEMINAR**  
\$2,500



**RACING  
PROFESSIONALS**  
Networking Hour  
\$1,500



Purchase a bundle of Festival Insider Passes and receive sponsorship amenities!

**INQUIRE WITH INTEREST**



## DIGITAL SPONSORSHIPS

**LIVE BROADCAST PRESENTING SPONSOR**  
Brand Visibility during Live on-set Interviews  
\$10,000

**LIVE BROADCAST SEGMENT SPONSOR**  
Sponsored Segments such as Live AMA, Fan Spotlight, etc.  
\$1,000

**BLOG SERIES SPONSOR**  
Sponsor a blog series hosted on [www.equestricon.com](http://www.equestricon.com)  
\$1,000–\$5,000

**PROMOTIONAL VIDEOS ON MAIN SCREEN**  
\$500–\$1,500





# VIP CONCERT

EVENING RECEPTION AT THE MERCURY BALLROOM  
TUESDAY, OCTOBER 30, 7 PM

Approximately 600 Public Guests and  
250 VIP Guests; Sponsors and Live Entertainment

## CONCERT PRESENTING SPONSOR

Includes 16 VIP Concert Tickets with Private Lounge Area,  
Standalone Event Banners and Digital Signage, Opportunity  
to Provide Gifts to VIP attendees, Company featured in Press  
Release and Ticket Description Page.

**\$25,000**

## PLATINUM SPONSOR

Includes 8 VIP Concert Tickets with Private Table, Company  
Logo on Event Banners and Ticket  
Description Pages, Company names  
in Press Release, Opportunity to  
display branded napkins, bar signs,  
and marketing collateral.

**\$10,000**

## EVENT SPONSOR

Includes 4 VIP Concert Tickets, Company Logo on Event  
Banners and Ticket Description Pages, Company Names  
in Press Release.

**\$5,000**



# COLLATERAL/ VISIBILITY SPONSORSHIPS

Dedicated Lobby Flag

**\$4,000**

Panel Room Snack Sponsor

**\$2,500**

OR IN-KIND

1 Item in VIP Gift Bags

**\$500**



# CHARITABLE SPONSORSHIPS

## CHARITY OR NON-PROFIT EXHIBIT SPONSOR

Sponsor a Non-Profit or  
Charity Booth at Equestricon

**\$650 EACH**

## AWARD SPONSOR

Please Inquire

**\$1,000–\$2,500**



@equestricon



/equestricon



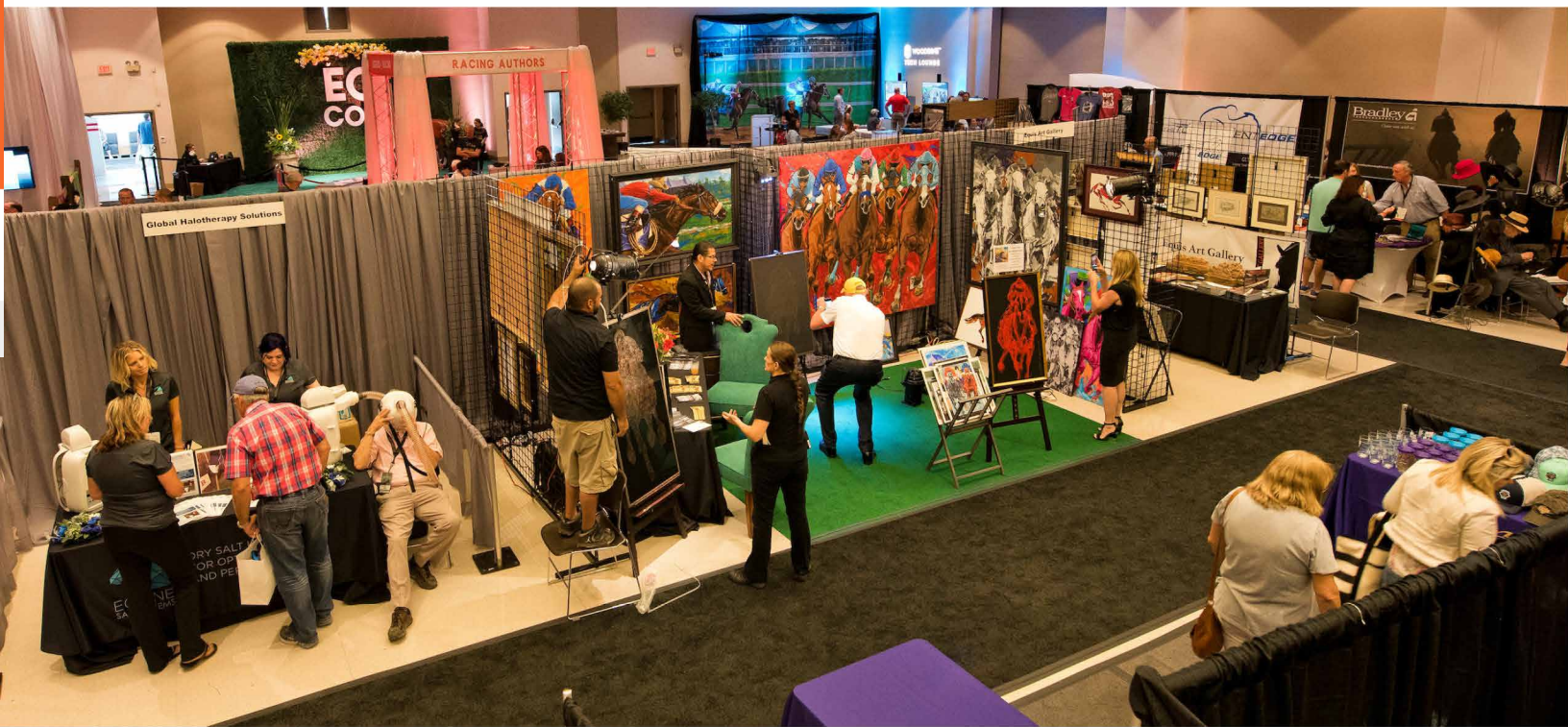
@eqconvention



equestricon



# 2017 EXHIBITOR PHOTOS





# EQUESTRICON<sup>®</sup> 2018 EXHIBITOR RATES



**SOLD OUT**

## SILVER

Entry Level  
2 Exhibitor Credentials  
**\$800**



## GOLD

Premium Location  
3 Exhibitor Credentials  
**\$1,250**



## PLATINUM

Custom Size & Location  
*Please inquire for opportunities*  
**\$10,000**



### ALL BOOTHS ARE PROVIDED WITH:

8x10 Pipe and Drape • One 6 ft. Table  
2 Chairs • Wastebasket  
Exhibitor Credentials



### EARLY PAYMENT DISCOUNTS:



**10% OFF**  
for all exhibitors  
who pay in full by  
March 15<sup>th</sup>



**20% OFF**  
for returning exhibitors  
who pay in full  
by January 15<sup>th</sup>



### PROGRAM ADVERTISING

**Exclusive Rates (50% Off Full Priced) for Exhibitors Only**

QUARTER  
PAGE

**\$250**

HALF  
PAGE

**\$500**

FULL  
PAGE

**\$750**

Inquiries can be directed to Dan Montesano at:  
[dan.montesano@equestricon.org](mailto:dan.montesano@equestricon.org)



Equestricon® 2018 will partner with Breeders' Cup and the Breeders' Cup Host Committee to create an engaging and educational entertainment platform for fans and stakeholders traveling in for the Championships. The convention will fit seamlessly into a citywide festival week that will enhance the fan experience and create new avenues of consumer engagement. Equestricon® is seeking partners, sponsors, and exhibitors who share an enthusiasm for and stake in the success of thoroughbred racing, or whose products and services would benefit from exposure to a broad racing audience.

# The Equestricon<sup>®</sup> Team



*Kathryn Sharp*, CO-FOUNDER

Kathryn fell in love with the sport when she attended the 2009 Preakness and watched champion filly Rachel Alexandra beat the boys. She manages Equestricon's logistics, marketing, and strategic partnerships. She's committed to racehorse aftercare and educating owners and fans on new career options for retired racehorses.



*Justin Nicholson*, CO-FOUNDER

Justin is a longtime owner/breeder of thoroughbred racehorses after first being introduced to the game by his father. He co-founded Ninety North Racing Stable in 2011 and also manages private breeding and racing operations in the US and the UK under the name AJ Suited Racing Stable. He serves on the board of the NTRA PAC and is involved in numerous efforts to support and grow thoroughbred racing.



*Dan Tordjiman*, CO-FOUNDER

Dan is a lifelong racing fan, and an entrepreneur in the industry. Founder of danonymusracing.com, Dan has spent the last several years uniting handicappers and racing fans through social media and events. Dan is currently a member of the National Turf Writers and Broadcasters and frequently contributes to major racing publications and TV outlets. His network in racing is large, and his passion for the sport is unrivaled.



*Dan Montezano*, EVENT COORDINATOR

Dan joined the team before the 2017 Equestricon and proved himself to be an invaluable team member! Dan was introduced to racing at a young age when his father took him to the track and he immediately fell in love with the sport. He has been a fan of horse racing ever since and is passionate about helping the sport grow and introduce new fans to the Sport of Kings. He currently manages all exhibitor and sponsor relations as Event Coordinator for Equestricon<sup>®</sup>.

## The Equestricon<sup>®</sup> Mission

Equestricon<sup>®</sup> is a first and only of its kind premiere horse racing lifestyle event designed to celebrate the sport of racing with its fans. Equestricon<sup>®</sup> is an international horse racing convention, fan festival, and trade show that brings together fans, stakeholders, industry insiders, and horseplayers to participate in a lively atmosphere of engagement, discussion, and entertainment.

WE PROUDLY PRESENT  
The 2018

# EQUESTRICON

• HORSE RACING'S PREMIER CONVENTION •

TRD ESTD MMXV MRK

**FIND OUT MORE:**  
[WWW.EQUESTRICON.COM](http://WWW.EQUESTRICON.COM) • [INFO@EQUESTRICON.ORG](mailto:INFO@EQUESTRICON.ORG)

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