



## 2008 Queen's Cup Special Activities Sponsorship For Promotion, Marketing & Contribution

*Celebrating Thirteen Glorious Years!*

There are a number of special low investment sponsorship promotional opportunities starting for as little as \$2,500 for this very special upcoming year. The Charlotte Steeplechase Association is celebrating thirteen years of great entertainment on Saturday, April 26, 2008. A strong and proven marketing vehicle, Steeplechase racing, and the Queen's Cup in particular, uniquely promotes your company's brand, products and services to over 15,000 influential race fans. You will be recognized for having invested in your community while making a wonderful contribution to the event.

### Queen's Cup Badge & Car Pass Sponsor

Since this is an "invitation only" event, everyone on the race grounds needs to purchase a car pass and personal badge in order to gain entry onto *Brooklandwood*. This year, in celebration of our anniversary, we will be making the personal badges in four color, designed by our graphic artists. Over 15,000 badges and 3,500 car passes will be printed with your corporate logo on the reverse side of the badge and car pass. A great way to get brand recognition while helping a great cause. Your Investment of Badge and Car Pass Sponsorship includes:

- ❖ Full B&W Page Ad in the Race Program
- ❖ Mention in Race Program
- ❖ Your B&W Logo placed on the backside of the 15,000 badges & 3,500 car passes
- ❖ A Lawn Box for ten (10) on Member's Hill. Includes pass to the exclusive Elkridge Club all day fair including an open bar! (Value \$3,950)
- ❖ Investment: \$10,000

### Sponsor of the Queen's Cup Flat Race

Always a crowd pleaser, and adds variety to the card of racing, we will be returning to six races on the racing card: four jump races and two races flats (no jumping) - the TruGreen/ChemLawn Open Flat Turf and a High Weight Flat for Amateur Riders. The race will be run at the grueling distance of two miles, (further than the famous Belmont Stakes Race that Smarty Jones lost his Triple Crown bid). Here is your opportunity to "own" a race on the card for an inexpensive investment. Your sponsorship of the High Weight Flat Race includes:

- ❖ Name and Logo in Race Program "Invited" on your race
- ❖ PA announcements
- ❖ Half Page B&W Ad in Official Race Program
- ❖ Awarding of the trophy to the winning owner, trainer and jockey
- ❖ Includes six (6) passes to the exclusive Elkridge Club on Member's Hill with all day fair including an open bar
- ❖ Investment: \$7,500

### Most Wonderful Tailgate Contest

One of the great things about going to the steeplechase races are the wonderful display of tailgates! Some are absolutely wild. A special award is handed to the tailgate winner. Your Sponsorship includes:

- ❖ Your Logo in Activities Page distributed with ticket purchases
- ❖ PA announcements all morning and into afternoon leading up the special announcement of the winners
- ❖ Full Page B&W Ad in Official Race Program (Value of \$300)
- ❖ Mention in Race Program
- ❖ A special insert promoting the Tailgate Contest with your logo distributed with ticket purchases
- ❖ Includes six (6) passes to the exclusive Elkridge Club on Member's Hill with all day fair including an open bar
- ❖ Investment: \$7,500

### Official Race Program, Inside front or back cover (color)

This year, we're expecting over 15,000 race day fans drawing from the seven surrounding counties around Charlotte and parts of the entire East Coast. Thanks to our race program sponsors, the race program will once again be distributed free to every vehicle, sponsor and hospitality host on the racecourse, thereby increasing your marketing, advertising and reach to an upscale race day audience. Your Investment of Official Race Program Sponsorship includes:

- ❖ Full page COLOR inside front or back cover (based on availability) of the Official Race Program
- ❖ Over 5,000 Race Programs distributed FREE to all sponsors, their guests, Subscribers and race fans,
- ❖ Includes four (4) passes to the exclusive Elkridge Club on Member's Hill with all day fair including an open bar
- ❖ Investment: \$5,000

*More Sponsorship Opportunities on Reverseside*

**2008 Queen's Cup**  
**Special Activities Sponsorship**  
*Celebrating Thirteenth Glorious Years!*

### **Jack Russell Terrier Races**

If you have ever see the TV sitcom, "Frasier", then you know already how hilarious Jack Russell's can be. Imagine then watching five or six of them chasing after a "rabbit" for the glory of a win. Entertainment hits an all-time high. Your Sponsorship includes:

- ❖ Your B&W Logo on a banner at the Jack Russell Terrier Race Course
- ❖ Your Logo in Activities Page distributed with CSA's in-house ticket purchases
- ❖ PA announcements throughout the morning up until the steeplechase first race, apprx. 1:00 p.m.
- ❖ Full Page B&W Ad in Official Race Program (*value of \$300*)
- ❖ Mention in Race Program
- ❖ Includes four (4) passes to the exclusive Elkridge Club on Member's Hill with all day fair including an open bar
- ❖ Investment: \$5,000

### **Volunteer "T" Shirt**

The spirit of volunteerism is alive and well at the Queen's Cup! Over 350 volunteers work at the race, providing assistance in all areas. The special anniversary T-shirt is provided to them, along with lunch and drinks, as a special way of saying "thank you". Your Sponsorship includes:

- ❖ Your one color logo, shared with our food sponsor and charity logos placed on the backside of over 350 volunteer T-shirts
- ❖ PA announcements
- ❖ Full Page B&W Ad in Official Race Program (*value of \$300*)
- ❖ Mention in Race Program
- ❖ Includes four (4) passes to the exclusive Elkridge Club on Member's Hill with all day fair including an open bar
- ❖ Investment: \$4,350

### **Opening Ceremonies**

A wonderful tradition at many steeplechase race meets across the world and always a crowd pleaser. Includes a proper marching band of bagpipers with colorguard. Last year, we were fortunate to have the world famous Grandfather Mountain Highlander's Pipe Band consisting of over 25 performers. Opening ceremonies also include a release of a raptor (tentative), various speeches, a race day prayer and the traditional walk of the hounds by the Mecklenburg Hounds. It is truly a sight to behold and hear! Your Sponsorship includes:

- ❖ Your B&W Logo on a banner at the Winner's Circle during the course of the Opening Ceremonies (apprx. 45 minutes), facing exclusive Member's Hill
- ❖ PA announcements throughout the morning up until the steeplechase first race, apprx. 1:00 p.m.
- ❖ Full Page B&W Ad in Official Race Program (*value of \$300*)
- ❖ Mention in Race Program
- ❖ Includes two (2) passes to the exclusive Elkridge Club on Member's Hill with all day fair including an open bar
- ❖ Investment: \$3,000

### **Groom's Award for Best "turned-out" Horse in the Parade Ring**

All horses look great in the winner's circle as the saying goes, however some look better in the paddock prior to their race. The groom of the best turn-out horse is awarded cash. Your Sponsorship includes:

- ❖ PA announcements prior to each race and during course of day
- ❖ Half Page B&W Ad in Official Race Program (*value of \$175*)
- ❖ Mention in Race Program
- ❖ Includes two (2) passes to the exclusive Elkridge Club on Member's Hill with all day fair including an open bar
- ❖ Investment: \$2,500

### **Pony Rides for the Kids**

Two years ago, at the request of our patrons, we started providing pony rides for the kids for a small fee to the parents. Needless to say and as expected, it was quite a hit with the kids (and the adults). The Mecklenburg Hounds provides the ponies and the ground staff it was a hit and we seem to have started a wonderful tradition at the Queen's Cup. Your Sponsorship includes:

- ❖ PA announcements prior to each race and during course of day
- ❖ Half Page B&W Ad in Official Race Program (*value of \$175*)
- ❖ Mention in Race Program
- ❖ Includes two (2) passes to the exclusive Elkridge Club on Member's Hill with all day fair including an open bar
- ❖ Investment: \$2,500