Retired Racehorse Project

Building Bridges to Second Careers
Increasing Demand for Thoroughbreds

2016 Sponsorship Opportunities
Retired Racehorse Project (RRP) is a charitable organization created in 2010 to facilitate placement of Thoroughbred ex-racehorses in second careers by increasing demand for them and serving the farms, organizations, and individuals that transition them from racing. The organization also serves as a resource and a voice for the 150,000 owners of over 650,000 off-track Thoroughbreds in America.

**Online Resources**

RetiredRacehorseProject.org is a heavily trafficked site featuring horse listings, a geographically mapped resource directory, videos, educational resources, original articles, an online store, calendars, news, and an interactive Bloodline Brag where second career performance is tracked by pedigree. It is the go-to place on the internet for news and information about Thoroughbreds in all non-racing disciplines.

**Off-track Thoroughbred Magazine**

Off-Track Thoroughbred Magazine is a 100-page quarterly magazine mixing in-depth feature articles with regular news departments of interest to both racing and riding enthusiasts. It is published by The Horse Media Group, which is owned by Thoroughbred Owners and Breeders Association. Ten thousand copies of each issue are distributed to members of RRP and allied organizations, as well as at racing and equestrian venues nationally through an organized network of RRP Ambassadors.

**Special Events and Appearances**

RRP is often a headline feature at major horse expos. The 2012 Trainer Challenge, the 2013 100-Day Thoroughbred Challenge, the 2014 Stars of the Thoroughbred Makeover, and 2015 Most Wanted Thoroughbred contests have all packed the grandstands and filled the RRP booth at the expos where they were featured. In 2016 Stars of the Thoroughbred Makeover and Makeover Previews will take place at major events and races throughout the country. The secret to their success is social media, online voting, and outstanding educational content presented through online videos.

RRP has cultivated close relationships with most of the national organizations that represent the disciplines in the Thoroughbred Makeover, and with horse racing’s leadership. As a result of these collaborations RRP is often a presence at conferences and special events throughout the horse industry.

**Thoroughbred Makeover & National Symposium**

The 2016 Thoroughbred Makeover and National Symposium takes place October 27-30 at the Kentucky Horse Park. In its second year at the horse capitol of the world this event will feature hundreds of recently retired racehorses competing for $100,000 in eventing, barrel racing, show hunters, polo, dressage, competitive trails, show jumpers, working ranch, field hunters, and freestyle. Thousands of Thoroughbred lovers from across the country and around the world will attend for the seminars, the educational demonstrations, the sponsor fair, the networking, and the competition itself.

Jessica Bortner-Harris on Win the War at the 2013 Thoroughbred Makeover. Photo by Niamh O’Connell
**RESOURCE DIRECTORY**

The Retired Racehorse Resource Directory is "your guide to acquiring, placing, selling, and serving the Off-Track Thoroughbred." The printed version is divided by region and state, and describes programs and services at racetracks, farms, and nonprofit aftercare facilities with introductory articles to guide sellers, buyers, and adopters.

The online version is at Retiredracehorseproject.org and the book is distributed through racetracks, equine events, and to all members of RRP, with 10,000 copies in circulation.

**OUR BOARD**

The RRP Board of Directors is led by founder and president Steuart Pittman of Dodon Farm Training Center in Maryland, an advanced level three-day event trainer and past president of the Maryland Horse Council. The vice president is Dr. Carolyn Karlson, an owner of racehorses through Bourbon Lane Stables, past director of the Hillman Entrepreneur’s Program at the University of Maryland, and current Trustee of the University of Maryland.

Christy Clagett, racing trainer & master of Foxhounds
Rick Green, horseman & retired marketing executive
Rosie Napravnik, retired leading jockey
Glenny Oakord, Eclipse Award-winning writer
Laury Parramore, horsewoman & non-profits expert
Jen Roytz, racing industry marketing specialist
Sue Smith, Director CANTER Pennsylvania

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**What people are saying about RRP**

“This organization’s work to increase demand for Thoroughbreds is exactly what horse racing needs today, and I am thrilled to be a part of it.”

- Dan Rosenberg, President, Thoroughbred Charities of America

“RRP has created an incredible showcase for this amazing breed with both the Makeover and the magazine. I urge everyone to join as a member and get involved.”

- Phillip Dutton, leading American three-day event rider

“RRP is inspiring the next generation of riders and trainers to choose Thoroughbreds and educating them about the best ways to work with horses off the track. That's why I serve on the board.”

- Rosie Napravnik, retired top jockey and all-around horsewoman

www.RetiredRacehorseProject.org
Our Reach

A key measure of success in fulfilling the RRP mission is how many people we reach.

94,000
Page views
Per month on site

130,000+
Facebook followers
200,000+ weekly reach

16,500+
Email List
For E-newsletters

1,500,000+
Video views
2,500 subscribers

20,000+
Spectators
At RRP Events

500,000+
Equestrians Reached
From press coverage

RetiredRacehorseProject.org
Our website receives an average 94,000 page views per month and hit the 1 million mark at the start of 2014. Users visit over four pages each time they come to the site, well above the industry average of 1.75.

Print Publications
Each issue of the quarterly Off-Track Thoroughbred Magazine is distributed to 10,000 readers through direct mail and a national network of RRP ambassadors. The Retired Racehorse Resource Directory has 10,000 books in circulation.

Online Videos
RRP videos have been viewed online over 1,500,000 times. More than 2,500 people have become regular subscribers on our YouTube and Vimeo channels. The average number of viewers per video is over 4,000 with many reaching an even wider audience as the content is often shared on large social media sites.

E-newsletters
RRP sends e-newsletters and notices to a list of 16,500 active contacts that will grow dramatically in 2016.

Our e-newsletters have a 20% open rate, well above the 7% industry average.

RRP on Facebook
RRP’s Facebook platform has increased to 128,000+ followers, with a current growth rate of 1,000 per week. Weekly total reach often surpasses 300,000. Users share, like, comment or otherwise interact with our Facebook page on nearly 16% of their visits. The Facebook audience represents the core of the equestrian demographic in the US with 79% female and 56% of those in the 18-45 age group.

Events
RRP participated in or hosted ten events in 2015, attracting over 20,000 spectators. The schedule for 2016 includes major horse expos (MD, PA, VA, and CO), Rolex Kentucky 3-Day Event, Thoroughbred Makeover Previews at shows, fairs, and festivals throughout the country, and The Thoroughbred Makeover & National Symposium.

Press Coverage
RRP’s reach is driven by an effective press strategy that focuses attention on horses and trainers in the Makeover in both national and local media markets. Some sixty-five stories covered RRP and its events in 2015 reaching an estimated audience of 500,000 in the horse industry and four million in the general public.

Standing room only during the 100-Day Thoroughbred Challenge.
Photo by: Sarah K. Andrew
Everyone is talking about RRP

Horse Illustrated
The Chronicle of the Horse
The Blood-Horse
The Paulick Report
Mid-Atlantic Thoroughbred
Thoroughbred Racing Commentary
American Racehorse
Thoroughbred Daily News
Horsemen’s Journal
Eventing Nation
Horse Nation
Horse Collaborative
Sidelines Magazine
America’s Best Racing
Western Horseman
The Horse
USEventing.com
GALLOP
Practical Horseman
The Racing Biz
Comcast Newsmakers
Horses in the Morning
Daily Racing Form
TVG News

What our sponsors are saying

“Sponsoring RRP has allowed us to connect with a lot of prospective and current customers during the symposium each year. We are able to educate OTTB owners on feeding their horses through RRP’s nutrition article series and reach a population of customers we otherwise might not.”

- Triple Crown Nutrition

“We’ve gotten a lot of hits from our link on your site—in fact it has done better than some of our banner ads so we are really excited!”

- ThinLine Global

“The Retired Racehorse Project has proven to be a nice boost in sales of equestrian apparel and equipment to new and existing thoroughbred owners.”

- Hope Birsh, Owner of Maryland Saddlery, President of the American Equestrian Trade Association - AETA

Racing is engaged

The racing industry has discovered that its fans, owners, and investors want to be associated with the partnerships and businesses that focus on all aspects of a Thoroughbred horse’s life. RRP’s work has been sponsored by Thoroughbred Charities of America, Keeneland, Fasig-Tipton, Darley, WinStar, Bourbon Lane Stable, horseman’s groups, breeders’ groups, racing partnerships, track owners, and farms. Their support has been driven by commitment to horse welfare, but they also recognize that a significant percentage of RRP’s large audience is active in the racing industry.

Our Audience

79% Female
56% 18-45 age range
75% Active riders
45% Own a farm
94% Own horses
100% Love Thoroughbreds

www.RetiredRacehorseProject.org
Sponsorship Options

Sponsorship agreements are for a period of one year. Contact Julie Magruder at 704-309-8055 or julie@retiredracehorseproject.org to customize your sponsorship or use the options available on pages 6-11 to build your own package.

E-Newsletters

RRP communicates with its growing list of 16,500 subscribers through monthly e-newsletters and special notices.

LOGO DISPLAY: $500
Logo placement with link on RRP website and E-newsletters throughout the year.

BANNER: $500/PER
Be recognized with a large banner display on one of RRP’s monthly E-newsletters or announcements. Size: 530 x 350 pixels (w x h)

ARTICLE SPONSOR: $1,000
Allow us to place your banner ad and your logo within the text of an online article or feature each month. These articles are promoted through social media and e-newsletters, attracting thousands of views and remaining on our website for at least one year. $100/article or $1,000 for twelve articles.

Examples Include:
RRP/Makeover News
Nutrition
Training
Racehorse Reality Check
Veterinary Advice/Soundness Evaluating Prospects

Nutrition

Baby it’s Cold Outside!

Cold Weather Concerns for your OTTB
By: Dr. Bill Vandergrift
Managing horses in cold weather is not difficult but there are some special concerns that need to be addressed in order to keep your horse safe, comfortable and healthy.

How cold is cold?

It depends! There is an old saying that is relevant here: “a horse can tolerate cold temperatures and a horse can tolerate wet conditions, but a horse has a difficult time dealing with weather conditions that are both cold and wet”. The toughest condition for a horse to deal with is a temperature at or near freezing combined with rain. 32°F (0°C) and snow is less stressful to a horse than 72°F (22°C) and rain.

RRP Online

SITE SECTION TOP POSITION: $1,000
Sponsor a section of the RRP website and company banner will be displayed on each page of sponsored section.

SITE SECTION SIDE POSITION: $500
Sponsor a section of the RRP website and company banner will be displayed in the sidebar on each page of sponsored section.

LOGO DISPLAY: $500
Logo placement with link on RRP website and E-newsletters throughout the year.

www.RetiredRacehorseProject.org
RRP videos are produced throughout the year to promote upcoming events, to report on past events, and as educational tools. They are distributed to thousands of viewers through Facebook, YouTube, Vimeo, as links to e-blasts, and on the RRP TV section of RetiredRacehorseProject.org. They are also shown at special events, both by our organizational partners and at RRP booths.

**Logo Sponsor:** $300/video or $1,000 for 4 videos
Your logo will appear as a sponsor of the selected video(s).

**Message Sponsor:** $500/video or $2,000 for 5 videos
Your 10-30 second message will appear at the end of one of the video(s) you select.

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**Horse Expos & Makeover Previews**

**Be a part of the RRP sessions**
RRP appears at horse expos and equestrian events throughout the year, often presenting educational seminars, demonstrations, and contests. Displaying your company’s logo on our dedicated sponsor sign and announcing your sponsorship during seminars are options that can be included as part of a larger sponsorship package.

**Prizes & Awards**
Please contact Julie Magruder at 704-309-8055 or julie@retiredracehorseproject.org if you are interested in providing prizes for contestants participating in an RRP competition. If available, sponsors can personally present the prizes and be included in photography of the awards ceremony.

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**RRP Membership**

RRP launched a membership drive in 2015. Forty-five dollar annual dues provide the organization with a dependable revenue stream. Members receive subscriptions to Off-Track Thoroughbred Magazine, the Retired Racehorse Resource Directory, and valuable member benefits.

**Special Offer for RRP Members**
Sponsors are invited to provide special discounts or offerings exclusive to RRP members. These special offers will be featured on the membership section of the RRP website, in membership promotions, and in new member welcome mailings.

**RRP Gift Membership**
Add this option to any sponsorship package to connect your staff, clients, and friends to the organization you support. You receive cards for direct distribution as gifts or prizes.
The Thoroughbred Makeover & National Symposium

Kentucky Horse Park, Oct. 27 - 30, 2016

The Thoroughbred Makeover & National Symposium is a gathering of the farms, organizations, and individuals who give Thoroughbred ex-racehorses the skills they need to secure their futures in second careers. It is a competition, a demonstration, a sale, and a national conference showcasing the talents of America’s best horse.

“This is probably the most rewarding thing I’ve ever done in my life.”
- Dale Simanton, Gate to Great Thoroughbreds

“We not only have Makeover shoppers eager to find horses, but also trainers on the backside eager to follow the ones they have sold.”
- Sue Smith, CANTER PA

Makeover Sponsorship Recognition

<table>
<thead>
<tr>
<th>Signage in Main Arena - $300</th>
<th>Vendor Showcase - $1,500</th>
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</thead>
<tbody>
<tr>
<td>Sign provided by sponsor</td>
<td>Vendor showcases will appear in the Makeover Program and in an e-blast dedicated to the Makeover Sponsor Fair. Showcases include your logo, image and short description</td>
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<table>
<thead>
<tr>
<th>PA Announcements - $300</th>
<th>Live Stream Sponsor - $1,500</th>
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<tbody>
<tr>
<td>Announcements throughout the weekend</td>
<td>Video message during live stream of Makeover Finale (10-30 seconds produced by sponsor)</td>
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<tr>
<th>Booth in Sponsor Fair - $500</th>
<th>Club Lounge Sponsor - $2,000</th>
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<tbody>
<tr>
<td>Located on arena concourse in Covered Arena</td>
<td>Attach your company name to the room overlooking the Covered Arena used for seminars and where VIP will gather for the Finale. Available only as part of Grade 1 or Classic Sponsor Package.</td>
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<thead>
<tr>
<th>T-shirt Sponsor - $1,000</th>
<th>Arena Sponsor - $2,000</th>
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<tbody>
<tr>
<td>Logo on commemorative Makeover t-shirt</td>
<td>Attach your company name to one of the competition arenas. It will be featured on the map, schedule, and announcements. Available only as part of Grade 1 or Classic Sponsor Package.</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Seminar Title Sponsor - $1,500</th>
<th>Program/Off-Track Thoroughbred Magazine Sponsorship (PGS 10-11)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in seminar promotions and video</td>
<td>Quarter page (color): $400</td>
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<tr>
<td>Your literature distributed to seminar attendees</td>
<td>1/3 page (color): $600</td>
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<tr>
<th>Special Demo Title Sponsor - $1,500</th>
<th>Half page (color): $800</th>
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<tbody>
<tr>
<td>Recognition in schedule, promotions, and at the arena for presentations of some of the best horses and trainers in horse sports</td>
<td>2/3 page (color): $1,000</td>
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<tr>
<th>Literature in Swag Bag - $1,500</th>
<th>Full page (color): $1,200</th>
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<tbody>
<tr>
<td>Includes your literature in bags distributed to attendees</td>
<td>Inside cover (color): $2,000</td>
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<thead>
<tr>
<th>Discipline Title Sponsor - $3,000</th>
<th>Back cover (color): $2,400</th>
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<tbody>
<tr>
<td>Recognition in promotions and video for one of the sports in which horses compete</td>
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<tr>
<th>Party Title Sponsor - $5,000</th>
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<tbody>
<tr>
<td>Recognition in promotions and signage for the Friday night party</td>
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</table>
To design your recognition package, select from the options on pages 6-11 and contact Julie Magruder at 704-309-8055 or julie@RetiredRacehorseProject.org.

**Black Type Sponsor: $5,000**

Black Type Sponsors are recognized with a custom-tailored menu of recognition options (see pages 6-11) from the Thoroughbred Makeover and other Retired Racehorse Project programs. Includes five tickets to VIP Club Lounge during Makeover Finale, five individual RRP Memberships, and five tickets to the Makeover Party.

**Grade I Sponsor: $10,000**

This level has been designed for the leaders of the Thoroughbred industry. It offers every kind of recognition possible for an event of this nature (see pages 6-11) as well as recognition through other RRP programs throughout the year. Includes ten tickets to VIP Club Lounge during Makeover Finale, ten individual RRP Memberships, and ten tickets to the Makeover party.

**Classic Sponsor: $25,000**

Classic Sponsors are the individuals or organizations without whom Retired Racehorse Project and the Thoroughbred Makeover could not exist. By contributing $25,000 or more they guarantee the success of this endeavor and will be recognized for that gesture in ways that serve their interests both at the Thoroughbred Makeover (see pages 6-11) and other RRP programs throughout the year. Includes fifteen tickets to VIP Club Lounge during Makeover Finale, fifteen individual RRP Memberships, and fifteen tickets to the Makeover party.

Major gifts to help secure the future growth of RRP and the Thoroughbred Makeover are welcome. Contact RRP President Steuart Pittman at 410-502-3351 or steuart@retiredracehorseproject.org.
Off-Track Thoroughbred Magazine

Print publications that serve niche markets of hobbyists, sporting groups, and businesses are thriving. Owners and riders of off-track Thoroughbreds are proud and passionate about their animals. Their desire to connect with one another and learn more about training and care can be measured by the extraordinary growth in the last five years of Retired Racehorse Project, Thoroughbred horse shows, and Thoroughbred aftercare organizations. Racing owners and fans share an appetite for the same content. Leaders from within horse racing and the riding disciplines agree that this magazine fills a void that has existed for too long.

The magazine is published by The Horse Media Group, owned by Thoroughbred Owners and Breeders Association.

Distribution

RRP will subsidize magazine distribution with free issues until it's 10,000 subscriber goal is reached. Each issue will go out to RRP members, selected mailing lists of allied organizations, at special events, and through RRP's national network of ambassadors.

Editorial Sections

Training - Tips from the most experienced horse trainers in all disciplines where Thoroughbreds excel, including racing.

Horse Selection - How to find the right Thoroughbred partner for any discipline.

Racehorse Life - From sales prep to training center to life on the backside, racehorses have stories to tell that explain how they think.

Around the Industry - Hear from the farms, racetracks, sale companies, horse shows, trainers, syndicates, and others who are part of the economy that supports off-track Thoroughbreds.

Makeover News - Last year's entries, next year's entries, volunteer stories, event planning, educational offerings, and more.

Member Musings - Who said what? Quotes from the people who read the magazine, some we all know and others we will meet.

Aftercare Answers - Questions, answers, struggles, and solutions from the charitable Thoroughbred placement organizations.

Market Watch - Supply, demand, prices, and trends may seem foreign to folks whose offices are barns, but the welfare of horses depends on the numbers and the stories behind them.

Editorial Calendar

<table>
<thead>
<tr>
<th>April 2016</th>
<th>July 2016</th>
<th>October 2016</th>
<th>January 2017</th>
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<tbody>
<tr>
<td>Bonus Distribution: Rolex KY 3-Day Event</td>
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# Rate Card

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<tr>
<td>Quarter page</td>
<td>$400</td>
<td>$364</td>
<td>$304</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$600</td>
<td>$546</td>
<td>$456</td>
</tr>
<tr>
<td>Half page</td>
<td>$800</td>
<td>$728</td>
<td>$608</td>
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<tr>
<td>2/3 page</td>
<td>$1,000</td>
<td>$910</td>
<td>$760</td>
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<tr>
<td>Full page</td>
<td>$1,200</td>
<td>$1,092</td>
<td>$912</td>
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<tr>
<td>Inside cover</td>
<td>$2,000</td>
<td>$1,820</td>
<td>$1,520</td>
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<tr>
<td>Back cover</td>
<td>$2,400</td>
<td>$2,184</td>
<td>$1,824</td>
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Additional 25% discount for non-profit Thoroughbred Placement organizations.

# Advertising Dates

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<tr>
<th></th>
<th>Space close</th>
<th>Ad Due</th>
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</thead>
<tbody>
<tr>
<td><strong>Spring Issue</strong></td>
<td>3/10/16</td>
<td>3/24/16</td>
</tr>
<tr>
<td><strong>Summer Issue</strong></td>
<td>6/9/16</td>
<td>6/23/16</td>
</tr>
<tr>
<td><strong>Fall Issue</strong></td>
<td>9/8/16</td>
<td>9/22/16</td>
</tr>
<tr>
<td><strong>Winter Issue</strong></td>
<td>12/8/16</td>
<td>12/22/16</td>
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# Standard Advertising Unit Sizes

## Quarter page
- 1 column: 2.25” x 7.4375”
- 2 columns: 4.625” x 3.4375”

## 1/3 page
- 1 column: 2.25” x 10”
- 2 columns: 4.625” x 4.9375”
- 3 columns: 7” x 3.4375”

## Half page
- 2 columns: 4.625” x 10”
- 3 columns: 7” x 4.9375”

## 2/3 page
- 2 columns: 4.625” x 10”
- 3 columns: 7” x 6.4375”

## Full page
- Bleed size: 8.375” x 11.125”
- Trim size: 8.125” x 10.875”
- Image area: 7” x 10”

# Mechanical Requirements

Off-Track Thoroughbred Magazine is printed using an offset process at 175 line screen, with perfect binding.

**Trim size:**
8.125” x 10.875”;

**Bleed size:**
8.375” x 11.125”; image safety area 7” x 10”. Advertisers who place copy or artwork outside of this image area do so at their own risk as information could be lost in the trimming process.

There are three columns to the standard page, each 2.25” wide.

For full bleed, allow .125” on each side, top and bottom. Copy for bleed pages should not exceed the image area. For spreads bleeding across the gutter, allow .125” for each page for bindery grind off.

# Digital Ad Specifications

**Preferred Format:** We use a single page PDF workflow. Our preference is to receive files as high res PDF. We can accept digital files prepared in and received as InDesign or QuarkXpress, Illustrator, Freehand, Photoshop, PC QuarkXpress; however, files furnished in these formats will incur a fee for normalizing and making a PDF. If we correct RGB to CMYK, bleeds, fonts or resolution a $25 fee will be charged. We ask for an accurate proof to be provided. Photos and images should be scanned at a minimum 300 dpi.

**Fonts:** All native files must be accompanied by fonts. Type 1 fonts or OpenType fonts are preferred; please include screen and printer fonts. Fonts for PC files will be substituted with the Mac font equivalent.

**Photos:** All photos must be a minimum of 300 dpi in CMYK.

**Spreads:** Our workflow system requires spreads be set up as single pages. If we do not receive as single pages you will be assessed a charge for separating the pages.

# Software

- InDesign (Mac Preferred)
- QuarkXpress (Mac Preferred)
- Illustrator
- Photoshop

# Graphics Format

- Tiff
- Bitmap
- Photoshop EPS
- EPS (Note: In all Illustrator and Freehand EPS’s text should be converted to outlines or fonts supplied. All colors converted to CMYK, include linked images)
- JPEG

www.RetiredRacehorseProject.org
Building Bridges to Second Careers
Increasing Demand for Thoroughbreds

For more information on sponsoring RRP contact:

Julie Magruder
704-309-8055
julie@retiredracehorseproject.org
www.RetiredRacehorseProject.org
$25,000 Classic Sponsor

Site section sponsor, top position • Naming rights to a Makeover competition arena • Article in an issue of Off-Track Thoroughbred Magazine • Four full page ads in quarterly magazine • Makeover Finale livestream commercial • Makeover signage and announcements • Logo on Makeover T-shirt • Recognition in all RRP-produced Makeover videos • Booth in Makeover Sponsor Fair • Title sponsor of one seminar, special demonstration, or discipline at the Makeover • Logo on RRP website and E-newsletters • Two banner ads in E-newsletters

Fifteen tickets to VIP lounge during Makeover Sunday Finale • Fifteen tickets to Makeover Friday night party • Fifteen individual RRP Memberships

$10,000 Grade I Sponsor

Naming rights to a Makeover competition arena • Site section sponsor, side position • Four Full page ads in quarterly magazine • Makeover Finale livestream commercial • Makeover signage and announcements • Logo on Makeover T-shirt • Recognition in all RRP-produced Makeover videos • Booth in Makeover Sponsor Fair • Title sponsor of one seminar, special demonstration, or discipline at the Makeover • Logo on RRP website and E-newsletters • Ten tickets to VIP lounge during Makeover Sunday Finale • Ten tickets to Makeover Friday night party • Ten individual RRP Memberships

$5,000 Black Type Sponsor

Full page ad in quarterly magazine • Makeover Finale livestream commercial • Makeover signage and announcements • Logo on Makeover T-shirt • Booth in Makeover Sponsor Fair • Literature in Makeover gift bag • Recognition in all RRP-produced Makeover videos • Logo on RRP website and E-newsletters • Five tickets to VIP lounge during Makeover Sunday Finale

$2,500

Half page ad in quarterly magazine • Makeover signage and announcements • Logo on Makeover T-shirt • Booth in Makeover Sponsor Fair • Logo on RRP website and E-newsletters

$1,500

Half page ad in quarterly magazine • Recognition at Makeover through signage • Booth in Makeover Sponsor Fair • Logo on RRP website and E-newsletters

$1,000

Quarter page ad in quarterly magazine • Booth in Makeover Sponsor Fair • Logo on RRP website

$500

Booth in Makeover Sponsor Fair (free for nonprofit TB aftercare organizations)

Custom sponsorship packages available. Contact Julie at 704-309-8055 or julie@retiredracehorseproject.org
Please see the sponsorship options document for detailed information. Check one of the sponsorship levels below or create a custom package by selecting each option. You will then receive a letter from RRP acknowledging your sponsorship and identifying the recognition that your organization will receive. If you have questions or would like to discuss custom sponsorship options, contact Julie Magruder at 704-309-8055 or julie@retiredracehorseproject.org.

**Packages**

- Classic $25,000
- Black Type $5,000
- Grade I $10,000
- $2,500
- $1,500
- $500
- $1,000
- Other ________

**RRP Options**

- Website section sponsor, top position $1,000/year
- Website section sponsor, side position $500/year
- Linked logo on website $500/year
- Linked logo on e-blasts $500/year
- Banner display on e-blast $500/per
- Article sponsor $100/per or $1,000/12
- RRP TV logo sponsor $300/video or $1,000/4
- RRP TV message sponsor $500/video or $2,000/5
- Special offer for RRP members (contact to discuss)
- RRP Gift memberships # _________ ($45/ea)

**Thoroughbred Makeover Options**

- Signage in main arena $300
- PA Announcements $300
- Booth in Sponsor Fair $500
- T-shirt sponsor $1,500
- Seminar title sponsor $1,500
- Special demo title sponsor $1,500
- Literature in swag bag $1,500
- Discipline title sponsor $3,000
- Party title sponsor $5,000
- Live stream sponsor $1,500
- Club Lounge sponsor $2,000
- Arena sponsor $2,000
- Vendor showcase $1,500

**Off-Track Thoroughbred Magazine**

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Organization ____________________________________________

Contact Person _________________________________________

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Please make checks payable to Retired Racehorse Project and mail to:

Retired Racehorse Project
440 Dodon Road
Davidsonville, MD 21035

Retired Racehorse Project is a charitable organization under section 501(c)3 of the Internal Revenue Code. A copy of the current financial statement is available upon request.