A market-based approach to aftercare

2021 Sponsorship Opportunities

TheRRP.org   |   TBmakeover.org
The RRP has been the best thing to happen to Thoroughbreds in equestrian sports. Most OTTBs have an entire career ahead of them after their racing days are done and the RRP has helped to expand the opportunities available to them.

- Buck Davidson
  U.S. Eventing Team rider, World Equestrian Games team rider, Pan American Games team rider, US Olympic Team alternate

ABOUT
THE RETIRED RACEHORSE PROJECT

Founded in 2010, the Retired Racehorse Project is committed to expanding the market for Thoroughbreds after racing — showcasing their abilities in the sport horse world and empowering more equestrians with the knowledge and skills to find success with them.

This market-based approach to aftercare has not only helped adoption organizations throughout the nation place more horses each year, but has also helped to create a larger pool of equestrians — from talented juniors and adult amateurs to professionals at the height of their sport — who are eagerly seeking out Thoroughbreds to use in the show ring, the hunt field, lesson programs and more.

Our efforts are directed toward a single goal — to increase the value and demand for Thoroughbreds after racing. From signing on as a sponsor or supporting us with a tax-deductible donation to advertising in or subscribing to our magazine or attending one of our in-person or virtual events, your involvement in our mission will help to expand the opportunities and increase demand for Thoroughbreds retiring from racing and empower equestrians with the skills and knowledge to successfully transition them to careers as sport horses.

From all of us at the RRP, we thank you for supporting our equine athletes as they transition to their lives after racing.

With gratitude,

Jen Roytz, Executive Director
Jroytz@TheRRP.org

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The RRP’s educational programming along with its signature event, the Thoroughbred Makeover, have made a significant impact on the Thoroughbred aftercare industry by jump-starting demand for retiring racehorses and serving as a complement to other aftercare organizations and initiatives.

**RRP REACH**

**RRP WEBSITES**
- 1 Million Annual Web Page Views

**RRP EMAIL LIST**
- 23,800+ Subscribers

**VIDEO VIEWS**
- 1.2 Million Annual Video Views

**CIRCULATION**
- 10,000 Readers
- Off-Track Thoroughbred Magazine

**SOCIAL MEDIA**
- 190,384 Total Followers
  - 163,000+ Facebook
  - 19,000+ Instagram
  - 3,384 Twitter
  - 5,000 YouTube
  - 110,000+ Weekly Reach Across All Platforms

**$25,528,000**
Dollars Leveraged
(estimated cumulative dollars invested in Makeover horses by their trainers since 2013)

**MAKEOVER ATTENDEES & LIVESTREAM VIEWS**
- 190,384
- 121,890+
- 163,000+
- 19,000+
- 3,384
- 5,000
- 110,000+ Weekly Reach Across All Platforms

**Thoroughbred Makeover Stats**

- **3,479**
  - Since 2013
  - Makeover Entries Accepted
  - From 41 states & 5 provinces

- **3,191**
  - Since 2013
  - Horses Impacted

- **Avg Off-Track Price**
  - 2018
  - 2019
  - 2020

- **Avg Makeover Graduate Sale Price**
  - $9,800
PROGRAMS OF THE RRP

Training clinics, online articles and videos. Thoroughbred Sport Tracker database, e-newsletters, online store, and webinars.

THE THOROUGHBRED MAKEOVER AND NATIONAL SYMPOSIUM
Presented by Thoroughbred Charities of America

The Retired Racehorse Project's signature event, the biggest and most lucrative Thoroughbred retraining competition in the world.

Off-Track Thoroughbred Magazine


Listing Services

RRP Horse Listings - exclusively for OTTBs
ASPCA Marketplace - for Makeover entries that are for sale
Partnership in OTTB United – a mobile app for Thoroughbred sales and transport

History of the RRP

Oct. 2009
Retired Racehorse Training Symposium
Retired Racehorse Training Project receives 501(c) 3 charitable status

Jan. 2012
Retired Racehorse Training Project 100-Day Thoroughbred Challenge

Oct. 2013
Retired Racehorse Training Project receives Thoroughbred Charities of America Industry Service Award

Oct. 2010
Retired Racehorse Training Symposium

Jan. 2010
Retired Racehorse Training Project Trainer Challenge

March 2010
Inaugural Thoroughbred Makeover & National Symposium with 26 trainers accepted to compete at Pimilico.

Jan. 2014

Education & Resources

Thoroughbred Makeover & National Symposium

Listing Services
THOROUGHBRED MAKEOVER

What  A $100,000+ competition in which over 500 approved trainers acquire a recently-retired racehorse and prepare it over a period of less than a year to perform in one or two of ten riding disciplines.

When  Week of October 12-17, 2021

Where  Kentucky Horse Park, Lexington, KY

The 2021 edition of the Thoroughbred Makeover and National Symposium will feature divisions for both 2020 horses from the postponed event and 2021 horses competing separately. Competition takes place in ten disciplines throughout the Horse Park, as well as seminars, Vendor Fair, Makeover Marketplace horse sale, Makeover Master Class, and a Finale (one for each division) that includes the top five horses in each discipline and the crowning of the Thoroughbred Makeover Champion. The 2019 event garnered more than 121,890 combined attendees and livestream views. Additional investment in marketing will grow those figures in 2021.

Disciplines at the Makeover

- Barrel Racing
- Competitive Trail
- Dressage
- Eventing
- Field Hunter
- Freestyle
- Polo
- Ranch Work
- Show Hunter
- Show Jumping

The Thoroughbred Makeover is presented by:

TCA
THOROUGHBRED CHARITIES OF AMERICA

Fourth annual Thoroughbred Makeover with 480 trainers accepted to compete at the KY Horse Park

Oct. 2015

Fifth annual Thoroughbred Makeover with 580 trainers accepted to compete at the KY Horse Park


Sixth annual Thoroughbred Makeover with 780 trainers accepted to compete at the KY Horse Park

Oct. 2017

Seventh annual Thoroughbred Makeover with 673 trainers accepted to compete at the KY Horse Park.

Oct. 2018

The RRP pivots in the face of global pandemic, offers more virtual educational content

Oct. 2019

Oct. 2020
ADVERTISER OPTIONS
The Retired Racehorse Project has many digital and print options available for supporters looking specifically for advertising opportunities.

DIGITAL ADVERTISING
- Eblist banner ad
- Livestream commercial spot
- Makeover Livestream logo
- Makeover Livestream static ad
- Sponsored article (website and eblist)
  - theRRP.org and/or TBMakeover.org page
  - leaderboard ads and sidebar ads

PRINT ADVERTISING
- Off-Track Thoroughbred Magazine (print and digital versions) - see reverse page for details
- Thoroughbred Makeover Rulebook (print and digital versions)
- ASPCA Makeover Marketplace Horse Sale Catalog (special section of the Fall Issue of Off-Track Thoroughbred Magazine)
- Off-Track Thoroughbred Magazine Winter Issue Gift Guide

RULEBOOK RATE CARD

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>Quarter page 2.75” x 4.25”</td>
<td>$220</td>
</tr>
<tr>
<td>Half page horiz. 5.5” x 4.25”</td>
<td>$405</td>
</tr>
<tr>
<td>Half page vert. 2.75” x 8.5”</td>
<td>$405</td>
</tr>
<tr>
<td>Full page 5.5” x 8.5”</td>
<td>$815</td>
</tr>
<tr>
<td>Inside cover 5.5” x 8.5”</td>
<td>$1,000</td>
</tr>
<tr>
<td>Back cover 5.5” x 8.5”</td>
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MARKETPLACE RATE CARD

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<td>Quarter page 3.045” x 4.8”</td>
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<tr>
<td>Half page horiz. 6.25” x 4.8”</td>
<td>$300</td>
</tr>
<tr>
<td>Half page vert. 3.045” x 9.69”</td>
<td>$300</td>
</tr>
<tr>
<td>Full page 7.245” x 11.125” (BLEED)</td>
<td>$600</td>
</tr>
<tr>
<td></td>
<td>7.12” x 10.875” (TRIM)</td>
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"The RRP’s educational efforts and its annual Thoroughbred Makeover have changed the perception of Thoroughbreds as sport horses for the better, and The Jockey Club’s Thoroughbred Incentive Program (T. I. P.) is happy to work with the RRP to encourage the retraining of Thoroughbreds."

- Kristen Werner
  The Jockey Club/T. I. P.
ADVERTISER DIGITAL ADVERTISING OPTIONS

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- Eblast banner ad
- Livestream commercial spot
- Makeover Livestream logo
- Makeover Livestream static ad
- Sponsored article (website and eblast)
- theRRP.org and/or TBMakeover.org page
- leaderboard ads and sidebar ads

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<td>Inside cover $1,200</td>
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Additional 25% discount for non-profit Thoroughbred Placement organizations.

ADVERTISING DATES

<table>
<thead>
<tr>
<th>Space Close</th>
<th>Ads Due</th>
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<tbody>
<tr>
<td>Spring</td>
<td>2/19/21</td>
</tr>
<tr>
<td>Summer</td>
<td>5/21/21</td>
</tr>
<tr>
<td>Fall</td>
<td>8/12/21</td>
</tr>
<tr>
<td>Winter</td>
<td>10/21/21</td>
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BONUSES

- SPRING: Land Rover KY 3-Day Event Bonus Distribution
- FALL: Thoroughbred Makeover Bonus Distribution
- WINTER: Gift Guide

BUNDLE AND SAVE

Print ads can be placed in Off-Track Thoroughbred Magazine and the Makeover Rule Book.

Run ads in both publications and save 10%, Run ads in both publications, plus a digital asset and save 15%
SPONSORSHIP PACKAGES

Sponsorship packages are customized based on the needs and interests of the sponsor to include digital and print advertising, visibility at events or virtual activities, and naming rights on Thoroughbred Makeover event elements.

<table>
<thead>
<tr>
<th>CLASSIC</th>
<th>$25,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naming options include Makeover Celebration Party and Makeover Champion, or any options listed below</td>
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<table>
<thead>
<tr>
<th>GRADE I</th>
<th>$10,000+</th>
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<tbody>
<tr>
<td>Naming options include VIP Lounge, Livestream, Arrival Exam, competitor briefing/welcome reception, or any options listed below</td>
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<table>
<thead>
<tr>
<th>BLACK TYPE</th>
<th>$5,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celebration Bar, disciplines, junior/ammy/team awards, seminars/webinars, volunteer hospitality, competitor completion gifts, hydration stations, Master Classes</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>STARTING GATE</th>
<th>$3,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badge lanyards, VIP Lounge Bar, Winner’s Circle, competitor packets/attendee bag co-branding</td>
<td></td>
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<table>
<thead>
<tr>
<th>PADDOCK</th>
<th>$1,500+</th>
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<tbody>
<tr>
<td>Golf carts, competitor numbers, Ambassador Award, Silent Auction, charging stations, breeder postcards, stall decorating contest, Celebration Band, Makeover Dog Cam</td>
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SPONSORSHIP
PACKAGE OPTIONS

Logos are automatically included on e-blasts and on both websites for all sponsorships at the Paddock level or higher.

Print Ads and Product Listings

*Off-Track Thoroughbred Magazine* (print and digital)
Thoroughbred Makeover Rulebook (print and digital)
ASPCA Makeover Marketplace Catalog (section of Fall issue of *OTTB Magazine*, print and digital)
Winter Shopping Guide in Winter issue of *OTTB Magazine* (print and digital)

Social/Digital Opportunities

TheRRP.org and/or TBMakeover.org page leaderboard ads and sidebar ads
E-blast banner ad
Makeover livestream commercial spot
Makeover livestream logo
Makeover livestream static ad
Sponsored article (website and e-blast)
Webinar (Zoom/RRP main FB page, YouTube upload)
Social post (FB/IG/Twitter)
Pinned post on RRP FB page and managed FB groups
Five-Minute Clinic or Ride Review
Social takeover

*Keeneland is committed to the welfare of Thoroughbreds in all phases of their lives, which is why we are proud to partner with the RRP to support the Arrival Exams and Finale Jog at the annual Thoroughbred Makeover.*

– Bill Thomason
President and CEO, Keeneland
TCA saw the potential in the Thoroughbred Makeover back when it was just an idea, and we’re proud to have supported it each year since. The RRP work increases the opportunities for Thoroughbreds after the track, and the growth of and demand for its programs over the past decade demonstrates the impact they’re making.”

- Mike McMahon
President, Thoroughbred Charities of America
TCA saw the potential in the Thoroughbred Makeover back when it was just an idea, and we’re proud to have supported it each year since. The RRP work increases the opportunities for Thoroughbreds after the track, and the growth of and demand for its programs over the past decade demonstrates the impact they’re making.”

Mike McMahon
President, Thoroughbred Charities of America

SPONSORSHIP
PACKAGE OPTIONS
Makeover On-Site Visibility/Amenities
Banner (Covered Arena)
Banner (outdoor location)
Vendor booth
PA announcements
Logo on event shirt
Literature or small item in competitor literature or small item in competitor packets and attendee bags
VIP Lounge tickets
Celebration Party tickets
Co-branding on RRP shop bags
Special awards
Signage on a jump
Use of your own custom jump

Other Event On-Site Visibility
Equine Affaire, Columbus, Ohio
Banner in RRP booth
Co-branding on RRP shop bags
Lit/item inclusion with purchase
Booth railing
Kentucky 5*, Lexington, Kentucky
Co-branding on RRP shop bags
Lit/item inclusion with purchase
Scavenger Hunt booth inclusion
Course walk
TBs of Land Rover poster
Tailgate hospitality
RRP Golf Classic, Ocala, Florida
Title sponsor
Tee sponsor
Player gift
Equitana, Lexington, KY
Banner in RRP booth
Co-branding on RRP shop bags
Lit/item inclusion with purchase
Booth railing
Additional activities TBA (Pony Club Championships, BreyerFest, West Coast Master Class)

MAKEOVER MARKETPLACE SPONSOR
ASPCA

SEMINARS PRESENTING SPONSOR
the HORSE

GRADE I SPONSORS
Boehringer Ingelheim
Churchill Downs Incorporated
Hagyard Equine Medical Institute

Mid Atlantic Horse Rescue

Godolphin Lifetime Care

Fasig Tipton

BLACK TYPE SPONSORS
Beyond the Wire
Cargill
Copper Beech Stables
Dinsmore
EQUITANA USA
Excel Equine
Flair LLC
Foundation for the Horse
Interscholastic Equestrian Assoc
Juddmonte Farms
Louisiana Thoroughbred Breeders Assoc
Markel Insurance
Maryland Jockey Club
Masters of Foxhounds Assoc
New Start
Straight Arrow
Triple Crown Feeds
United States Eventing Assoc
United States Polo Assoc
USA Equestrian Trust

STARTING GATE SPONSORS
CANTER USA
Georgia B. Ridder Foundation
Kentucky Performance Products
OCD Pellets
Omega Alpha Equine
PTHA’s Turning For Home
SmartPak
SOURCE Micronutrients
Superior Therapy
Thoroughbred Education and Research Foundation
Tribute Equine Nutrition
Yukon Freedom Fit

PADDock SPONSORS
Arapahoe Park
Buckeye Nutrition
Charles Town HBPA
Dechra Veterinary Products
Delaware Park Horse Aftercare Initiative
Denali Stud
ENSO Media
Hallway Feeds
Happy Horse
Hylofit
Maryland Horse Breeders Association
Maryland Horse Industry Foundation
Maryland Million
Nutramax
Ocala Jockey Club
Pennsylvania HBPA
Pennsylvania Horse Breeders Assoc
Prefect Products
Santa Anita
Stonestreet Farm
StressLess
University of Kentucky Ag. Equine Programs
WinStar Farm

LEAD BENEFACtor
Ms. Carolyn Karlson

BENEFACtors
Frank Arnold
Nina Bonnie
Brownstead Farm
The Brunetti Foundation
Valerie Callcott-Stevens
Mrs. Patricia Chapman
Cinthia Ane Mcgreevy - Compass
Copper Beech Stables
Double Doors Racing
ELR Corp
Equine Medical Associates
Exhale Enterprises
Fair Hill Thoroughbred Horse Show
Kaitryn Gagnon
I Love My Horse
Larking Hill Farm
Machmer Hall Thoroughbreds
Meyer Charitable Foundation
The Muir House Foundation
Austin and Jane Musselman
Nine Thirty Racing
Pat Pavlish
Pin Oak Stud
The Real Rider Cup
The Tucker Foundation
Tulip Pond Farm (Marcia Brady Tucker Foundation)
David and Laurie Walker
Walmac Farm
Helen Wickes
FOR MORE INFORMATION ON SUPPORTING THE RRP, CONTACT:

Julia Oughton, Program Developer
410-798-5140
joughton@TheRRP.org

Jen Roytz, Executive Director
859-494-4712
jroytz@TheRRP.org

OTHER WAYS TO SUPPORT:

Subscribe to Off-Track Thoroughbred Magazine
TheRRP.org/join

Make a Charitable Donation
Email us: info@TheRRP.org

Legacy Gifts or Planned Giving
Can encompass a variety of giving options, such as bequests, retirement plans, charitable remainder trusts or gifts of stocks, bonds or mutual funds
Email Jen at jroytz@TheRRP.org

Volunteer
Email us: info@TheRRP.org

Shop to Support
TheRRP.org/shop

3357 Hazelwood Road, Edgewater, MD 21037
TheRRP.org   |   TBMakeover.org