Retired Racehorse Project

Building Bridges to Second Careers
Increasing Demand for Thoroughbreds

Sponsorship Opportunities

2019

www.RetiredRacehorseProject.org
We are always looking for ways to make a difference in the equine industry. We are truly inspired by the Retired Racehorse Project’s devotion to the horse and are honored to partner with the RRP in their efforts to educate, advocate for, and re-home ex-racehorses.

― Victoria Bodnar
Sales Manager,
Noble Outfitters

ABOUT RETIRED RACEHORSE PROJECT

Founded in 2010, Retired Racehorse Project (RRP) is a 501c3 non-profit whose mission is to increase the demand for Thoroughbreds after racing. Our signature event, the $100,000 Thoroughbred Makeover, is the largest and most lucrative Thoroughbred retraining competition in the world, and having doubled in size in just the past two years, it shows no sign of slowing down.

But RRP is so much more than a single event. Through publishing Off-Track Thoroughbred Magazine, hosting Thoroughbred-focused clinics, seminars and demonstrations around the country, offering the largest online classified listing service exclusively for Thoroughbreds, creating and maintaining the industry’s only database tracking second career talent and accomplishments of Thoroughbreds and actively engaging with our more than 160,000 followers on social media, we are playing a major role in expanding the secondary market for these incredible athletes and bringing the “cool factor” back to owning and riding retired racehorses.

The work we’re doing is paying off and momentum is building. The army of good people providing these horses with the education they need after racing is growing, the value of an off-track Thoroughbred is rising and the perception of them is changing both inside and outside of racing.

We invite you to join us in continuing our mission. In the following pages you will find data that shows the profound impact RRP is having on the repurposing of Thoroughbreds after racing, as well as ways you can support these efforts.

Please feel free to reach out to myself or any of the RRP staff with any questions or to discuss how you can support our efforts.

With gratitude,
Jen Roytz, Executive Director
jroytz@retiredracehorseproject.org
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.

- **10,000 READERS**
  - Of Off-Track Thoroughbred Magazine with tips on care, training, and more

- **Avg Off-Track Price**
  - 2016: $1,000
  - 2017: $1,500
  - 2018: $2,000

- **Avg Makeover Graduate Sale Price:** $9,800

- **$16,384,000 Dollars Leveraged**
  - (estimated cumulative dollars invested in Makeover horses by their trainers since 2013)

- **87,000+ MAKEOVER ATTENDEES & LIVESTREAM VIEWS 2011-2018**

- **800**
  - Makeover Trainers Accepted

- **3 Million+ Annual Web Page Views**
- **160,000+ Facebook Followers**
- **200,000+ weekly reach**
- **25,000+ Email List**
- **1,000,000+ Annual Video Views**
- **3,000+ RRP Members**
Retired Racehorse Training Symposium

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

Jan. 2010
Retired Racehorse Training Project Trainer Challenge

March 2010

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

Jan. 2013
Inaugural Thoroughbred Makeover & National Symposium with 26 trainers accepted to compete at Pimilico

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

Oct. 2014
Second annual Thoroughbred Makeover & National Symposium held at Pimilico

Oct. 2015
Publishes Retired Racehorse Resource Directory, launches Off-Track Thoroughbred Magazine, and Makeover moves to the KY Horse Park

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

Oct. 2017
Fifth annual Thoroughbred Makeover with 580 trainers accepted to compete at the KY Horse Park

Oct. 2018
Sixth annual Thoroughbred Makeover with 780 trainers accepted to compete at the KY Horse Park

Programs of RRP

Education & Promotion
Membership, horse expos, online articles and videos. Retired Racehorse Resource Directory, Bloodline Brag, e-newsletters, online store, research.

Thoroughbred Makeover & National Symposium
Retired Racehorse Project’s signature event, a training competition created to showcase the trainability and versatility of recently retired racehorses.

Off-Track Thoroughbred Magazine
Quarterly magazine, circulation 10,000

History of RRP
The Thoroughbred Makeover features competition in ten sports throughout the Horse Park, as well as seminars, a Sponsor Fair, Makeover Horse Sale, Makeover Master Class, and a Finale that includes the top five horses in each discipline and an audience vote for America’s Most Wanted Thoroughbred. The 2017 and 2018 events garnered more than 87,000 combined attendees and livestream views. Additional investment in marketing will grow those figures in 2019.

Disciplines at the Makeover

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

The Thoroughbred Makeover is presented by:

THOROUGHBRED CHARITIES OF AMERICA
Churchill Downs, Inc. is committed to supporting our sport’s equine athletes throughout their racing careers, including as they transition onto the next phase of their lives. The RRP is helping to make that transition easier by expanding the market for these horses after racing and increasing the demand for them in equestrian circles, and we are proud to lend our support to their ever-growing efforts.

— Mike Ziegler
Executive Director of Racing for Churchill Downs, Inc.

### MISSION SPONSORSHIP

Mission sponsorships include recognition on the RRP website, e-newsletters, Off-Track Thoroughbred Magazine, RRP events, and other amenities.

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
<th>Minimum Donation</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLASSIC</td>
<td>Custom package including print and digital advertising, prominent presence at RRP events, social media recognition, and other amenities.</td>
<td>$25,000+</td>
</tr>
<tr>
<td>GRADE I</td>
<td>Custom package including print and digital advertising, recognition at RRP events, social media announcement, and other amenities.</td>
<td>$10,000+</td>
</tr>
<tr>
<td>BLACK TYPE</td>
<td>Custom package including print and digital advertising, logo recognition, signage, and other promotional amenities.</td>
<td>$5,000+</td>
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<td>WINNER’S CIRCLE</td>
<td>Custom package including print and digital advertising and other promotional amenities.</td>
<td>$3,000+</td>
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<tr>
<td>PADDOCK</td>
<td>Custom package including digital advertising and other promotional amenities.</td>
<td>$1,500+</td>
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</tbody>
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www.retiredracehorseproject.org
Off-Track Thoroughbred Magazine is the first and only magazine about the life of the Thoroughbred horse after racing. It is published for America’s 150,000 owners of off-track Thoroughbreds, racing fans who want to follow their favorite stars after the track, and Thoroughbred enthusiasts.

**RATE CARD**

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<thead>
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<tbody>
<tr>
<td>Quarter page</td>
<td>$400</td>
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<tr>
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<tr>
<td>Full page</td>
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<td>$912</td>
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<tr>
<td>Inside cover</td>
<td>$2,000</td>
<td>$1,820</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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</table>

Additional 25% discount for non-profit Thoroughbred Placement organizations.

**ADVERTISING DATES**

<table>
<thead>
<tr>
<th></th>
<th>Space Close</th>
<th>Ads Due</th>
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<tbody>
<tr>
<td>Spring</td>
<td>2/21/19</td>
<td>3/7/19</td>
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<tr>
<td>Summer</td>
<td>5/23/19</td>
<td>6/6/19</td>
</tr>
<tr>
<td>Fall</td>
<td>8/8/19</td>
<td>8/22/19</td>
</tr>
<tr>
<td>Winter</td>
<td>10/17/19</td>
<td>10/31/19</td>
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## Makeover Title Sponsorships

Makeover title sponsorships include recognition on the RRP and Makeover websites, e-newsletters, *Off-Track Thoroughbred Magazine*, signage at the Thoroughbred Makeover, and other amenities.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
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<tbody>
<tr>
<td><strong>Finale Celebration</strong></td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>Makeover Marketplace</strong></td>
<td>$25,000</td>
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<tr>
<td><strong>VIP Lounge</strong></td>
<td>$10,000</td>
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<tr>
<td><strong>Livestream</strong></td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Junior, Amateur, and Team</strong></td>
<td>$7,500/ea</td>
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<tr>
<td><strong>Volunteer Hospitality</strong></td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>Masterclass</strong></td>
<td>$5,000</td>
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<tr>
<td><strong>Discipline</strong></td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Silent Auction</strong></td>
<td>$2,000</td>
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The Georgia B. Ridder Foundation and After the Finish Line could not be more pleased with our decision to become long-term sponsors of the $2,500 Top-Scoring Col-Bred Award at the RRP Makeover. We watched these talented Off Track Thoroughbreds compete in numerous disciplines and were in awe of both them and the riders. We look forward to growing our commitment with the show and to the athletes competing for this award.

— Dawn Mellen
President/Founder, After the Finish Line
MAKEOVER 
FUND-A-NEED 
SPONSORSHIPS

Makeover fund-a-need sponsorships include recognition on the RRP and Makeover websites, e-newsletters, signage at the Thoroughbred Makeover, and other amenities.

- **FINALE CELEBRATION BAR**
  - $5,000
- **COMPETITOR APPRECIATION**
  - Completion gifts given to all competitors; inquire for options.
  - $3,000+
- **HYDRATION STATIONS**
  - Branded water available to attendees.
  - $3,000
- **SWAG BAGS**
  - Logo on swag bags, promotional items in bags.
  - $2,500
- **GOLF CARTS**
  - Signage on golf carts used by event officials.
  - $2,000
- **VIP LOUNGE BAR**
  - $2,000
- **SPECIAL AWARDS**
  - Inquire
- **AMBASSADOR AWARD**
  - $2,000
- **FINALE CELEBRATION BAND**
  - $1,500

MAKEOVER MARKETPLACE 
SALE PROGRAM 
ADVERTISING

Each year the Kentucky Horse Park turns into horse shopping mecca as hundreds of Makeover horses are offered for sale before, during, and after the competition. These horses are highlighted in a sale catalog that horse shoppers can refer to throughout the weekend.

**RATE CARD**

- Back Cover (color): $900
- Inside Cover (color): $750
- Full page (BW): $600
- 1/2 page (BW): $300
- 1/4 page (BW): $150

STALL DECORATING CONTEST

Program recognition, signage, and announcements.

$1,500 + Prize

BRIDLE NUMBERS

Logo on competitor numbers worn all weekend.

$1,500
TCA has been the title sponsor of the Makeover since its inception in 2012 because it increases the demand for retired racers among prospective and current horse owners, gives Thoroughbreds new skills in one or more disciplines which ultimately increases their value in the marketplace, showcases the incredible versatility and heart of the Thoroughbred, and brings awareness to the importance of the post-racetrack well-being of our equine athletes.

- Erin Crady
Executive Director, Thoroughbred Charities of America

When we make a contribution to RRP, they thank us, but the truth is we should be thanking them for the fantastic program they’ve created. Every time someone asks me about my horses, it’s an opportunity to talk about RRP as one of the phenomenal safety-net organizations, and an opportunity to say how proud I am of our industry and how we take care of our retired Thoroughbreds.

- Linda Balfour
ELR Corp

A LA CARTE SPONSOR OPTIONS

Custom sponsor packages available. Build your own, or contact us to discuss your needs and ideas!

DIGITAL

E-blast logo: $500/year
E-blast banner ad: $500/each
Website sidebar ad: $750/year
Website top banner ad: $1,200/year
Website sponsor logo: $500/year
Website sponsored article: $300/each
Facebook post on RRP page: $500/each
Pinned post in RRP Facebook groups: $300/5 days
Dedicated e-blast to RRP audience: Inquire for price
Jumbotron sign: $500

MAKEOVER

Arena banner: $300
Announcements: $500
Vendor booth: $500
(Non-profit rates available)
Logo on event shirt: $1,000
Literature in swag bag: $1,500
Repeating commercial on livestream and arena screen: $1,500 (min three repeats)
Repeating static logo on livestream and arena screen: $500 (min three repeats)
VIP tickets: $50
RRP Membership: $45
In-kind sponsorship available
THANK YOU 2018 SUPPORTERS

PRESENTING SPONSOR

TCA THOROUGHBRED CHARITIES OF AMERICA

MAKEOVER MARKETPLACE SPONSOR

ASPCA

ASPCA

AMERICA’S MOST WANTED THOROUGHBRED PRIZE SPONSOR

GRADE I SPONSORS

Boehringer Ingelheim

Goddolphin

BLACK TYPE SPONSORS

CANTER USA

Dechra Veterinary Products

Dinsmore

English Saddle Fit/Bliss of London

Equithrive

Fasig-Tipton

Horseware Ireland

Juddmonte Farms

Magna Wave PEMF

MidAtlantic Horse Rescue

New Start

Nutramax Laboratories Inc.

Omega Alpha Pharma

Purina Animal Nutrition LLC

Siena Farm

Triple Crown Feeds

EVENT SPONSORS

Airdrie Stud

Black Ice Equine

Breeders’ Cup

Canadian Thoroughbred Horse Society Ontario

Dubarry

ELR Corporation

Equine Medical Associates

Equi-Resp

Excel Equine

Florida Thoroughbred Retirement and Adoptive Care

Hidden Brook Farm

Hooked on Ridin’

Maryland Horse Breeders Association

Maryland Jockey Club

Maryland Million Ltd.

Noble Outfitters

Ocala Jockey Club

OCD/Doc’s Products

Pacific Farms Inc.

PTHA’s Turning for Home

Perfect Products

Santa Anita Park

Source Inc.

Thoroughbred Aftercare Alliance

Thoroughbred Retirement Foundation

Tipperary

United States Polo Association

University of Kentucky Department of Agriculture

WinStar Farm

LEAD BENEFACTOR

Ms. Carolyn Karlson

BENEFACTORS

Ingram Charities

Mrs. Nina Bonnie

Ms. Ann Banks

The Abercrombie Foundation

Ms. Judy Hartman

Ms. Samantha Siegel

Ms. Valerie Callcott-Stevens

Double Doors Racing

Nine Thirty Racing

Alane Paulley

Daphne & Martin Woods
FOR MORE INFORMATION ON SPONSORING RRP CONTACT:

Julia Oughton
410-798-5140
joughton@retiredracehorseproject.org
www.RetiredRacehorseProject.org

OTHER WAYS TO SUPPORT:

 Become an RRP Member
 www.retriredracehorseproject.org/join

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

 Volunteer
 Email us: info@retiredracehorseproject.org

 Shop to Support
 www.retriredracehorseproject.org/shop

2976 Solomon’s Island Road, Edgewater, MD 21037