

The 107th Running of the Millarville

Races

July 1st, 2012

Sponsorship & Advertising
Opportunities

See You at the Races!



Be a part of the Tradition...

The Annual Millarville Races are one of several sanctioned events sponsored by the Millarville Racing and Agricultural Society (MRAS). The MRAS is a registered Not-for-Profit agricultural society which operates a major facility in the Millarville area of the M.D. of Foothills, approximately 20 miles southwest of the City of Calgary, in the Province of Alberta. The Society is a community based organization functioning and operating primarily on the basis of volunteer participation from the community and surrounding areas.

The Millarville Races are run on July 1st every year at the same location, and in fact the first races were run at our track in 1905 shortly before Alberta became a province.

The main focus of the event is, of course, the horse races, however the Race Committee has a stated objective of making this a “Fun Day” for families and not just a day for placing your two dollar bet on the racing horses.

The day’s agenda includes foot racing events for all the kids, and multiple novelty races for everyone’s enjoyment. There are also jumping tents, a money hill and other attractions for the younger generation to enjoy; making sure this is truly a “family Fun Day experience”.



And what better way to celebrate Canada Day than to watch the precision of the Millarville Musical Ride or to follow our home grown “Stock Horse Race” which is entered enthusiastically every year by local horsemen and women. The winner has bragging rights for the entire year.

Sponsorship & Advertising

Historically the Millarville Races did not solicit advertising or sponsorships, however the cost of operating the Races and primarily the cost of providing adequate purse money to ensure enough owners, horses, and jockeys will be motivated to come to our one day Race Meet, forced the Race Committee to seek additional sources of funding to ensure the success of the Races and Race Day.

Attached is a detailed outline of the sponsorship and advertising opportunities we are offering, to allow your participation at various levels. These packages can be customized to meet individual sponsors’ needs and can be shared or be exclusive.

The Millarville Races, held on Canada Day each year, are well attended and are covered extensively in the local press and in Calgary media. This is a prime opportunity to get your message in front of an enthusiastic audience.

Sponsorship & Advertising Opportunities



Platinum Sponsorship

\$ 2,500

- Includes sponsorship signage on the back of the grandstand (maximum 4' x 8' size).
- Name, logo and advertising message (full page ad) in the race program as well as acknowledgement on the MRAS website.
- Public announcements throughout the races – to include company profile & electronic tote board signage (maximum 30 words).
- Six (6) VIP admission passes, including access to the VIP tent and reserved grandstand seating.

Gold Sponsorship

\$ 1,250

- Includes sponsorship signage on the back of the grandstand (maximum 4' x 8' size).
- Name, logo and advertising message (half page ad) in the race program, as well as acknowledgement on the MRAS website.
- Public announcements throughout the races – to include company profile & electronic tote board signage (maximum 30 words).
- Four (4) VIP admission passes, including access to the VIP tent and reserved grandstand seating.

Silver Sponsorship

\$ 750

- Includes sponsorship signage on the back of the grandstand (maximum 4' x 8' size).
- Name, logo and advertising message (quarter page ad) in the race program as well as acknowledgement on the MRAS website
- Public announcements throughout the races – to include company profile & electronic tote board signage (maximum 30 words).
- Two (2) VIP admission passes, including access to the VIP tent and reserved grandstand seating.

Sponsorship & Advertising Opportunities

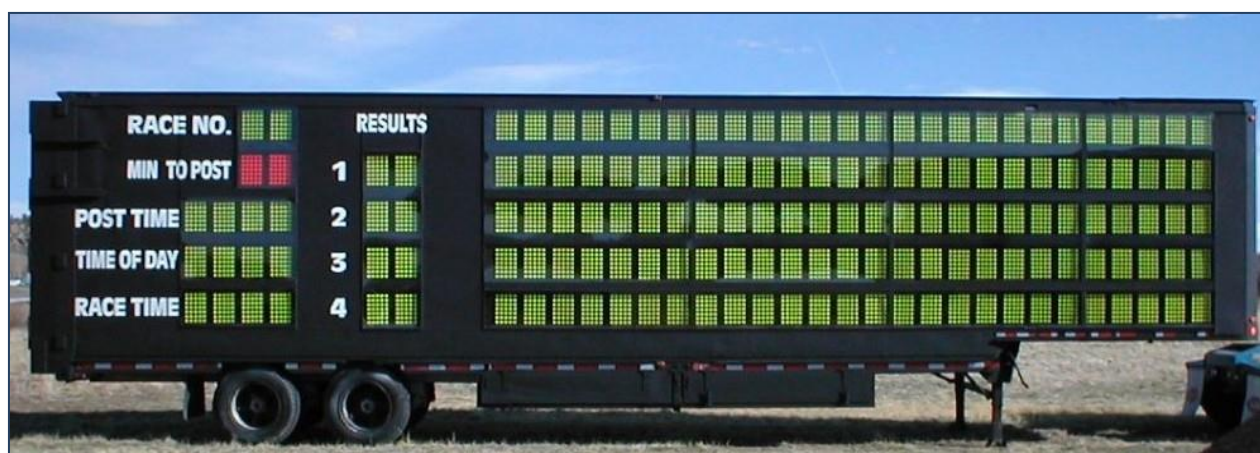
Blanket Sponsorship

\$ 400

- Includes the provision of one blanket for one race, printed with race and sponsor names.
- One representative from your organization will present the blanket in the Winners Circle following the race. Presentations will be photographed.
- Name and logo in the race program and acknowledgement on the MRAS website.
- Two (2) VIP admission passes, including access to the VIP tent and reserved grandstand seating.

Tote Board Full Time Signage

\$ 350



- Includes a 3' x 8' advertising sign, supplied by the sponsor, installed on the tote board trailer in front of the grandstand for the full day – four positions available – no product duplication.
- Name and logo in the race program and acknowledgement on the MRAS website.
- Two (2) VIP admission passes, including access to the VIP tent and reserved grandstand seating.

Tote Board Electronic Signage

\$ 200

- Includes a 20 to 35 second company advertisement displayed on the tote board – full screen intermittently before races begin and between races. Approximately twelve separate time slots are available – ie: twelve different advertisers and no product duplication.
- Two (2) VIP admission passes, including access to the VIP tent and reserved grandstand seating.

Sponsorship & Advertising Application

Sponsorship or Advertising Option _____ Amount \$ _____

Contact Name _____

Company Name _____

Mailing Address _____

Phone Number _____ Cell Number _____

Email address _____

Other Information or Information Request _____

Please return to: John Lohnes, Race Committee Sponsorship Chairman jlohn@precisiongeo.ca
or:

Millarville Racing and Agricultural Society
P.O. Box 68
Millarville, Alberta, T0L 1K0

THE FINE PRINT:

- Please make your cheque payable to the Millarville Racing and Agricultural Society.
- All signage to be fabricated, supplied and installed by the sponsor prior to Race Day.
- Sponsors to supply advertising message, logo etc., in electronic form, no later than June 1, 2012.
- Wording for announcements or Tote Board to be provided, in electronic form, no later than June 1 2012.

