



# SPONSORSHIP OPPORTUNITIES

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## CENTURY MILE RACETRACK AND CASINO

*2024 Season*



# PLATINUM SPONSORSHIP

## 95<sup>th</sup> Running of the Canadian Derby

Elevate your brand by becoming the presenting sponsor of the 95<sup>th</sup> Running of the Canadian Derby. As one of the richest days in Western Canadian horse racing, the Canadian Derby attracts a diverse demographic from a local to international scale.

This event not only showcases some of the finest horse racing in the region but brings a modern twist to the classic Sport of Kings, boasting a luxurious experience filled with high-fashion, entertainment, local food and beverage selections and more.

This unique opportunity is limited to one sponsor and offers a variety of customizable options to best suit your advertising needs.

## BRANDING OPPORTUNITIES

- Exclusive presenting sponsor of the 95<sup>th</sup> Running of the Canadian Derby
- Prime on-site branding opportunities, including trackside signage, program advertisements and digital media for the entire duration of the 2024 Thoroughbred, Quarter Horse, and Standardbred meet
- Full page advertisement in the commemorative Canadian Derby program
- Company name and logo featured in all Canadian Derby advertising both internally and externally (including but not limited to print, digital, radio, television, social media)
- Sponsor recognition with link and logo on the Century Mile Racetrack and Casino website
- On-site activation/promotional space during the 2024 Canadian Derby

## SPONSOR BONUSES

- Private cabana of up to 40 guests for the Canadian Derby
- Trophy presentation to the winning connections of the 95<sup>th</sup> Running of the Canadian Derby
- Interview opportunity during the official broadcast of the Canadian Derby
- Private tour of the Century Mile facilities and backstretch during the 2024 racing season

# WIN SPONSOR

Expand brand awareness through Century Mile's exciting Win Sponsorship opportunities.

Our unique packages offer the highest visibility and exposure to both a local and international market through extensive on-site and digital components for the entire duration of our 2024 racing season.

## Paddock Sponsor

Become the title sponsor of the Century Mile paddock. This area is front and center to all race day participants, hosting the racehorses, trainers, owners and special guests before each race. Paddock sponsorship includes:

- Company name mentioned before every race on every race day
- Company name and logo featured on signage space above paddock stalls
- Digital advertisement featured on in-house and simulcast feed
- Social media feature on all Century Mile platforms
- Name and logo inclusion in daily racing programs

## Winner's Circle Sponsor

Attach your branding to every winning racehorse and their connections at Century Mile! The Winner's Circle sponsor will be recognized following every race as the winning horse gets their photo taken in front of your customized branding. The Winner's Circle sponsorship includes:

- Company name mentioned after every race on every race day
- Signage in the Century Mile winner's enclosure, featured in all win photos
- Digital advertisement featured on in-house and simulcast feed
- Inner track rail banner
- Social media feature on all Century Mile platforms
- Name and logo inclusion in daily racing programs

## Race Replay Sponsor

Did you see that?! Watch the replay! Become the Century Mile race replay sponsor and have your company attached to every race on every race day! Following each event, a replay will follow before the next race begins. Race replay sponsorship includes:

- Company name and logo featured after every individual race
- Inner track rail banner
- Social media feature on all Century Mile platforms
- Name and logo inclusion in daily racing programs

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## 2 MINUTES TO POST SPONSOR

Last call to get your wagers in! Prior to every race, a pre-recorded "2 Minutes To Post" call will be made to encourage any last minute wagers before the race is off and running. This is a prime time to get your branding in front of all racing fans while they anxiously await the race. This sponsorship includes:

- Company name and logo featured 2 minutes before every race on every race day
- 10 second liner to promote your company
- Inner track rail banner
- Social media feature on all Century Mile platforms
- Name and logo inclusion in daily racing programs

## PRE-SHOW SPONSOR

Not sure who to bet on? Catch the Century Mile pre-show before the first race on every race day to hear who the experts have their eye on for the 2024 Thoroughbred meet! This sponsorship also includes an exclusive social media component through pre-recorded handicapping sessions to help educate bettors and fans alike!

This sponsorship includes:

- Name and logo displayed on the digital in-house and simulcast feeds prior to each Century Mile live pre-show
- Name and logo featured in all pre-recorded weekend preview videos for social media
- Social media feature on all Century Mile platforms
- Name and logo inclusion in daily racing programs
- Rail banner on the Century Mile apron

# PLACE SPONSOR

Looking for a smaller sponsorship commitment with a high impact? Century Mile's Place Sponsorship tier presents partners with exciting branding opportunities customizable to their needs.

## JUMBOTRON BANNER

All eyes are on the big screen! The jumbotron/infield screen is a vital part of each race day, displaying the live odds, giving fans a closer look at the horses and the race, and official race results with the winning numbers. Your banner will be featured on the ad space directly below the infield screen that will have exposure to all on track guests as well as international exposure through the simulcast feed. Included in this sponsorship is:

- Sponsor logo displayed on the infield screen billboard
- Highest exposure banner space
- Digital ad slate shown every race day on the in house and simulcast feed

## EVENT SPONSOR – INDIVIDUAL

Be a part of Century Mile's exciting event days as one of our new Event Sponsors! Each showcased event day will be presented by the participating sponsor and include extra exposure through additional marketing and advertising spends. Options available are:

- **Horses and Hounds**
  - Date TBC
  - A family fun event where the dogs are the star of the show! Dog races will be held after the live horse races
- **Car Show**
  - Exact dates TBC
  - Three opportunities available (June/July/August)
- **Movies at the Mile**
  - Family fun outdoor movie night held once a month on the Century Mile apron (June, July, August)
- **Family Fun Day**
  - A family fun day at the races including face painting, balloon artists, chalk art, games and more!

# SHOW SPONSOR

Customize your sponsorship spend by layering our Show Sponsorship opportunities to build your own package or pick your favorite options to best suit your branding goals!

## FEATURE RACE

Elevate your private event with a Feature Race, celebrate a special milestone, or advertise your company through one of our special Feature Races! A Feature Race includes:

- Feature Race name banner in the daily racing program
- Name and logo/photo inclusion featured on in-house and simulcast feed
- Winner's Circle Photo

## DAILY RACING PROGRAM

The first line of business for a racing fan when they arrive at the races is to pick up a racing program! These programs feature all of the race day information, including all of the horse's names, statistics and past performances, Expert Selections, and leaderboards to help you place the best bet! Get your branding in front of all racing fans with a customized ad in the program!

- Full Page Ad
- Half Page Ad
- Quarter Page Ad

## DIGITAL ADVERTISING

Century Mile offers a unique level of digital advertising, exposing brands not only to racing fans on site, but to an expansive simulcast market with an international audience. Digital advertising includes:

- 30 second video space or static advertisement shown on both in-house and simulcast feeds

# AVAILABLE SPONSOR SPACE



**CENTURY MILE PADDOCK**



**CENTURY MILE WINNER'S CIRCLE**

# AVAILABLE SIGNAGE SPACE



**INNER TRACK RAIL**



**JUMBOTRON BANNER**



**APRON RAILING**

# PRICE LIST

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**PLATINUM SPONSORSHIP – \$55,000**

## **WIN SPONSOR**

Paddock – \$20,000  
Winner's Circle – \$20,000  
2 Minutes To Post – \$15,000  
Race Replays – \$15,000  
Pre-Show – \$10,000

## **PLACE SPONSOR**

Jumbotron Banner – \$6,000  
Event Sponsor – \$2,500/day

## **SHOW SPONSOR**

### **Daily Racing Program**

*Full Page – \$100/day, 4 week minimum*

*Half Page - \$50/day, 4 week minimum*

*¼ Page – \$25/day, 4 week minimum*

**Feature Race – \$200/ race**

**Digital Advertising – \$4000 static, \$7500 video**

**Inner Track Rail Banner - \$5,000**

**Apron Rail Banner - \$4,000**

# DID YOU KNOW?

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## **SIMULCAST LOCATIONS:**

The Century Mile races are broadcasted in 25 Off-Track Betting locations in Alberta and over 300 internationally

## **RACING PROGRAMS:**

Over 13,000 programs are printed and distributed throughout the year at Century Mile

## **DEMOGRAPHICS:**

Century Mile's demographics include everyone from families with children to seniors





# THANK YOU!

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