



94th Canadian Derby

Make Your Mark at the 94th Canadian Derby

The #1 Horse Racing Event in Western Canada!



Century Mile Racetrack and Casino | 2023 Sponsorship Package



The Canadian Derby

An Internationally Anticipated Event in Edmonton

Millions of eyes around the world will be on Century Mile Racetrack this summer and your brand could be front and center!

The 94th Running of the Canadian Derby goes August 26th, 2023

It's an exciting day at the races where the focus will be on:

- Fashion & Style
- Horse Race Wagering
- Fun & Entertainment

Plus! Expect great food, cold drinks and lots of artistic backdrops for gorgeous social media snaps!



94th Canadian Derby



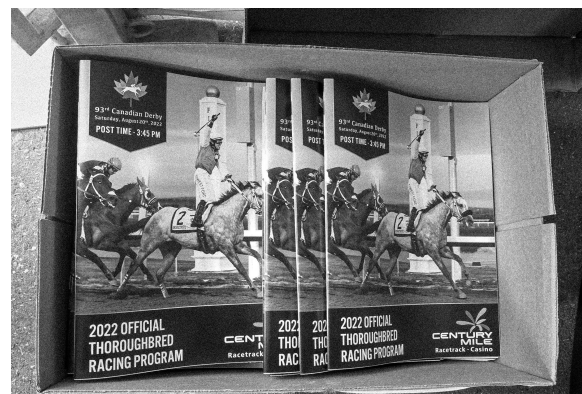
Century Mile Racetrack and Casino

Western Canada's only mile-long grade A racetrack located in YEG Airport City.

The racetrack at Century Mile is operational year-round with live horse races happening 35+ weeks of the year!

Century Mile horse races are broadcast in more than 400 Off Track Betting sites located in Canada, the US, and around the world.

The property boasts of beautiful event space and catering, bars and restaurants, electronic games and hundreds of slot machines.





Our In-Casino Visitors

In 2022, Century Mile served nearly 350,000 in-casino guests. This year visits are trending higher.

The fabulous group of individuals we call customers are:

- Mostly from high-income earning households
- Vary in age-group from the retired to young professionals
- Own and operate businesses
- Have rural properties like farms, ranches, and acreages with stables
- Come from neighboring communities including the city of Edmonton
- Are international and business travelers en route via neighboring Edmonton International Airport

Let the Numbers Do the Talking

4000-5000 expected Derby attendees

We're anticipating a big crowd for the 94th Running of the Canadian Derby. Last year, our post-COVID event saw 3200 people walk through the gates. This year, we're expecting a rush for tickets!

Century Social Media Followers: 43,000+ Alberta-Wide

Our followers on social media are active and engaged. We'll be using our various channels to tell stories about the races, the horses and about our generous sponsors.

1.45 Billion people worldwide watched or bet on a horse race in 2020

Horse Racing! Prestigious and adored by many throughout the years. It's a thrill to see the speeding horses and amazing to hear the thunder of their hooves racing toward the finish line.

Fun Fact! The Canadian Derby broke a 25 year record in 2022

More than \$1.9 Million was wagered on the races. That's the highest number of dollars bet on the Derby since 1998.





Branding Opportunities at a Glance

**Triple Crown Partner
\$50,000**

**Winner's Partner
\$35,000**

**Paddock Partner
\$25,000**

Designation as Title Partner on all marketing material	√		
Designation as Winners Circle Sponsor		√	
Designation as Paddock Lounge Sponsor			√
Logo inclusion in Derby Advertising	Total Name and Logo Inclusion	Logo in Racing SM Ads	Logo in F&B SM Ads
Logo inclusion on Branded Event Media Wall	√	√	√
Complimentary Creation of 30 Second Video	√	√	√
Promotional video aired during LIVE broadcast & on the Jumbotron (30 seconds)	x 3	x2	x1
All Season Outdoor Inner Track Rail Banner	2 Banners	1 Banners	1 Banner
All Season Banner Placement (May - December)	Jumbotron	Winners Circle	Paddock
Ad in 94th Canadian Derby Program	DPS	Full Page Ad	Half Page
Social Media Posts	Total Inclusion	4 x week of Derby + 4 x week prior	4 x week of Derby
On-site kiosk/promotional space	√	√	

Triple Crown Title Partner



Investment \$50,000

The 94th Canadian Derby presented by (your company name) sure has a nice ring to it!

Here's what your company will get in addition to the items listed in the previous page:

- An elegant Trackside Cabana complete with a cash bar on Derby day for up to 30 guests*
- Trophy Presentation to the winning connections of the 94th Canadian Derby. Photo included
- Exclusive paddock experience - accompany a Century Mile representative into the pre-race paddock
- Invitation to Derby Preview on Friday morning
- Interview about your company during the official LIVE broadcast of the Canadian Derby
- A 30 second video commercial broadcast 3 times day of
- Media bag promotional material inclusion**
- Inclusion in sponsor thank you video to be played during live broadcast and on social media
- 3 x 10 second LIVE read commercial during broadcast
- Full Page Ad in Racing Programs all season long

*food not included
**to be approved by Century



Winner's Circle Partner



Investment \$35,000

The Winner's Circle of the 94th Running of the Canadian Derby is brought to you by (your company name)!

Here's what you're company will get in addition to the items in the previous page:

- 6 Tickets for Sponsor Cabana
- Trophy Presentation to the winning connections of the Century Oaks Stakes Race. Photo included.
- Invitation to Derby Preview on Friday morning
- A 30 second video commercial aired 2 times day of
- Inclusion in sponsor thank you video to be played during live broadcast and on social media
- 2 x 10 second LIVE read commercial during broadcast
- Media bag promotional material inclusion*
- ½ Page Ad in Racing Programs all season long

*to be approved by Century



Paddock Lounge Partner



Investment \$25,000

The (your company name) Paddock Lounge Bar at the 94th Running of the Canadian Derby!

Here's what your company will get in addition to the items in the previous page:

- 4 Tickets for Sponsor Cabana
- Trophy Presentation to the winning connections of the *Speed to Spare* Stakes Race. Photo included.
- A 30 second video commercial aired once day of
- Inclusion in sponsor thank you video to be played during live broadcast and on social media
- 1 x 10 second LIVE read commercial during broadcast
- Media bag promotional material inclusion*
- ¼ Page Ad in Racing Programs all season long

*to be approved by Century



Derby Shuttle Partner

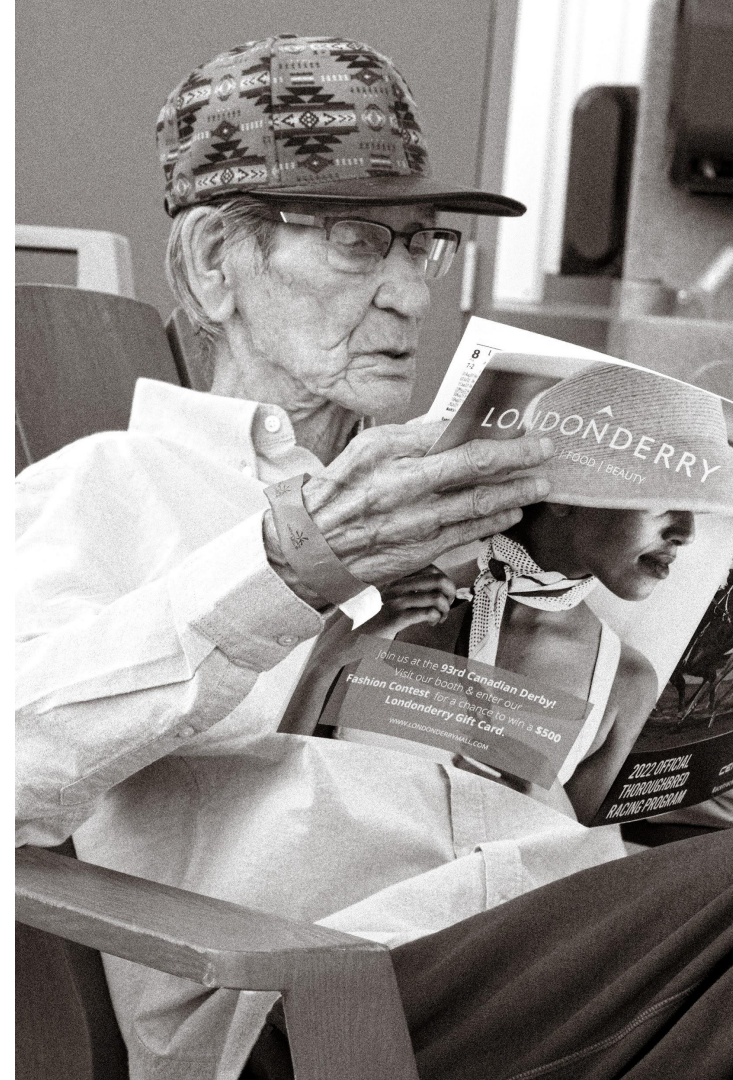


Investment \$5000

Package Includes:

- 6-pack of Tickets to the Derby Beer Gardens
- Magnetic signs on exterior of shuttle
- Opportunity to place promotional material in the interior of the shuttle
- A 30 second video commercial about your company produced by Century Casinos Alberta
- Logo inclusion on branded event media wall
- Inclusion in sponsor thank you video to be played during live broadcast and on social media
- 10 second LIVE read commercial during broadcast
- Banner post to social media x2 the week of Derby and x2 the week prior
- Media bag promotional material inclusion*
- Box Banner ad in 94th Derby Program & all season long

*to be approved by Century



Century Community Partner



Investment \$3000

Package Includes:

- 4-pack of Tickets to the Derby Beer Garden
- Logo inclusion on branded event media wall
- Inclusion in sponsor thank you video to be played during live broadcast and social media
- 1 x 10 second LIVE read commercial during broadcast
- Media bag promotional material inclusion*
- Box Banner ad in 94th Derby Program & all season long

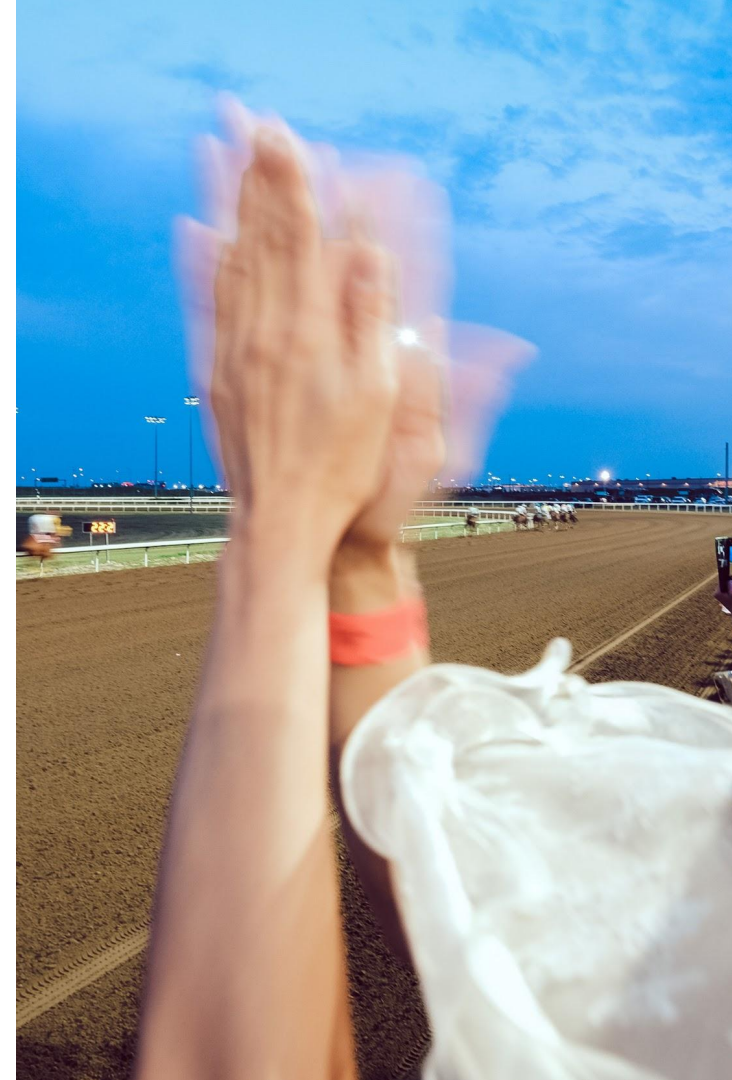
*to be approved by Century



Canadian Derby Racing Sponsors



		Number Available
<p>30 Second Commercial Includes production: \$3500 Full Season Broadcast: \$5500</p>	<p>Broadcast your commercial to our audience watching the Canadian Derby. To be played TWICE on the racetrack Jumbotron and broadcast all over the world PLUS your commercial will play all season every racing day during the races.</p>	
<p>2-Minutes to Post Derby Day: \$2500 All Season: \$4000</p>	<p>Attach your brand to this pre-race announcement on Derby Day! Announced LIVE over the loudspeakers and broadcast all over the world</p>	
<p>Race Replay Derby Day: \$2500 All Season: \$4000</p>	<p>Attach your company name to this post-race announcement on Derby Day! Announced LIVE over the loudspeakers and broadcast all over the world</p>	
<p>Inner Track Rail Banner Derby Day: \$2500 All Season: \$4000</p>	<p>Prime location! Your logo and messaging will be captured in all photos and videos of the races at the homestretch. 10' x 22" banner space</p>	
<p>Apron Rail Banner Derby Day: \$1000 All Season: \$3000</p>	<p>High Traffic location! Fans gather here to watch the races. Get your brand in front of them with an 6' x 27" banner</p>	



94th Canadian Derby Commemorative Program Ad Space



		Number Available
DPS Black & White Ad Derby Day: \$1000	Make a big impact with a double page spread ad. Two full pages for one big ad! A 10-pack of General Admissions included.	
Full Page Black & White Ad Derby Day: \$650 All Season: \$1900	Get your brand noticed with a full page ad. A 6-pack of General Admission tickets is included.	
½ Page Black & White Ad Derby Day: \$375 All Season: \$1000	Your ad will fill half a page. 4 General Admission tickets are included.	
¼ Page Black & White Ad Derby Day: \$250 All Season: \$700	It's not the size of the ad but its contents that matter! A quarter page ad needs bold messaging. 2 General Admissions included.	



Sponsorship Agreement



✓	Partnership Options	Investment
	Triple Crown Title Partner	\$50,000
	Winner's Circle Partner	\$35,000
	Paddock Lounge Partner	\$25,000
	Derby Shuttle Partner	\$5000
	Century Community Partner	\$3000

Accepted by: _____ Title _____

Signature: _____ Date: _____



Sponsorship Agreement



✓	Partnership Options	Investment
	30 Second Commercial	
	2 Minutes to Post	
	Race Replay	
	Inner Track Rail Banner	
	Apron Rail Banner	
	Racing Program Ad Size: _____	

Accepted by: _____ Title _____

Signature: _____ Date: _____



We Look Forward to Partnering with Your Brand



For more information, reach out!

Events and Sales Manager

Onderia Robie

onderia.robie@cnty.com

780-893-8077

Or

Communications & PR Specialist

Erin Slobodian

erin.slobodian@cnty.com

587-335-0825

Thank you