



Oregon Thoroughbred Owners & Breeders Association



2013 Sponsorship Proposal

OVERVIEW

Oregon Thoroughbred Owners & Breeders Association

The Oregon Thoroughbred Owners & Breeders Association (Oregon TOBA) is a non-profit corporation committed to serving the interests of Oregon's breeding and racing industries. Our mission is to increase public interest through promotion and advancement of the breeding and racing of Oregon Thoroughbreds. Our goal is to strengthen the Oregon Thoroughbred industry both in breeding and racing with innovative ideas and incentive programs..



Portland Meadows

Portland Meadows is Oregon's only commercial horse racing track. Located off Interstate-5 in north Portland, its presence is critical to horse racing in the state. The sport has a long history and a spirited following in the state. Racing in Oregon dates back to at least 1861, when horse races were held at Oregon's first state fair.



Oregon Championship Day (Nov. 17th)

Oregon Championship Day a special race day that celebrates the best in Oregon horse racing. It is a uniquely Oregon event in which only Oregon horses can compete. The following stakes races will be contested on Championship Day and are available for sponsorship:

- \$15,000 Bill Weinberg Stakes
- \$15,000 Janet Weinberg Stakes
- \$15,000 Oregon Hers
- \$15,500 Oregon His
- \$15,000 Lethal Grande Sprint Championship



Live racing starts at 12:00 PM and there will be activities for the family.

- Horseplay - Kids' zone.
- Oregon Craft Beer Festival. Sample over 15 different and unique Oregon beers.
- Special Oregon-themed Turf Club Buffet (reservations required).
- Jockey Autograph Session.

\$25,000 Oregon Derby (Jan. 19th)

Portland Meadows and OTOBA kick off the New Year and the Derby season with the Oregon Derby. Oregon-bred three-year-old Thoroughbreds will compete for the \$25,000 purse. As one of the final events of the 2013-2014 racing season, this promises to be an exciting event.





“When that gate pops open and the horses just explode out—there's nothing like that. But you have to be there, or you'll never understand the thrill.”

***~ Race fan
Portland Monthly Magazine***

OTOBA provides event sponsors and advertisers with high-profile marketing options to reach a committed and growing market of Thoroughbred breeders, owners and fan. Our annual Oregon Championship Day in November of each year draws a large crowd of excited horse racing fans. This year, we will also be offering an Oregon Derby. These races celebrate the best of our Oregon-bred Thoroughbreds and are always thrilling and well-attended.

OTOBA can offer each sponsor one of our all-inclusive packages or create a customized package that best meets the needs of your marketing plan. Either way, our client-focused staff will take care of you from start to finish.

Through sponsorship and/or advertising among the horse racing community, you will benefit from:

- ★ **Quality business cultivation through a long-term relationship with horse racing enthusiasts.**
- ★ **Name recognition in the equine and racing communities.**
- ★ **Maintaining and building brand equity.**
- ★ **Leveraging on exceptional loyalty to supporting advertisers and sponsors.**

SPONSORSHIP PACKAGES

Winners Circle Sponsor - \$500

- ⓪ Named as title sponsor of selected race;
- ⓪ ¼ page B&W print ad in Portland Meadows' race day program;
- ⓪ Full page B&W print ad in *The Oregon Horse* magazine;
- ⓪ Table and space available on race day for company materials, etc;
- ⓪ Subscription to *The Oregon Horse* magazine and *PostTimes* e-newsletter;
- ⓪ Logo and acknowledgement on OTOBA printed materials, post cards, VIP invitations, press releases, etc.;
- ⓪ Sponsorship acknowledgement in event program;
- ⓪ Company representative invited to and acknowledged Winners Circle for sponsored race;
- ⓪ Picture of winning horse;
- ⓪ Digital advertising on OTOBA website and OTOBA's e-newsletter *PostTimes* (logo and link to your website);
- ⓪ Social media acknowledgement postings.



Turf Club Sponsor - \$350

- ⓪ Named as sponsor of selected race;
- ⓪ One-half page B&W print ad in *The Oregon Horse* magazine;
- ⓪ Subscription to *The Oregon Horse* magazine and *PostTimes* e-newsletter;
- ⓪ Logo and acknowledgement on any OTOBA printed materials, e.g. post cards, VIP invitations, press releases, etc.
- ⓪ Sponsorship acknowledgement in event program;
- ⓪ Company representative invited to and acknowledged in Circle for sponsored race;
- ⓪ Picture of winning horse;
- ⓪ Digital advertising on OTOBA website and OTOBA's newsletter *PostTimes* (logo and link to your website);
- ⓪ Social media acknowledgement postings.



Clubhouse Sponsor - \$250

- ⓪ One-quarter page B& W print ad in *The Oregon Horse* magazine;
- ⓪ Subscription to *The Oregon Horse* magazine and *PostTimes* e-newsletter;
- ⓪ Logo and acknowledgement on OTOBA printed materials, post cards and press releases,
- ⓪ Sponsorship acknowledgement in event program;
- ⓪ Digital advertising on OTOBA website and OTOBA's newsletter *PostTimes* (logo and link to your website);
- ⓪ Social media acknowledgement postings.



Paddock Sponsor - \$150

- ⓪ Business card B& W ad in *The Oregon Horse* magazine;
- ⓪ Subscription to *The Oregon Horse* magazine and *PostTimes* e-newsletter;
- ⓪ Sponsorship acknowledgement in event program;
- ⓪ Digital advertising on OTOBA website and OTOBA's e-newsletter *PostTimes* (logo and link to your website);
- ⓪ Social media acknowledgement postings.

**OR LET US PUT TOGETHER A
CUSTOM PACKAGE FOR YOU!**



MARKETING OPPORTUNITIES WITH OTOBA

SPONSORSHIP ~ MAGAZINE ~ DIGITAL



Our goal is providing value for your sponsorship investment by placing your business or product before our audience as frequently as possible.

You can help us support a stronger racing community by partnering with OTOBA as an advertiser or sponsor.

For more information on sponsorships or advertising, contact Lynnelle Fox Smith, OTOBA Executive Director, at (503) 285-0658 or lynnelle@oregontoba.com.

Oregon Thoroughbred Owners and Breeders Association
info@oregontoba.com ♦ www.oregontoba.com
PO Box 17248, Portland, OR 97217



Sponsorship

Sponsorship with OTOBA provides advertisers with a low-cost opportunity to reach a committed and growing market of Thoroughbred owners and breeders. Sponsorship opportunities are available for Oregon Championship Day and the Oregon Derby.

Contact Name:	
Business Name:	
Address:	Phone:
City/State Zip:	Fax:
E-Mail:	
Ad Size:	
Graphics Design Contact (name/phone):	

EVENT: Oregon Championship Day Oregon Derby Other _____

<u>Sponsorship Level</u>	<u>Price</u>
Winners Circle Sponsor <small>Do you need space/table? <input type="checkbox"/> yes <input type="checkbox"/> no</small>	\$500
Turf Club Sponsor	\$350
Clubhouse Sponsor	\$250
Paddock Sponsor	\$150
Total Amount Due:	\$

PAYMENT: Check Make check payable to: *Oregon Thoroughbred Owners & Breeders Association*
 Credit Card (Visa/MasterCard) CC#: _____
Exp. Date: _____ CCV#: _____

All ad payments must be received by 25th of the month prior to the event
Mail ad form/payment to: Oregon TOBA, P.O. Box 17248, Portland, OR 97217

- ✓ **Email ads directly to:** Kelly O'Neill at kelly@oregontoba.com. Questions? Call (503) 285-0658.
- ✓ **All ads must be received by the 25th of the month prior to the event.**
- ✓ **If you have any questions** regarding the layout or other ad specifications, please contact kelly@oregontoba.com.

DIGITAL OUTPUT REQUIREMENTS

- Preferred files are high resolution PDF files (press-optimized, fonts and images embedded).
- Also acceptable are native files generated in PageMaker 7.0 for PC (IBM compatible), InDesign, Illustrator and/or Photoshop.
- Include ALL files used to create document.
- Supply ALL fonts (include screen and printer fonts, no True Type).
- Include FINAL digital proofs (color files should include a composite and separations).
- Images must be CMYK or grayscale, TIFF or EPS, between 300 and 400 dpi, right reading, portrait mode only, 100% size, no rotations, scanned at high resolution. We do not adjust color on digital images. If possible, please supply a hard copy proof with digital images.
- All colors must be CMYK converted. No Pantone colors, please. If Pantone is supplied, we will try to match the color. We do not take responsibility for any color variations resulting from this conversion.
- Ad submission accepted on CD, Zip disk or via e-mail.

Signature of authorized representative

Date