



Turf Paradise Sponsorship Opportunities

Since 1956 Turf Paradise, originally known as Phoenix Downs and Thoroughbred Horse Racing was the 1st organized professional sport franchise in Arizona. Entering our 55th season, Turf Paradise is now the 3rd largest sports attraction and holds one of the longest seasons running each October 1st through May 8th. Turf Paradise has developed an in state OTB (Off Track Betting) system with over 65 sites throughout the state and also our racing signal is shown in approximately 40 countries. Today's technology allows Turf Paradise and their Sponsors to reach customers and project brand recognition around the globe. Turf Paradise customers wagered over \$100 Million in 2009.

Sponsors have the opportunity to show case their brands to potential customers from our direct employee base of 650 plus 4,000 horse owners, breeders, trainers and jockeys affiliated with the behind the scenes operations of the track.

Turf Paradise key **sponsors** that enjoy a long term corporate sponsorship include; Coke-Cola, Anheuser-Bush, La Quinta Inns & Suites. Every sponsorship is designed to fit the individual objectives of our corporate partner. The possibilities are endless in Paradise.

SPONSORSHIP OPPORTUNITIES:

Signage – Tri-Vision, tote board, banners, in-door signage

Official Program – Color and black & white advertisements. Programs sold on track & in over 65 OTB sites throughout Arizona.

Tote Ticket – over 9 Million impressions

Television advertising – over 20 Million impressions throughout our simulcast on track and OTB network 15 & 30 second commercials available.

On-Site Sampling – 10 x 10 promotional tents for on site sales & merchandise displays

Event Sponsorships – Sponsor branding in all Turf Paradise TV, radio, print, internet advertising and logo placement on premium giveaway items.

Website – newly designed site with over 50,000 views daily

Live Product Endorsements – reinforce brand recognition and product sales

Internet Direct Mail – Advertise to Turf Paradise's over 4000 customers

Race Sponsorship – Exposure throughout the simulcast system.

Ride & Drive Events – 350,000 sq. ft un-obstructive parking lot, catering & security

For more information about Sponsorships Opportunities:
Contact Serena Simms by email ssimms@turfparadise.net or phone 602-942-1101.

