

Beverage Packages



Supreme Beverage Package

Liquor
List of Supreme brands provided upon request.

Beer and Wine
Domestic: Budweiser, Bud Light, Coors, Coors Light, Michelob Ultra and Miller Lite
Imported: Corona, Dos Equis XX, Heineken, Modela and Stella
Wine: Cabernet, Merlot, Pinot Noir, Chardonnay, Pinot Grigio, White Zinfandel and Moscatto

Non-Alcoholic
Soft drinks, iced tea, bottled water and assorted juices.

2 Ticket package: \$19 per person (2-tickets per person)
3 Ticket package: \$29 per person (3-tickets per person)
4 Ticket package: \$39 per person (4-tickets per person)

Beer and Wine Package

Beer and Wine
Domestic: Budweiser, Bud Light, Coors, Coors Light, Michelob Ultra and Miller Lite
Imported: Corona, Dos Equis XX, Heineken, Modela and Stella
Wine: Cabernet, Merlot, Pinot Noir, Chardonnay, Pinot Grigio, White Zinfandel and Moscatto

Non-Alcoholic
Soft drinks, iced tea, bottled water and assorted juices.

2 Ticket package: \$15 per person (2-tickets per person)
3 Ticket package: \$21 per person (3-tickets per person)
4 Ticket package: \$26 per person (4-tickets per person)

Classic Beverage Package

Liquor
List of Classic brands provided upon request.

Beer and Wine
Domestic: Budweiser, Bud Light, Coors, Coors Light, Michelob Ultra and Miller Lite
Imported: Corona, Dos Equis XX, Heineken, Modela and Stella
Wine: Cabernet, Merlot, Pinot Noir, Chardonnay, Pinot Grigio, White Zinfandel and Moscatto

Non-Alcoholic
Soft drinks, iced tea, bottled water and assorted juices.

2 Ticket package: \$16 per person (2-tickets per person)
3 Ticket package: \$24 per person (3-tickets per person)
4 Ticket package: \$32 per person (4-tickets per person)

Soft Drink and Water Package

Non-Alcoholic
Soft drinks, iced tea, bottled water and assorted juices.
\$8 per person

\$125 BAR SET-UP FEE REQUIRED FOR BAR SERVICE PACKAGES PLUS TAX GRATUITY NOT INCLUDED AT THE BAR

Corporate Opportunities



Win, Place & Showcase Your Brand

We want to invite your company to partner with us so that we can assist in aligning your business to approximately a million fans each season. Let us put the tradition and excitement of horseracing to work for you, whether you are looking to market to families, young adults, or business executives, Turf Paradise offers a media mix that gives you the greatest visibility and value at a local, national and international level. Let us create the perfect package to suit your brand, product or service. Get your brand name out of the gate and in the winner's circle!

Contact us at 602-375-6403 or email at ssimms@turfparadise.net

Events

Turf Paradise hosts a number of premium events during the racing season. Naming rights and corporate partner packages are available for each event. Partnerships include a combination of the following title recognition, event signage, logo placement on all promotional materials, race track signage, media & print exposure, on site sampling, bounce back couponing and product displays.

Televise Your Message

Turf Paradise's broadcast signal reaches:
1000 TVs on track
Over 65 Off Track Betting Sites (OTBs) throughout Arizona
1200 OTBs throughout the US and in over 40 countries
Over 1 Million total viewership

RACE TO MEET YOUR AUDIENCE

Advertising with horse race track digital screens allows your brand to be given a built-in audience that will be fixated on what you are selling. Engaging an audience with this form of alternative media becomes easy when everyone at the track is looking at the screens for race action, results, and upcoming race information. The audience that you are reaching literally spends hours looking at the digital screens on which your company advertising will be featured multiple times a day. Available inventory: 15/30 second commercial spots.

TELEVISED BRANDING RIGHTS

Showcase your brand message multiple times a day and be seen by thousands of potential customers by televising your logo on Turf Paradise's broadcast as the sponsor of our daily video slates such as Instant Replays, Photo Finishes, Call to Post, and Pick 5 to name a few. It is as simple as sending a tiff or Jpeg file

Digital Media Advertising

Turf Paradise's social media and web site directly reaches thousands of fans in and out of state 365 days a year.

- Over 12,000 Face Book Followers
- Over 1.6 Million web sites visits annually
- Logo placement on e-blasts with over 10,000 mailing list

Print Advertising Opportunities

PROGRAM ADS

Over 200,000 Turf Paradise Official Racing Programs are sold annually at the track and at all the OTB sites throughout the state. Ads run daily throughout the year and can provide a connection between racing fans and your business. Your ad can be changed multiple times throughout the year to promote what's important to you. Horsemen's Condition Books, printed 10 times a season, and mailed out to over 2000 Horse owners, Trainers, is a perfect way to target your customers.

On Site Signage

Signage opportunity allows for branding exposure to guests and will be viewed by more than 800,000 visitors annually. Let us strategically place your advertisement in high traffic areas throughout our facility.

TOTE BOARD

10' x 20' is the focal point of the race track and viewed by millions displayed year round – viewed on camera on track & televised throughout our simulcast system.

2' X 4' POSTERS

Displayed in high traffic areas throughout the venue

WINNER CIRCLE SIGNAGE

Profile highly viewed on track & televised million impressions throughout the day every day!

TABLE TENTS

Increase sales and display your brand in front of every guest in over 2 large dining rooms & 9 bars located throughout the building

BANNER REAL ESTATE

Suggestive selling to guests as they travel throughout the building

VENUE NAMING RIGHTS

Party on the Rail is the place to be seen.