The 110th Running of the Millarville Races

July 1st, 2015

Sponsorship & Advertising Opportunities

See You at the Races!
Be a part of the Tradition...

The Annual Millarville Races are one of several sanctioned events sponsored by the Millarville Racing and Agricultural Society (MRAS). The MRAS is a registered Not-for-Profit agricultural society which operates a major facility in the Millarville area of the M.D. of Foothills, approximately 20 miles southwest of the City of Calgary, in the Province of Alberta. The Society is a community based organization functioning and operating primarily on the basis of volunteer participation from the community and surrounding areas.

The Millarville Races are run on July 1st every year at the same location, and in fact the first races were run at our track in 1905 shortly before Alberta became a province.

The main focus of the event is, of course, the horse races, however the Race Committee has a stated objective of making this a “Fun Day” for families and not just a day for placing your two dollar bet on the racing horses.

The day’s agenda includes foot racing events for all the kids, and multiple novelty races for everyone’s enjoyment. There are also many kid oriented such as a petting zoo, pony riding, etc., a money hill and other attractions for the younger generation to enjoy; making sure this is truly a “Family Fun Day experience”.

And what better way to celebrate Canada Day than to watch the precision of the Millarville Musical Ride, Ladies Side Saddle Race or to follow our home grown “Stock Horse Race” which is entered enthusiastically every year by local horsemen and women. The winners have bragging rights for the entire year. The classic of the day has become the PACK HORSE RACE at the end of the regular horse races.

Sponsorship & Advertising

Historically the Millarville Races did not solicit advertising or sponsorships, however the cost of operating the Races and primarily the cost of providing adequate purse money to ensure enough owners, horses, and jockeys will be motivated to come to our one day Race Meet, forced the Race Committee to seek additional sources of funding to ensure the success of the Races and Race Day.

Attached is a detailed outline of the sponsorship and advertising opportunities we are offering, to allow your participation at various levels. These packages can be customized to meet individual sponsors’ needs and can be shared or be exclusive.

The Millarville Races, held on Canada Day each year, are well attended and are covered extensively in the local press and in Calgary media. This is a prime opportunity to get your message in front of an enthusiastic audience.
# Sponsorship & Advertising Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Cost</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gold Sponsorship</strong></td>
<td>$2,500</td>
<td></td>
</tr>
</tbody>
</table>
- Includes sponsorship signage on the in-field fence, in view from the grandstand (maximum 4’ x 8’ size).
- Name, logo and advertising message (full page ad) in the race program as well as acknowledgement on the MRAS website.
- Public announcements (maximum 30 words) throughout the races – to include company profile & electronic tote board signage (maximum 5 lines @ 26 characters per line).
- Six (6) VIP admission passes, including access to the VIP tent and grandstand seating. |
| **Silver Sponsorship** | $1,250 |  
- Includes sponsorship signage on the in-field fence, in view from the grandstand (maximum 3’ x 6’ size).
- Name, logo and advertising message (half page ad) in the race program, as well as acknowledgement on the MRAS website.
- Public announcements (maximum 30 words) throughout the races – to include company profile & electronic tote board signage (maximum 5 lines @ 26 characters per line).
- Four (4) VIP admission passes, including access to the VIP tent and grandstand seating. |
| **Bronze Sponsorship** | $750 |  
- Includes sponsorship signage on the in-field fence, in view from the grandstand (maximum 3’ x 6’ size).
- Name, logo and advertising message (quarter page ad) in the race program as well as acknowledgement on the MRAS website.
- Public announcements (maximum 30 words) throughout the races – to include company profile & electronic tote board signage (maximum 5 lines @ 26 characters per line).
- Two (2) VIP admission passes, including access to the VIP tent and grandstand seating. |
Sponsorship & Advertising Opportunities

Blanket Sponsorship $400

- Includes the provision of one blanket for one race, printed with race and sponsor names.
- One representative from your organization will present the blanket in the Winners Circle following the race. Presentations will be photographed and photos provided to sponsors.
- Name and logo in the race program and acknowledgement on the MRAS website.
- Two (2) VIP admission passes, including access to the VIP tent and grandstand seating.

Tote Board Full Time Signage $350

- Includes a 3’ x 8’ advertising sign, supplied by the sponsor, installed on the tote board trailer in front of the grandstand, for the full day – four positions available.
- Name and logo in the race program and acknowledgement on the MRAS website.
- Two (2) VIP admission passes, including access to the VIP tent and grandstand seating.

Tote Board Electronic Signage $250

- Includes a 20 to 35 second company advertisement displayed on the tote board – full screen intermittently before races begin and between races. Approximately twelve separate time slots are available – i.e.: twelve different advertisers. As the picture shows above, the message can be 5 lines long and have a maximum of 26 characters per line.
- Two (2) VIP admission passes, including access to the VIP tent and reserved grandstand seating.
Sponsorship & Advertising Application

Sponsorship or Advertising Level: ____________________________ Amount $________

Contact Name _____________________________________________________________________________

Company Name _____________________________________________________________________________

Mailing Address _____________________________________________________________________________

Phone Number ___________________________ Cell Number ___________________________

Email address _____________________________________________________________________________

Credit Card Number ___________________________ Expiry Date ___________________________

Authorized Signature _______________________________________________________________________

Other Information or Information Request _______________________________________________________

_________________________________________________________________________________________

Please return to: John Lohnes by email: john.lohnes@vistageomatics.com. After that we can make other arrangements to receive any or all of the items below.

✓ Please make your cheque payable to the Millarville Racing & Agricultural Society.
✓ All signage to be fabricated supplied and installed by the sponsor prior to Race Day.
✓ Sponsors to supply advertising message, logo etc., in electronic form, no later than June 15, 2015.
✓ Wording for public announcements or electronic Tote Board message to be provided, in electronic form, no later than June 15, 2015.