

RUNNING THE TRACK SINCE 1905

119TH
**MILLARVILLE
RACES**

July 1  2024

SPONSORSHIP
& ADVERTISING
OPPORTUNITIES

Partner with us to continue a 119 year legacy in Millarville

The Annual Millarville Races are hosted each year, on July 1st, by the Millarville Racing and Agricultural Society (MRAS). MRAS is a registered Not-for-Profit agricultural society. Our facility is located approximately 32 km's southwest of Calgary. The Society is a community based organization functioning and operating primarily with volunteer participation from the Millarville community and surrounding areas.

The Millarville Races have been run at our track since 1905, shortly before Alberta became a province. The main focus is the horse races but the Race Committee has a historical mandate to make this a **"fun day for the whole family."**

The day's agenda includes foot racing events for the kids and multiple novelty races for everyone's enjoyment. There are also many child oriented activities such as: a money hill and other games and attractions for the younger generation to enjoy. Many of our visitors have been attending this family celebration of Canada Day for generations.

What better way to celebrate Canada Day than to watch our local events; the Ladies' Side Saddle Race, our home grown Stock Horse Race, which is entered enthusiastically every year by our local men and women. The winners have bragging rights for the entire year. Following these events the we move to the excitement of Pari-mutuel thoroughbred racing, continuing a long tradition at Millarville.

Photos by Steven Quon



JULY 1



MILLARVILLE RACES

119TH

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SPONSORSHIP & ADVERTISING OPPORTUNITIES

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 attend our one day Race Meet, caused the Race Committee to seek additional sources of funding, to ensure the continuation of the event.

Attached is an outline of the sponsorship and advertising opportunities we offer, to allow partnerships at various levels.

The Millarville Races, attracts a large crowd of enthusiastic supporters. We host up to 6,000 visitors and as a result are covered extensively in the local press and in Calgary media. This is a prime opportunity to show your support for the community and get your message in front of an enthusiastic audience.

Photos by Twisted Tree Photography



Photo By Twisted Tree Photography

JULY 1  MILLARVILLE RACES

The Millarville Derby VIP Experience

Welcoming our Sponsors & VIPs

The Millarville Derby is a fabulous opportunity to dress up in your own elegant take on "Derby Western!" There are no rules, but we expect fabulous fascinators will figure prominently.



Sponsorship packages include a number of Millarville Derby passes for you and your guests (no. depends on sponsorship level), which grant entrance to the Races, VIP parking close to the tent (available before 11am), a cocktail, and lunch. You'll also find shade and exclusive pari-mutuel betting terminals!

This event has sold out in the past number of years, so we encourage you to purchase any additional tickets early.



RMB Photography
www.rmbphotography.ca



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www.rmbphotography.ca

First Nations Relay

See First Nations relay racing teams in action, where bareback riders swap horses and circle the track at top speed.



First Nations Relay Sponsorship

\$1500

Includes:

- Sponsorship sign on the in-field fence, easily visible from the grandstand (maximum 4' x 8' size).
- Name, logo and advertising message (half page ad) in the race program; an electronic tote board message (maximum 5 lines @ 26 characters per line). Also exposure on the Races Facebook Page.
- Public announcement (maximum 30 words) broadcast throughout the races.
- Four (4) VIP admission passes, including access to the VIP tent and grandstand seating.

Tickets to the VIP experience have sold out in previous years so we encourage you to purchase additional tickets early.



Gold Sponsorship

\$4000

Includes:

- Sponsorship sign on the in-field fence, easily visible from the grandstand (maximum 4' x 8' size).
- Name, logo and advertising message (full page ad) in the race program; an electronic tote board message (maximum 5 lines @ 26 characters per line); your logo on the Races advertising poster, MRAS website and Race's Facebook page.
- Public announcement (maximum 30 words) broadcast throughout the races.
- Six (6) VIP admission passes, including access to the VIP tent.
- VIP parking, on the grounds, for six (6) guests.

Tickets to the VIP experience have sold out in previous years so we encourage you to purchase additional tickets early.

Silver Sponsorship

\$2000

Includes:

- Sponsorship sign on the in-field fence, easily visible from the grandstand (maximum 4' x 8' size).
- Name, logo and advertising message (half page ad) in the race program; an electronic tote board message (maximum 5 lines @ 26 characters per line). Also exposure on the Races Facebook Page.
- Public announcement (maximum 30 words) broadcast throughout the races.
- Four (4) VIP admission passes, including access to the VIP tent and grandstand seating.
- VIP parking, on the grounds, for four (4) guests.

Tickets to the VIP experience have sold out in previous years so we encourage you to purchase additional tickets early.

Bronze Sponsorship

\$1250

Includes:

- Sponsorship sign on the in-field fence, easily visible from the grandstand (maximum 3' x 6' size).
- Name, logo and advertising message (quarter page ad) in the race program.
- Public announcement (maximum 30 words) broadcast throughout the races; an electronic tote board message (maximum 5 lines @ 26 characters per line). Also exposure on the Races Facebook Page.
- Two (2) VIP admission passes, including access to the VIP tent and grandstand seating.
- VIP parking, on the grounds, for two (2) guests.

Tickets to the VIP experience have sold out in previous years so we encourage you to purchase additional tickets early.

Blanket Sponsorship

\$550

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.
- Public announcement (maximum 30 words) advertised during your race.
- Two (2) VIP admission passes, including access to the VIP tent and grandstand seating.

Tickets to the VIP experience have sold out in previous years so we encourage you to purchase additional tickets early.

Tote Board Full Time Signage

\$500

Includes:

- Sponsorship sign on the tote board trailer, easily visible from the grandstand (maximum 3' x 6' size), an electronic tote board message (maximum 5 lines @ 26 characters per line) and your company name in the race program.
- Two (2) VIP admission passes, including access to the VIP tent and grandstand seating.

Tickets to the VIP experience have sold out in previous years so we encourage you to purchase additional tickets early.

Full Page Ad In The Race Program

\$1000

Includes:

- Color ad up to 7.5" x 10.375" in size. The ad file should be in pdf format.

Half Page Ad In The Race Program

\$500

Includes:

- Color ad up to 7.5" x 5" in size. The ad file should be in pdf format.

Photos by Steven Quon



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MILLARVILLE RACES

2024

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 form to Brent Foster (races@mras-track.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 and mail it to:
MRAS Box 68, Millarville, Alberta T0L 1K0.
- ✓ All signage to be fabricated, supplied and delivered to MRAS office by June 17, 2024.
- ✓ Sponsors to supply advertising message, logo, wording for public announcement and tote board message,
in electronic form, no later than June 10, 2024.