

RACING SINCE 1905

120TH

MILLARVILLE RACES

July 1



2025

SPONSORSHIP
& ADVERTISING
OPPORTUNITIES

Partner with us to continue a 120 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 like the Ladies' Side Saddle Race and our home grown Stock Horse Race, which is entered enthusiastically every year by our local riders. The winners have bragging rights for the entire year. Following these events we move to the excitement of Pari-mutuel thoroughbred racing, continuing a long tradition at Millarville.

If your company is interested in multi event sponsorships at the Millarville Racing and Agricultural Society for events throughout the year, please contact Colin Hill VP@mras-track.com.

For sponsorship inquiries or more information on sponsoring the Races, please contact VP@mras-track.com

Photos by Steven Quon



120TH MILLARVILLE RACES

July 1  2025

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Attached is an outline of the sponsorship and advertising opportunities we offer, to allow partnerships at various levels. GST will be added to each sponsorship amount.

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



First Nations Relay

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



JULY 1

MILLARVILLE

Event Title Sponsorship - 1 Sponsorship Available \$5,000

Includes:

- 3 Sponsorship signs on the infield 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). Also exposure on the Races Facebook Page and event poster
- Public announcement (maximum 30 words) broadcast throughout the races.
- Ten (10) VIP admission passes, including access to the VIP tent and grandstand seating.
- VIP parking, on the grounds, for 10 (10) guests.

Silver Sponsorship - Unlimited Sponsorships Available \$2,500

Includes:

- Sponsorship sign on the infield 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.
- Six (6) VIP admission passes, including access to the VIP tent and grandstand seating.
- VIP parking, on the grounds, for six (6) guests.

Bronze Sponsorship - Unlimited Sponsorships Available \$1,750

Includes:

- Sponsorship sign on the infield fence, easily visible from the grandstand (maximum 2' x 4' 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.
- Four (4) VIP admission passes, including access to the VIP tent and grandstand seating.
- VIP parking, on the grounds, for four (4) guests.

Blanket Sponsorship - **SOLD OUT** \$750

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
- Public announcement (maximum 30 words) broadcast throughout the races
- 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

Stock Horse Blanket Sponsor - **SOLD OUT** \$750

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.

Sidesaddle Horse Blanket Sponsor - **SOLD OUT** \$750

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.

Tote Board Full Time Signage - 6 Available \$600

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.

Full Page Ad In The Race Program \$500

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 \$250

Includes:

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

Photos by Steven Quon



120TH

MILLARVILLE RACES

2025

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 _____ CVV _____

Authorized Signature _____

Other Information or Information Request _____

Payment by E-transfers are preferred, email to accounting@mras-track.com. Use same email for completed form

- ✓ Please make any cheques 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 15, 2025
- ✓ Sponsors to supply advertising message, logo, wording for public announcement and tote board message, in electronic form, no later than June 1, 2025.
- ✓ GST will be added to the cost of each sponsorship