

2014 TRA ADVERTISING AND SPONSORSHIP SURVEY
April 2014

Track	In addition to racing program ad sales, what other types of media ad sales and/or sponsorships do you currently offer?	Do you sell ad space and/or sponsorships by the year, month, season or otherwise?	What are your advertising rates?	How did you determine your rates for sponsorships?
Hastings	We have bill boards and beer garden areas that are sponsored.	All of our contracts are done by the whole season	Prices range from 5 to 10k	We have an established sales package for all of our signage and areas. Prices were determined with the help of a sales consultant. A lot of our sponsorship deals will be done on a contra basis. (i.e. in kind advertising, or services from the advertising company for free)
Penn National	TV advertising on the simulcast signal	For what ever period some one is willing to pay for.	Varies based on type of advertiser. \$3,000 to \$17,000 annually for one 30 second commercial.	Unknown, set by previous personnel
Portland Meadows	Commercials during live broadcast track signage	Season/Calendar year/Special event a la carte	Variable	Historical rates/Interest from purchaser/Ability to leverage trade
Remington Park	We offer a variety of options to suit each company individually from commercial spots, digital logo board, event sponsorship	Again we tailor our sponsorship packages to the client, so we offer by the year up to a three year contract. We have the option to sell the partners page on our website monthly , although they get discounts if they have a contract for a season or year. We also have sponsorship for quarter horse and thoroughbred season only if they would like.	They vary, if the sponsorship is a package of multiple items they will discounted the more they buy. Our website sponsorship for hotels are \$1,000 and our Digital Logo Board is \$1,000 per season.	By researching other Race Track sponsorship packages and sporting venue packages.
Sam Houston	Toteboard, Billboard Interior backlit and Apron signage. Naming rights to races and pieces of the property. Jumbotron graphics and TV commercials.	We cater to the individual client but more often than not try to sell annual sponsorships.	Toteboard-\$75K and \$50K. Other signage-\$25K, \$15K and \$5K. Naming Rights pieces-\$150K-\$25K. Jumbotron \$7,500-\$12,500. Program \$15K-\$3K.	Based on my experience in the Houston market and in other sports.

Total: 5