

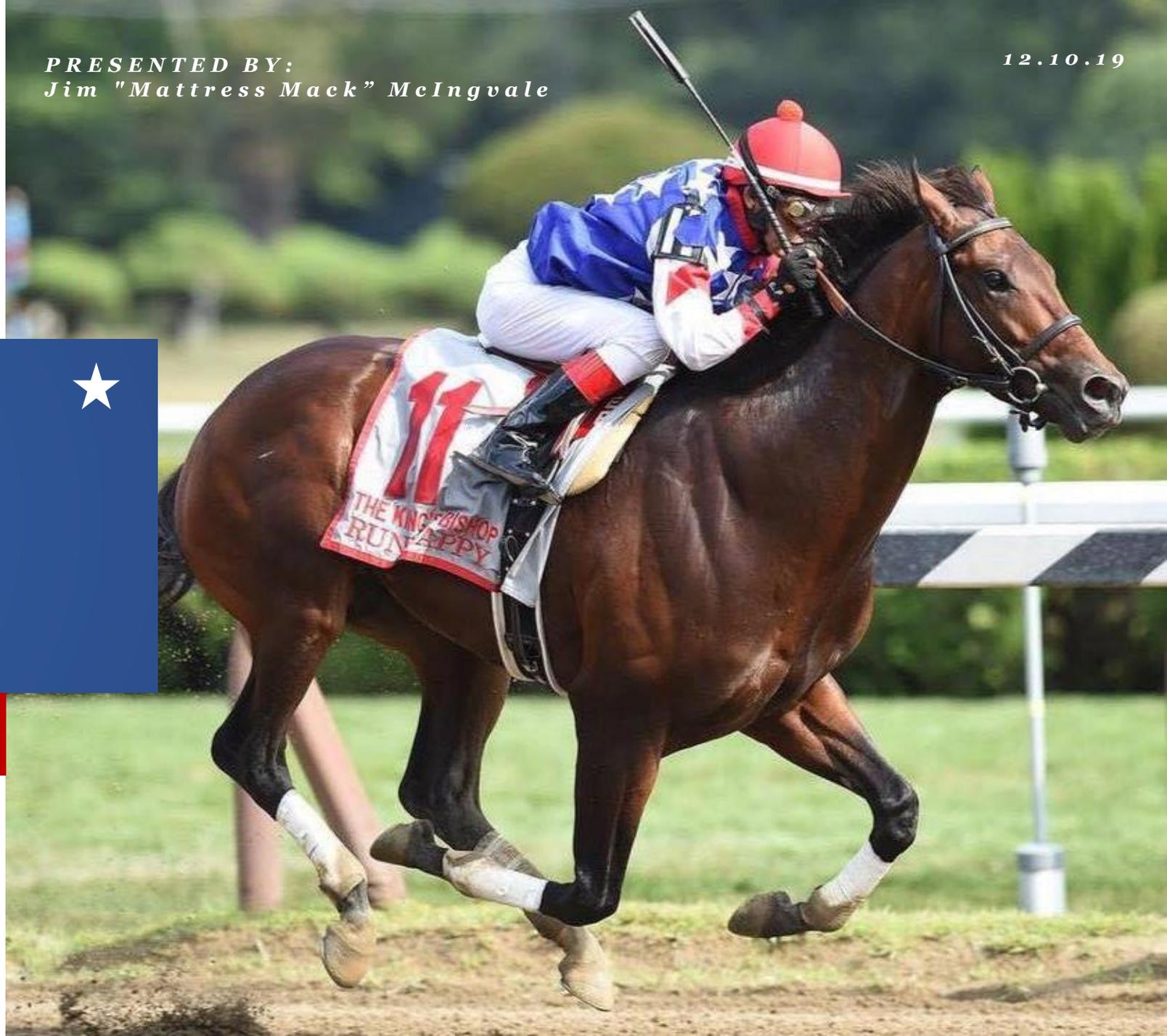
PRESENTED BY:
Jim "Mattress Mack" McIngvale

RUNHAPPY

★
**CHANGING
THE MARKETING
PARADIGM IN RACING**

and other observations of the sport.

*46th Annual Global
Symposium on Racing*





**EMBRACE AND
WELCOME
THE CHALLENGE**

01



GALLERY
GF
FURNITURE

GALLERY
GF
FURNITURE

AT THE
STARTING GATE:
A RACING CAREER BEGINS

02

1971 KENTUCKY DERBY

Attended the Derby with my aunt Edith, where we witnessed Venezuelan champion Thoroughbred Cañonero II defy the odds and win the race.



THE HEART OF A CHAMPION

Watching a documentary on Secretariat with my daughter Laura, hundreds of times, spurred a lifetime of memories--and appreciation for Big Red.





POSTER BOY FOR DRUG-FREE RACING

No Bute
No Lasix
No Injections





5:19:40

RACE 9

TURFWAY PARK

10 9 8 7 6 5 4 3



MARKETING
RUNHAPPY

03





RUNHAPPY MARKETING GOALS

- Reach and support breeders/end users
- Promote the sport
- Cement the Runhappy legacy

ACTIVATIONS

Reach and Support Breeders/End Users

Runhappy 100K Bonus
Sponsor of Keeneland Sales coverage
Runhappy Winners' Lounges

Promote the Sport

Race Sponsor
Meet Sponsor

RunHappy Legacy

Runhappy Documentary
Runhappy Scholarships

SPONSORSHIPS



Leader in
American
Racing



Committed to
providing fans with
racing daily



Support
West Coast
Racing



Largest daily
purses in the
U.S.



FOX
SPORTS
CES

RUN HAPPY



TVG

SILKS
DEL MAR

SILKS
DEL MAR

EVENING
HAT
CONTEST

RUNHAPPY RUNHAPPY

RUNHAPPY

DEL MAR WINNER'S CIRCLE



**THE BET HEARD
AROUND THE
WORLD SERIES**

04

THE BET:

\$14.5M on the Houston Astros to win the 2019 World Series.

*The results?
Brand exposure
in excess of
\$30M in less
than one month.*

A world-famous promotion that **captured the imagination** of Houston residents

Elevated a grassroots campaign to earn national exposure

Bleacher report reached a **younger audience than television or print**

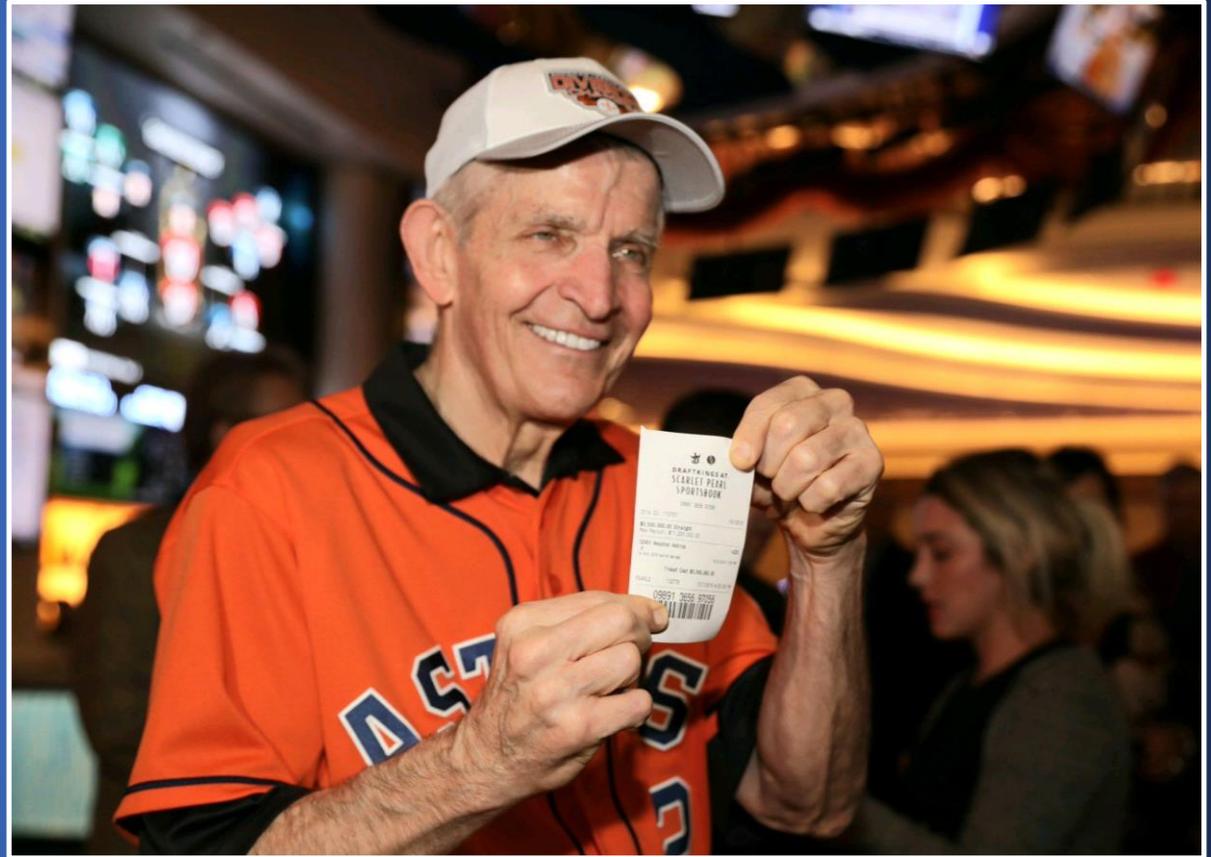


ACTION NETWORK



- Media coverage led by The Action Network's Senior Executive Producer Darren Rovell
- Market leader and trusted source for sports fans

ACTION 





**THE RACING
INDUSTRY'S
CHALLENGES**

05

1

Declining attendance

Revenue and attendance stats are trending downward

2

Lack of mainstream media presence

Coverage is only prominent when negative

3

Losing the PR battle

Horse racing is now viewed as irrelevant and out of touch

4

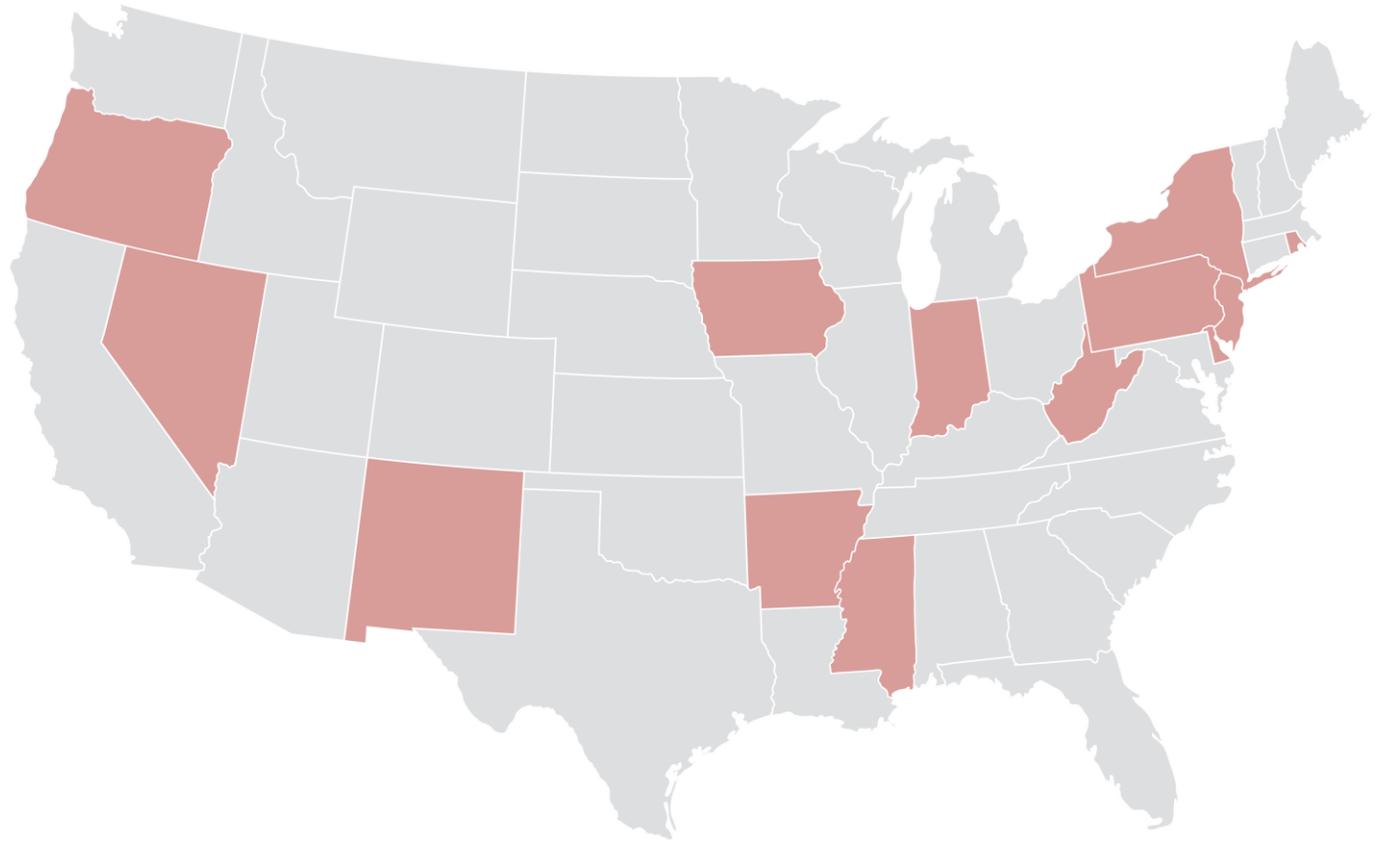
Perception is reality

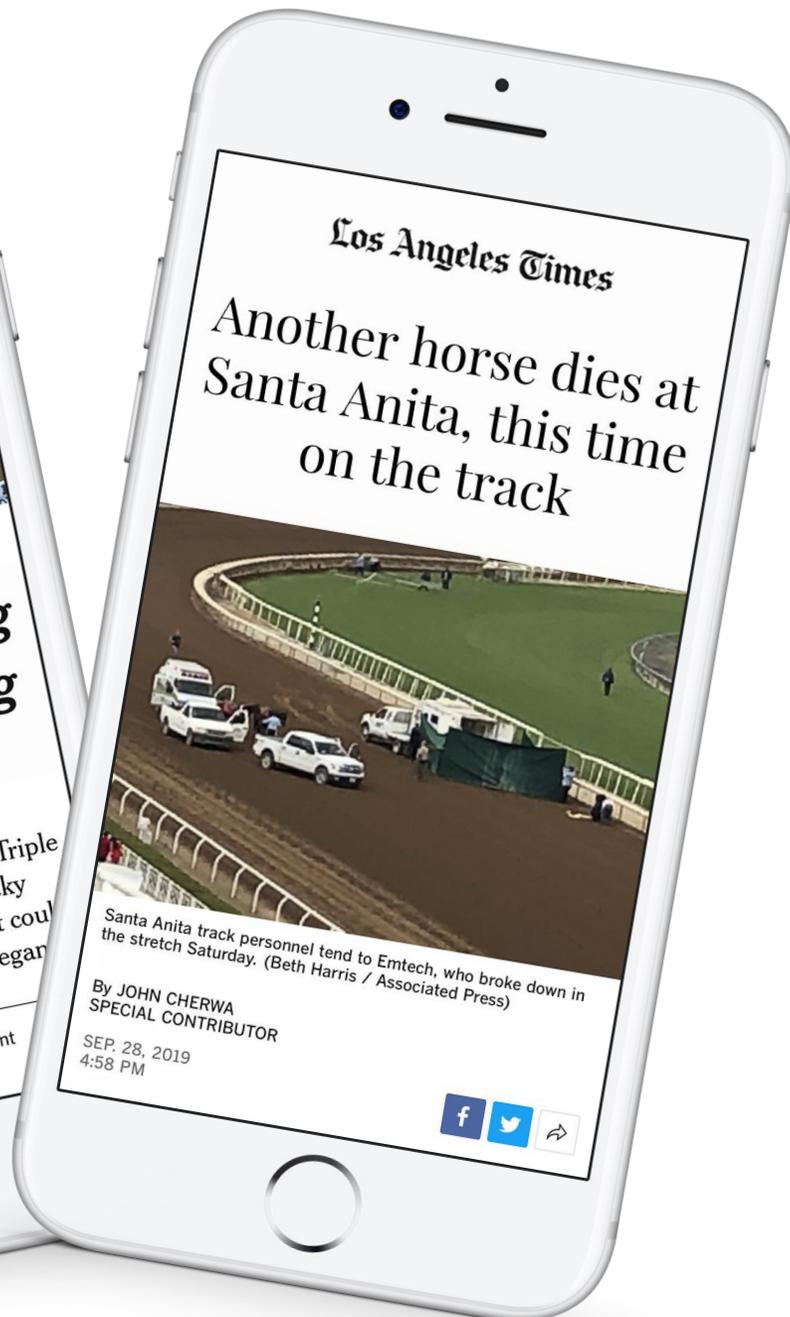
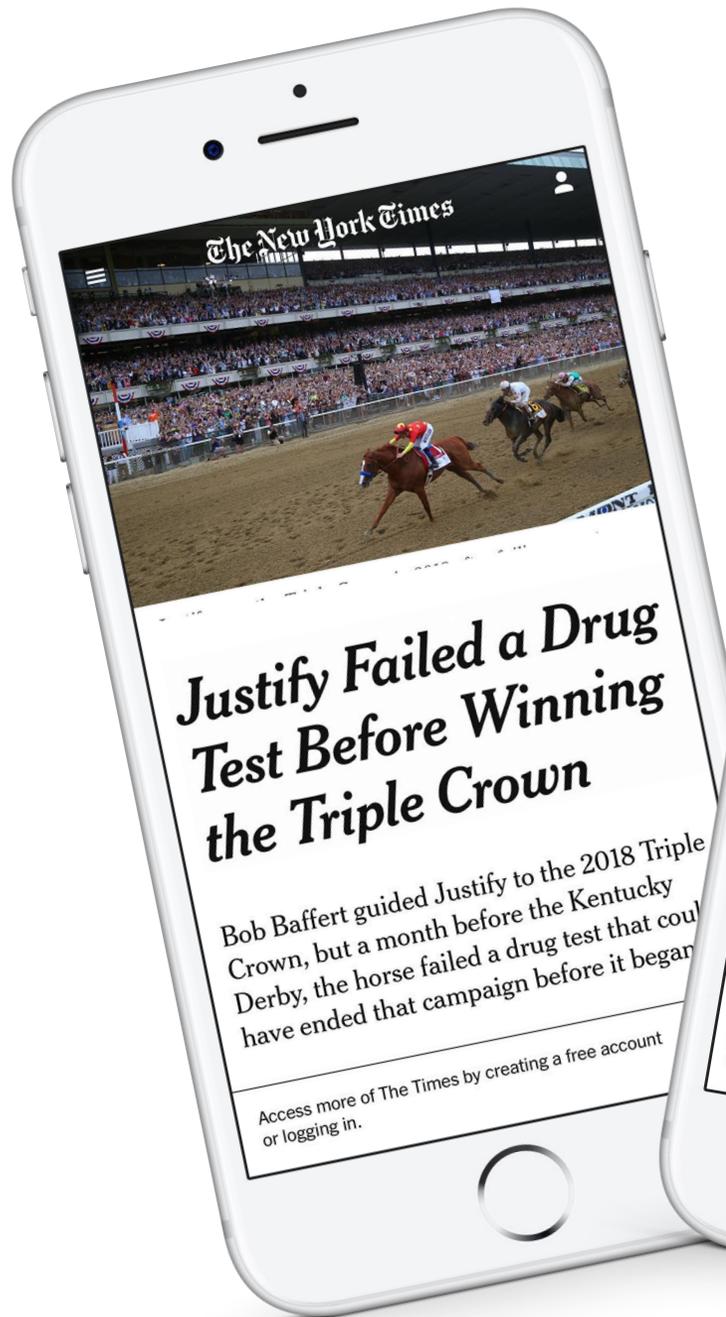
Fixed races, widespread doping, animal cruelty (use of whips, etc.)

Threats to the game

- Casinos
- Legal sports wagering in 13 states

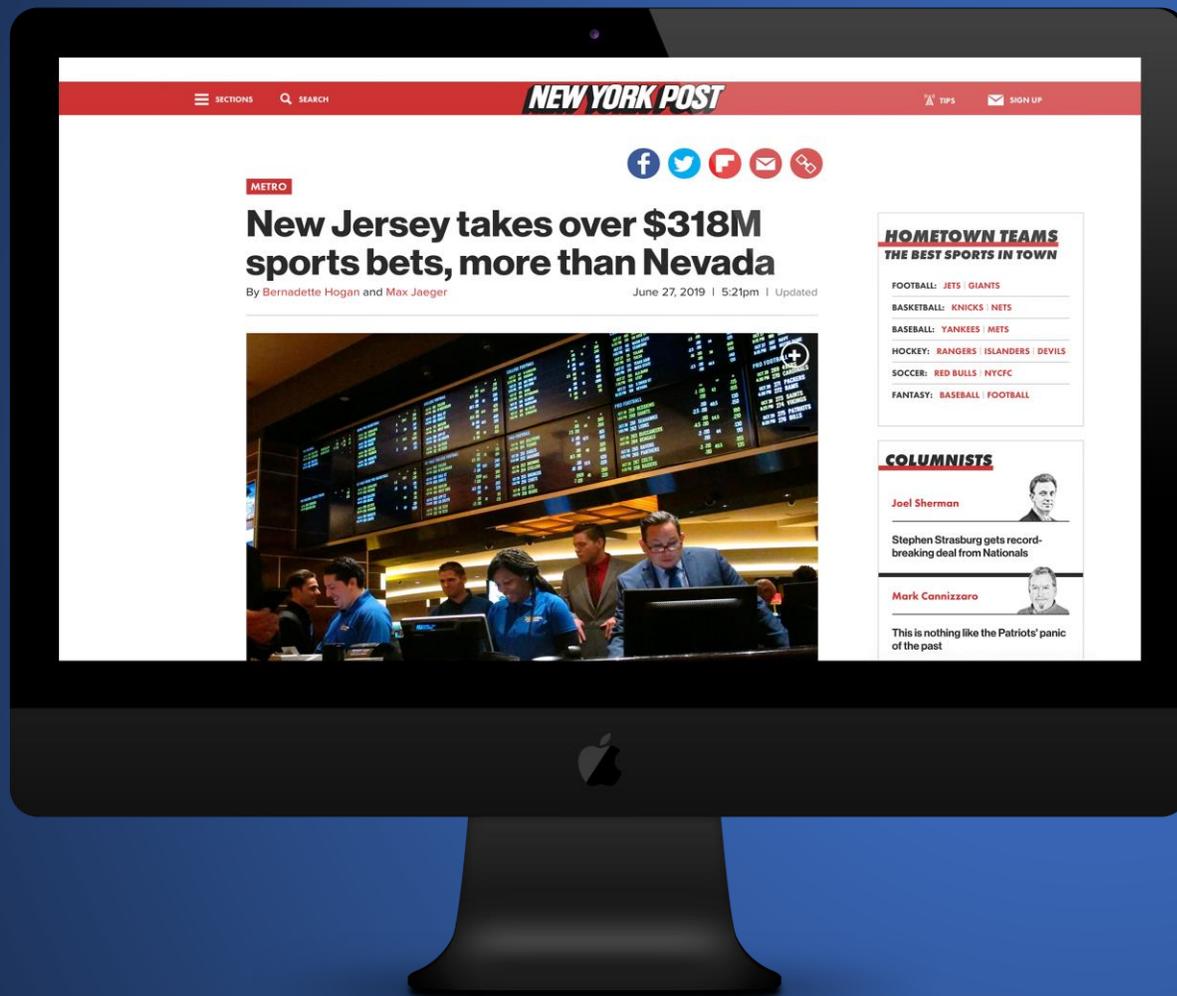
Nevada	Rhode Island
Delaware	Arkansas
New Jersey	New York
Mississippi	Iowa
West Virginia	Oregon
New Mexico	Indiana
Pennsylvania	





**OPTICS ARE
TERRIFYING!**





SPORTS WAGERING IS EXPLODING

New Jersey has taken over Nevada in the total handle.



**MEADOWLANDS RACING &
ENTERTAINMENT**

**RISING TO
THE CHALLENGE**

06

**10 RADICAL,
DISRUPTIVE CHANGES
FOR U.S. HORSE
RACING**





01

**RENEGOTIATE
SIMULCAST
AGREEMENTS**

Sports betting takeout is 5%



02

GET RID
OF ALL
MEDICATION



03

IMPLEMENT ZERO TOLERANCE

Lifetime ban

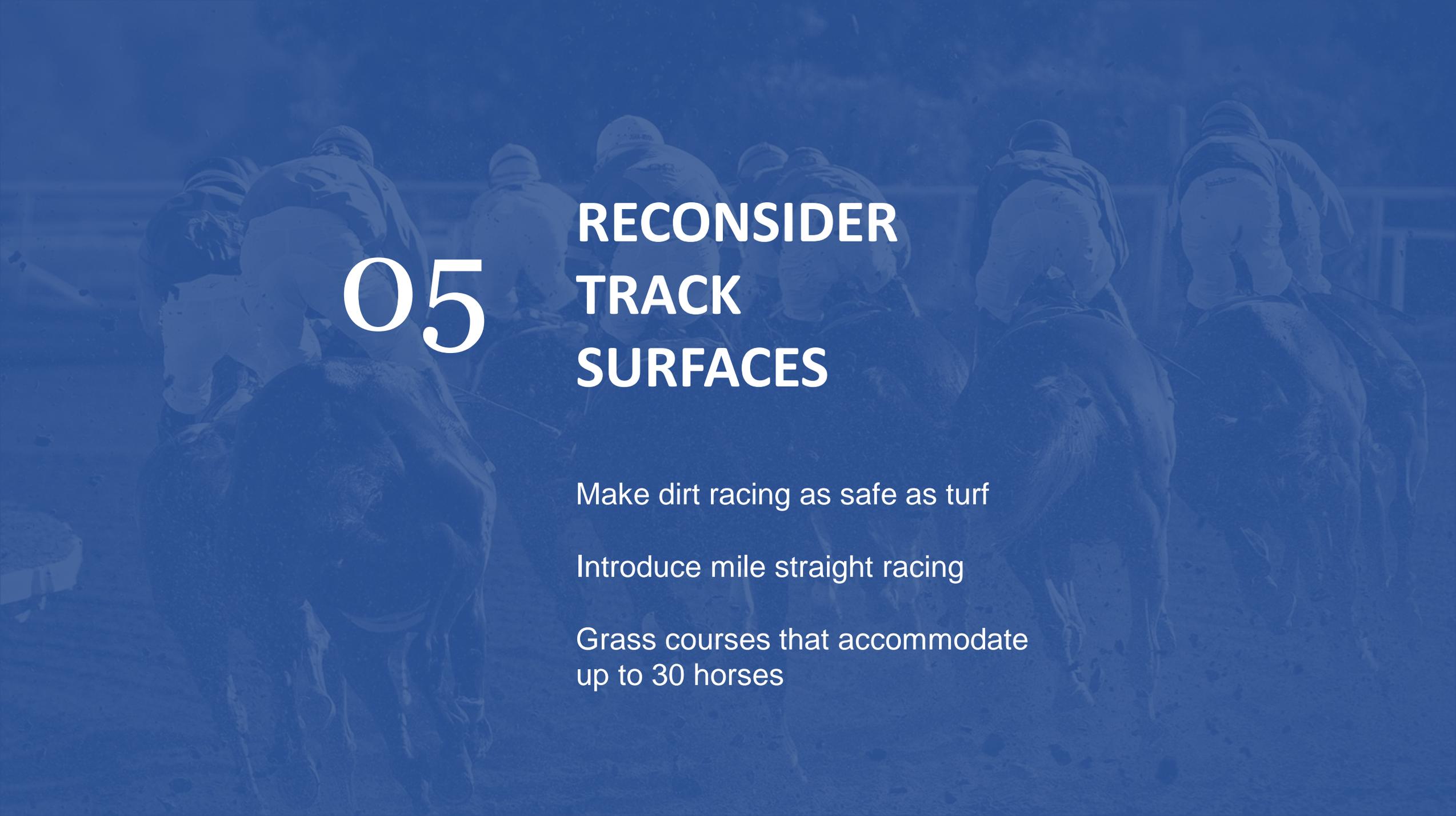
End the hypocrisy

World Anti-Doping Agency (WADA)
four-year ban for Russia



04

RETHINK
WHIP
USE



05

RECONSIDER TRACK SURFACES

Make dirt racing as safe as turf

Introduce mile straight racing

Grass courses that accommodate
up to 30 horses

06

EVERY TRAINING
FACILITY SHOULD
HAVE TURNOUT
AREAS



07 IMPROVE THE FAN EXPERIENCE

Make a day at the races a big event like Del Mar does.





08

**FIND REVENUE
SOURCES
FOR TRACKS**



09

BE TRANSPARENT

Don't hide anything!



10

**INTRODUCE RACING INTO
THE COMMUNITIES
THAT WELCOME IT**

MY CHALLENGE TO YOU

01

Go where they want you

- Lexington
- Saratoga
- Del Mar
- 300+ cities in the U.S. with >150K people

02

10 to 14-day racing festival

- Spotlight their community
- Increase tourism dollars
- Be vested in the game to promote their hometown

03

Hire younger racing marketers & executives

- Racing has too many executives with legal and accounting backgrounds
- Youthful marketers better understand how to leverage new media and reach millennials
- Bleacher report
- People under 30 think and act differently

04

Innovate or evaporate

- The future belongs to:
- The bold
 - The disruptive
 - The risk-takers



**CHRISTOPHER
COLUMBUS TOOK A
CHANCE.**

How about you!

IMAGINE...

*A Royal Ascot
like meeting in
U.S.*



*Purses the size of
the Runhappy meet
at Kentucky Downs*





IMAGINE...

*Communities
embracing racing
like Saratoga*

*Backstretch living
conditions you
proudly show off to
fans*

IMAGINE...

The NY Times writing articles about how racing has evolved to the 21st century, and jockeys/industry employees can't wait to get to work every day.

IMAGINE...



*A United States where
all Thoroughbreds
really did run happy.*





**WOULD YOUR CUSTOMERS MISS YOU IF YOU
WERE TO GO OUT OF BUSINESS TOMORROW?**

THE KING'S BISHOP
RUN HAPPY



**WHEN ARE WE MOST HAPPY?
WHEN WE DO THAT FOR WHICH WE ARE
MADE.**

**THE KING'S BISHOP
RUN HAPPY**

QUESTIONS?

07