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**Maximizing Sponsorship Opportunities
by Staying Close to Home**

Moderator:

Andrew Offerman: Senior Director of Operations, Canterbury Park Entertainment LLC

Speakers:

Ashley Mohoric: Director of Sales & Marketing, Emerald Downs Racetrack and Casino

Paul Monroe: Director of Marketing, Lone Star Park

Ms. Liz Bracken: Do you think you guys are ready to rock and roll?

Ms. Liz Bracken: Alright.

Alright guys, we'll get going with our last panel of the day.

We have a cocktail reception sponsored by NYRA immediately following.

I think we're very lucky to have these two people with us, and always lucky to have our moderator, Andrew Offerman, who's one of our alums and one of our very big supporters.

Takes a lot of our interns, really helps us out, never says no when I always ask.

He is now the senior director of operations at Canterbury Park Entertainment.

Our panel is sponsored by Watch and Wager and I think you're gonna enjoy our last panel of the day. Andrew.

Mr. Andrew Offerman: Thank you Liz.

Like you mentioned, this panel is Maximizing Sponsorship Opportunities by Staying Close to Home.

It comes on the heels of a television panel that I think gives us an opportunity to juxtapose different opportunities.

Originally, as I set up the idea behind trying to help moderate this panel, I was gonna ask the audience to consider, when you think about racing's largest events or your favorite sporting team, what sponsorships or what companies come to mind.

With the panel right in front of us obviously, Breeders' Cup is a natural tie-in.

Everybody has a pretty good idea of some of the sponsors that they have on a national level.

Obviously, that is at least significantly aided by the fact that television plays a major factor.

Our guests on this panel today representing Lone Star Park, Emerald Downs, myself from Canterbury Park, I think it's pretty safe to say that NBC's not broadcasting any of our races next year.

In any case, with that in mind, the idea kind of stems from what can you do for facilities that do not have that type of racing to showcase on a national television level, but still do have at their disposal major media markets.

Similarly, we come from three of the – ah, 15 largest media markets throughout the entire country and with that, provides different opportunities to attack sponsorship maybe closer to home, in the less national way.

With that in mind, I would like to first introduce Ashley Mohoric, Director of Sales and Marketing from Emerald Downs.

She, along with Paul Monroe, the Director of Marketing from Lone Star Park are going to take us through regional sponsorship, and what you need to do to try to build that business.

Ashley, the floor is yours.

Ms. Ashley Mohoric: Thank you.

I hope I don't drop my microphone.

That would be bad.

How's everybody doing?

Getting through the day?

Thank you, Andrew.

Today, I'll be speaking about building relationships within corporate sponsorship and the mechanism within the development phase that makes strong partnerships achievable, but first I'd like to introduce myself.

My name is Ashley Mohoric and I'm the director of sales and marketing at the Emerald Downs Racetrack and Casino in Auburn Washington.

I've been with Emerald Downs since 2005 and been working with corporate sponsorship for the last several years.

I have a Master of Arts from the University of Washington and a Masters of Sports Administration and Leadership from Seattle University.

Corporate sponsorship: The acquisition of the rights to affiliate or directly associate with a product or the event for the purposes of deriving the benefits related to that affiliation or association.

This marketing tool has shifted to a business platform, where the need for strategic collaboration and mutually beneficial outcomes from both parties is vital.

Corporate objectives and sponsorship range from the assumption of social responsibility to commercial objectives.

A variety of corporate objectives sought within the sport field include hospitality, trade relations, product awareness, onsite sales and more.

Each objective should provide the ROI or Return on Objective that could be measured through the media, ability to exclude competitors and so forth.

When objectives are met, sponsors are more likely to renew and develop long lasting relationships.

In the exploration phase, you will be developing a proposal.

There are seven basic elements you should include: Profile of your organization; Description of Event or Program; Compatibility of Image; Medium Promotion Plan; Sponsorship Investment; Impact Management; and Sponsorship Benefits.

Inclusion of each of these elements is vital within the exploration phase of sponsorship relationship, in order to fully communicate broader company objectives.

For this to occur, the sponsorship must operate as a partnership where each entity must clearly convey their values and business objectives.

You, as a sports facility, should come to the table with a clear understanding of how to forge a brand association with a sponsor, and how this will contribute to these broader objectives.

We must engage in a dialogue to establish what market-oriented activities our partners value.

This display of brand-oriented behaviors by us will reinforce the partner's trust in the relationship and in doing so, may encourage further investment in the future.

The expectation that both parties need to link partnership objectives to broader marketing and corporate objective points, to the cues many sponsors use, to gauge the extent to which we value partnership.

The failure to communicate partner expectations about brand alignment, objectives, roles and contributions in the expiration phase of the relationship is a recurring problem.

We will now review each element individually. Profile of Organization. Provide a general biography such as a background of your industry, history of the company, your fan base and demographics.

Description of your Event or Program.

Give the potential partner an idea of with, what and how their company is going to be involved.

Compatibility of Image.

Clearly convey mission and values.

Show compatibility between brands, not only to demonstrate how each other's objectives will be met, but also how resources can be coactivated to support one another's objectives.

Create this link between brands allows you to free a relationship demonstrating the commitment for further partnership.

Medium Promotion Plan.

Promotion is any other various vehicles through which you convey information about their product.

This should increase awareness, attract interest and initiate action.

Such promotional avenues include face-to-face interaction, sales promotion and advertising.

Advertising is the paid, non-personal, clearly sponsored message conveyed through media. Examples include your print ads in the official program, track announcements, television commercials, sign placement and electronic and mobile advertising.

The key is to effectively communicate how these mechanisms will achieve one another's goals.

The fifth element in your proposal will be Sponsorship Investment.

The various monies and activities needed to both begin and continue sponsorship deals.

There are a few problems that often arise during this stage.

One being the a-symmetrical relationship based on different levels of commitment and perceived inequities and resource allocation.

Two: hidden costs may cause partners to question the value of the investment.

To avoid these pitfalls, it is important to have a formal system of communication and measurement to assure company objectives are met.

Impact Measurement.

Be sure to include you'll have a formal review at the end of the agreement, to review, fulfill in our partnership objectives.

This can be illustrated through attendance figures, media impressions and more.

Most importantly, illustrate if the specific marketing objectives of that partner were met.

On a review, a case study partnership between Emerald Downs and Washington Cedar and Supply.

Company profile of Emerald Downs.

We opened our doors on June 20th, 1996.

On March 13th, 2005, the Muckleshoot Indian Tribe acquired Emerald Downs and in 2017, reran its racetrack and casino.

Not only do we boast a great cart of racing, but we also have a stellar lineup of promotional events, including our wiener dog races, food truck festival and fun for the entire family.

Forty-five percent of our fan base is male, 63 percent are over the age of 40, 79 percent have children under the age of 18, and 67 percent have the home market value of over 200,000 dollars.

Washington Cedar and Supply.

Family owned and family oriented.

They have offered premiere food and materials to the pacific north-west for over 50 years.

They have six locations in Washington, including one just a mile down the street.

Their partnership desires were to celebrate their 50th anniversary with the local community, and include hospitality for their client and employee appreciation with a bang.

In the profile stage, I communicated the compatibility of our image and family orientation connection to the local community and how our fan base can benefit from their products.

These elements are built in the partnership amenities.

The partnership amenities included presenting a sponsor of our opening day fireworks display, where they had a party for over 300 guests, who enjoyed the fireworks and food and beverage.

Television, radio exposure, electronic advertising, print and race day exposure such as name races and hospitality continued the connection with the community throughout the live racing season.

These are a few snapshots of my sponsorship proposal.

Each element should be clearly illustrated, as each organization you may seek partnership with may not understand your product or some of the terminology.

This is your opportunity to paint the picture of them being at your track already.

Sponsorship Investment.

Delineate the partnership package amenities, illustrate value and investment. During the proposal phase, I typically provide three options, making your ideal package the most desirable, illustrating the most value.

Once you have come to an agreement, fulfillment is vitally important.

You must communicate with all departments associated with the various amenities, such as getting signs ordered, getting the creator for the program, printing tickets, mailing the tickets and much more.

Throughout the season, continuously gather evidence of the execution to be included in the impact measurement at the end of the agreement.

These are a few snapshots of the Washington Cedar and Supply amenities.

They are the inside rail finish sign on our ostrich and camel race day, and the bottom images are actually our Boeing Stakes on July 16th.

They also have Redhook Turf Club hospitality, which is a table for four, overlooking the track on the finish line, including food and beverage for half the season; 35 race days, 23 of which they utilize.

With the event partnership and print exposure, they were in our opening day brochure that is circulated to 20,000 local homes with their brand exhibited as the presenting sponsor of our fireworks spectacular.

The Washing Cedar Supply case study is a cookie cutter example of a standard partnership.

However, there are additional partnership avenues you should also consider.

Promotional Event Development.

Developing relationships with organizations to foster attendance and activities for the event, as well as gathering goods and services to enhance participant experience.

An example of promotional event development through organization relationship is Salute to Armed Forces Day.

At Emerald Downs, we offer free admission to active military members and their families, and we wanted to develop a day for them to show our appreciation.

We fostered a relationship with the US Army Northwest.

They were vital in the ability to connect with our local military organizations, procure their participation and also additional advertising avenues.

Over the past several years, we have had participation from a local junior RTC program, the US Army Colonel from JBLM, Seattle Police Department Mounted Patrol, Veterans of Foreign War and more.

These organizations come together to connect the community and put on a wonderful display.

Attendance and support of this day continues to grow.

Promotional event development to enhance participant experience is showcased in our wiener dog and Wannabe Races.

For this event, we connect with local establishments to procure items for participant swag bags.

In exchange for these items, partner organizations receive advertising at the event, including onsite presence, track announcements, program ads and more.

This little image with the wiener dog chewing on the rawhide was actually a participant who had posted on social media, and she loved all the content and the bags, that she wanted to share it with her friends.

Through all these partnership avenues, remember to keep both party's objectives in mind for building strong relationships for the future.

Thank you.

Mr. Paul Monroe: Hi, my name is Paul Monroe.

I have been at Lone Star Park Grand Prairie going on one-year next week, and I'm excited to be at the track.

I've got a couple of folks in the audience from Lone Star Park as well. A little bit on my background.

I spent eight seasons with Feld Entertainment, which is parent company of Ringling Bros. and Barnum & Bailey and Disney on Ice, as a field promoter, marketing shows throughout all of Texas and as far north as Billings, Montana.

Moved over to the Dallas Mavericks and spent nine seasons with the Mavs, reaching Vice President of Marketing and Communications for eight of those seasons.

During that time, I had a couple of experiences with championships.

We won one in 2011, which was exciting.

I got two kids, a wife and I adjunct at SMU, teach a sports communication class, and what brought me out here was, Wendy and Liz had me speak a few months back, and they asked me to come back and talk sponsorship.

As I go through this presentation, you'll see where it's gonna come full circle, from my time at Feld to at the NBA and now Lone Star Park.

Lone Star Park, if you haven't been out, is a premiere major league sports entertainment destination.

We have a lot of competing factors in the DFW area. Obviously, just up the street is Jerry World or the Dallas Cowboys, Texas Stadium.

We've got the Texas Rangers, Mavs, Stars, you name it.

For us to compete, it's very important, so big-name concerts, year-round festivals, charitable fundraisers, corporate events are major factors on top of the racing.

Some promotions that we do through this last year was extreme racing.

I know a couple tracks, or a few tracks do that.

Remington Park, our sister track at Global Gaming up in Oklahoma City.

They've been very successful with it. We brought it back last season.

The guy in the back with the cowboy hat and plaid shirt is Joe Hedrick.

He runs the animals and brings them in for weekend and I don't know how many racetracks, but what he'd found out when we ran this promotion a few years prior, is that these exotic animals, these camels, zebras and ostriches, didn't race 'til the end of racing in the evening, which didn't make sense.

Again, coming from the circus world, you've got families and kids coming out.

Why are you running these races at 9:30, 10:00 at night?

Working with the front of house and back of house with horseracing operations, we moved those races in between the start times and ran those between 3, 4 and 5.

That night, we had an attendance of 12,000 that came on out. In other promotions, Peter mentioned Kentucky Derby.

A lot of success that we have at the track, we average about 17, 18,000 that come out for that event.

They had competition.

Most of the tracks do have competitions or decorations et cetera.

This is a big event for us. We have over 100 ladies that come on out, and one guy that partake and participates.

Again, another successful event.

July 3rd and 4th, we spent over six figures on fireworks.

Put on a big display, tie in humorless radio, iHeart – the big; mega radio stations in the market and put on one of the best celebrations in the metroplex.

So, we compete again with other parks and other entities that put these on these fireworks displays, but we'll draw an average of 17,000 a night for both of those.

Lone Star Bark course or dog races, again, something that we do on Memorial Day.

Very successful with it.

We had Deep Ellum Brewery that came to us; a local brewhouse, very popular in the Dallas and Texas market.

They are a big sponsor of dog adoptions and wanted to get involved.

We brought them onboard for a 20,000 dollar sponsorship that season.

Music series.

We do a huge red dirt music series.

For those that like country music, we put on a few of those.

We did Randy Rogers, The Josh Abbott Band and Pat Green.

Again, an average of about 12 to 15,000 that come on out.

Go back to the fan interaction with my time at the Mavs.

Again, I worked directly with Mark Cuban.

I ran the game night presentation and his whole philosophy to me was "Don't worry about the team.

Don't worry about the horses on the track.

Your job is to sell fun and entertainment".

As the game night producer, my job – unlike the T.V. side of production – really was to create an experience for that fan to come on out.

The on-court opportunities, the video board animations, the upper bowl activation for the fans.

Those ritual events, the MFFLs; the Mavs Fans for Life, Rowdy Loud & Proud *et cetera*.

We did that and we continued to do that with fan events.

We grew events outside, just like we are doing with Lone Star Park.

Creating Latino or Spanish festivals, working with local Activision and Game Stop and the DFW area, and doing large *Guitar Hero* events *et cetera*.

Again, coming to Lone Star Park with my first year to really observe, is yes, I know where we are in the pecking order with a big metroplex and a lot of sport center teams, but we do have some mega events and we bring a large audience and these fans come in for a good time.

Obviously, the standard deviations in getting folks to convert into wagering is a whole other topic but my job right now is to bring those masses in at the race day events, we've got a ton of them.

Then it gets into stake races, it gets into premium item giveaways.

The big three: the Kentucky Derby, the Extreme racing that I mentioned, Military Nights.

Anything with that should tie in some type of sponsor.

I go back to something that I had learned at Feld Entertainment, was when I first started and very green, I would go in with the gentleman that I was working for and we'd go into Dr Pepper or we'd go into Coca Cola or Kroger Food Stores, and we'd go out and we'd say "The circus is coming to town and we want 200,000 dollars for a sponsorship".

Probably many a times we got thrown out of the office.

Not thrown out but "Thanks a lot. We'll see you later. Our money's to again, the Cowboys, the Rangers, the Mavs, the Minor League Baseball Team" *et cetera*.

It had gone into okay, well, I need to create some type of valuation model and take it a little bit deeper because these agencies and these teams want to know a return on investment that they're getting on their moneys.

I worked with IEG; International Event Group, they're based in Chicago. Most of you or hopefully some of you have heard of them but sponsorship.com is their site.

I went through with my circus and my ice dates; my Disney on Ice and created really some in-depth valuation models.

I wanted to know, again, when I went in to pitch and promote, what was the value that I'm selling to a Kroger or to a Dr Pepper, so I would take that signage, I would take that VIP hospitality pack.

I would take that logo or that signage on a billboard or a T.V placement, rather than charge them a value of a full spot or the full value of a cost per point or a percentage of my one-sheets that I were running out there.

I wanted to be a little bit more accurate, so when I went in and talked to a sponsor, I can go in and intelligently say "The value that I'm going to give you for a sponsorship is 850,000 dollars but what I'm asking" – I'm gonna go back – "is 480,000. That's the top".

At a return on investment of a five.

That piqued the interest of the person on the other side of the table.

Then I could sell those Y-feld or Y-sponsor, X, Y, Z and it got into a sense of ownership or regional, so when my shows come in, they're regionally gonna hit San Antonio, Houston, Dallas, Fort Worth, Austin et cetera.

Building that brand, multiple activation opportunities, then their extensions, proven successful programs that really started to speak that language, and they adapted.

I went further again on those value impressions and built this model a little bit deeper to want to know again, when I'm doing product sampling, how much is that valued at that audience that came in?

Again, if I had 10,000 people at the circus or 7,000 coming to an ice show, I knew that if I'm going to have a product sampling, I'm gonna hit 90, 95 percent of it, at a certain percentage or a certain price point, 15 cents per consumer, 3 cents per consumer on a ticket sale et cetera.

With all the signage, the opportunities that track has again – and we have quite a bit and we have a lot of room to grow – it's endless.

I also went deeper again on the paid media buys.

Again, what do I have, what can I sell?

I'd take again, a signage of – this is more signage idea – I'd get in – back this up – hospitality was important.

Again, looking at what I have hospitality-wise, sponsorship services *et cetera*.

Again, sweets, private party rooms, silks dining, our bar and book which is one of the best books; sports books I think in the nation and using those opportunity to sell that.

Again, the media valuation, went even deeper on that on media.

Going okay, if I'm gonna be in a market or if I'm gonna run 200,000 dollars on NBC5, KXAS and DFW, I'm gonna want a certain amount of promotional

inventory or maybe I'm gonna target a certain amount of those spots to extreme racing.

What's that cost per point in the market?

If I'm gonna give somebody a logo inclusion on it and some type of mission, mention to it, then I need to only give them; charge them really only the weight of that commercial spot, that 60 second, that 15 second, 30 second spot.

In coming up with all these valuations – and there's a circus – allowed me to go and be very successful in a couple of years; my last couple of years with Feld to bring in over a million dollars, just in the metroplex.

Again, with the marketing assets and the media marketing that we have from websites to direct mail pieces to direct digital display boards on cleared channels to the 2.8 million impressions that we get per month, all of our media partnerships, it just – again – makes sense.

A valuation model is really key in a market, to go deeper and find out what is your worth?

What are you providing to that sponsor?

What type of return on investment?

Because that person or that group on the other end is probably going to kick it over to their ad agency, they're going to take a look at it and they're gonna – I don't know – but if you're talking that language of a five, six, seven or eight, there you go.

Well, you're at least in the door, you're in the talking point of it.

Next is Create Categories.

Again, what I have seen at Lone Star Park is we have great categories with our beverage pourers from our alcohol to our traditional colas *et cetera* but go deeper than that and make a list.

Within that find brands within your area, regionally or nationally and break that down and have five to ten.

I've highlighted on ours in yellow a few that I want to go after.

We need an automotive sponsorship.

What about apparel?

I've seen at the quarter horse races every other person wears a straw cowboy hat.

Why am I not with Resistol or why am I not have a sponsorship with the boot company? I'm Texas, I'm the Lone Star state.

Go in and start creating those opportunities.

Demographics is key too.

Mention Nielsen, who we've just put a partnership together on Scarborough.

It was something that we used quite a bit with the Dallas Mavericks.

Again, the Mavericks didn't have to – we didn't have to go into a sponsor a Dr Pepper or a Coca Cola or a Ford Trucks and get into return on investments.

We were winning championships, we had a lot of fans in the stands and folks wanted to be a part of that championship run, or be with Mark, be with Dirk and the team but the demographic spoke volumes.

He wanted to know who was watching, who was listening, so the T.V, the regional sport networks, the ESPN radios became important to beef those numbers up.

Having the demographic information will allow me and allow Lone Star Park to go in and know if I've got Pepsi deal right now, it's only yielding maybe 50 to 70,000 dollars.

Wow!

That's really pathetic.

We should be at a half million.

Or maybe that's too optimistic, I'll cut it in half but if I look at it and can get that demographic information on there and kind of understand are they Coke drinkers or Pepsi drinkers or Sprite, or are they energy drinks drinkers?

What else do you have in your category?

Do you have teas?

Do you have coffee drinks?

Do you have fruit juices that can go with all of my other alcoholic beverages?

The Pepsi's and the Coke's are going to want that data and they're gonna allow us to get in and allow us to show a product or a sponsor of where we're over indexed, and where it makes sense for a Ford truck to come on board because we over indexed 20 or 30 percent.

That makes sense for Ford or Chevy to come on board and have their trucks going around the track or have them on display.

Demographic, Nielsen Scarborough is great, and you've got to build out deeper than just having a casual and a core customer.

It just again won't cut it.

In the NBA, we had close to ten through the league working with Teambo and we'd go in and we could create and develop our own and expand on them.

I've got a large Latino, Hispanic demographic obviously, so with quarter horse racing, when we did a Day of the Dead or Dia De los Muertos promotion on November 2nd, we almost tripled our audience in attendance, so it makes sense to maybe bring some other sponsors that talk to that demographic, but to have some data behind it.

The Measured Success.

Again, have a right person in the chair, get a qualified sponsorship person or a business relationship manager.

I advise getting somebody that's not right out, somebody with a rolodex.

If you are looking to hire or looking to replace, or produce someone on board, it's somebody maybe not from the professional side but bring somebody in from a minor league.

Or bring them in from a professional side and lure them with maybe better benefits or better commissions.

That's what we're doing; in the process right now.

To find somebody in the metroplex that has that list, that can go out and call.

The Promotions.

They're endless in this market.

The ones that are bringing the masses in, those are where those sponsorships can have some natural fit tie-ins.

The demographic and the valuations again, speak volumes and we are working on our own valuation model at Lone Star Park, so once I have that, I'll be glad to share that with everyone.

To go in as Lone Star Park and go to an ad agency or go to a partner like a Dr Pepper or a Coca Cola and share with them why and that amount of value that I'm going to give them; that return on investment can go so much deeper.

That follow up question is "Well, what's your demographic?"

Again, if I'm coming in with a weak slide, with just a core and a casual customer, that's just not gonna cut it.

It won't cut it in a top 10, 15 market.

Have a deck.

We just let go of Legends, which is the Dallas Cowboys.

They were selling our sponsorships.

Again, not a lot of attention to detail.

They weren't at the park a lot.

They were at their new star facility quite a bit and they didn't have a deck for us, and I was shocked that the deck that they had was very weak and a lot of it was just cell phone images or phone images.

We're working and working on a deck to go out because that is a big piece too.

Cuz when you are presenting, you want to have something, you want to look polished.

The Cowboys had a nice deck for Plains Capital Bank and took that.

Take decks spiral decks from other teams, other organizations and build your own that's deep and something that can be changed in and out.

If I'm pitching Shell Oil and something, it may be stem research or if I'm pitching them on some horse ownership or whatever it might be, talk to that consumer on what they might want.

That's it.

There's my information.

Thank so much.

Mr. Andrew Offerman: Thank you both.

I failed to mention before they began, both are first time symposium visitors.

Again, thank you for joining and sharing your information with us.

We're going to move into a little bit of a Q&A session.

If anybody from the audience has questions, feel free to come up to a microphone or raise your hand, and I'll work you into the questions.

One thing that I guess sticks out to me when looking through both of your presentations, and kind of thinking about this from Canterbury's perspective, is that we have three newer facilities, at least in terms of horseracing.

All three of us draw pretty significant numbers of fans.

I think several hundred thousand in the case of Emerald, they get 800,000. Paul, on your deck —

Mr. Paul Monroe: Eight hundred.

Mr. Andrew Offerman: - as far as annual attendance, Canterbury Park is somewhere in the neighborhood of just short of 1.1 Million this year.

Obviously, having bodies in the seats helps sell sponsorships, but I'm curious on a day to day basis when you're selling that sponsorship, what impact does that have when you bring people out to the racetrack and they see some of those things happening in front of them?

Whoever would like to go first?

Ms. Ashley Mohoric: I think for me, it really depends on the partner and what they're looking to achieve.

There are some that — for example, we have a partnership with Freight Northwest.

He is actually a horse owner as well.

He was one of our partners for Washington Cup and his sole purpose is that we were going through a campaign that we needed to save our Washington Cup races.

XpressBet stepped up with us and Freight Northwest was there.

He is more concerned about providing the funding to be able to keep the races, so that he can stay there, and he wants to race in Washington.

He loves that people comes out and watch the horses, but he wanted to make sure that those stakes races existed.

For other partnerships, say Washington Cedar and Supply, they just really wanted to connect with the community.

They were looking for an opportunity of giving their clients ways to come out and integrate and interact with their employees as well, for the RedHook Turf Club they can go hang out, have a casual day.

It really just ranges for me on what they're looking at doing specifically.

Mr. Paul Monroe: I'm learning the tractor industry pretty well.

We're in a bidding war and fight between Kubota and John Deere.

It's how do you get one tractor owner or a local dealership that sells Kubota to the other, that sells John Deere product.

Both of 'em want their product on the track.

One's capable on the track and the other's not, so how do I satisfy that other consumer that wants his billboard or his advertisement on the front of the track, and you know that's gonna piss off John Deere or the competitor.

You work them on the other end and bring them to the paddock area, and try to make that a win-win.

You win-win with the corporate office that's just moved to town.

You win it with sweets, club seating et cetera.

I think there's just a lot more autonomy that you can do with the track, and I think track ownership management is more willing to maybe change a color scheme up or to provide something that's just not the norm.

Just a four by eight piece of signage should be an entire wall.

It's how do you get a station domination and dominate, and that's gonna talk to that consumer or that customer.

Ms. Ashley Mohoric: For some people too, I think it depends on if they're looking for social media integration.

Like you mentioned, the wall decal.

There are some people that have integrated having a little cut out.

It's like, "Picture yourself here.

Come play with us," so it gets the brand out in social media, gets people interacting with it and then you can incorporate that within the partnership as well.

Mr. Paul Monroe: Again, coming from sports and being in the industry, military, babies and pets sell.

You know military.

It's a no-brainer.

Veterans Day, we worked, and we changed the saddle cloths and we made them all camouflage.

We inducted or introduced local staff that had served in the military from Vietnam War on.

Those type of things get somebody that might be out, and you try to find somebody maybe that wants to get behind that.

That's important.

The pet piece of it.

Your local beer company, who would have thought?

They found out we were tweeting about and in a lot of social media presence on the upcoming Lone Star Bark Dog Races, and they wanted to be involved, and it was right away "Name a price".

It was a quick 20,000 to pick up.

We know they're gonna be on board now.

I hope we value that appropriately and how do we get them on long-term.

Baby races were key on a parquet.

I don't know if you can do `em on a winner's circle, but we sure did have some fun with hippity-hop races with dads on Father's Day.

All those events again, the promotion of tying it in.

You don't want to bring a sponsor out on a Thursday quarter horse day where maybe you've got 2,000 people on out.

You want to bring it out on an event day like Dio De los Muertos on a quarter horse day that was a Friday and we had 8,000 folks out there, 95 percent were Latino but of that 85 percent, 20 percent and 30 percent were under the age of 13.

I'm all about bringing kids in.

Again, I spent a little bit of time with NASCAR and the demographic that they have a problem with – and it was mentioned earlier – of the 60-year-old person.

That demographic is called the graveyard demographic and they don't know how to correct it.

Because that demographic back in the 80s and 90s were making the front page of Sports Illustrated and they were swinging presidential votes and this and that, but they weren't bringing the kids to the track and they got arrogant.

For me again, I always want the kids and I want the younger audience in.

We haven't even talked the millennials but again, looking at Scarborough Day, I might find out that volleyball; beach volleyball and horse racing go hand in hand, the index high.

Well, why can't I put some beach volleyball courts out on the third turn of the track, and have some beach volleyball events going on while the races are going. It's that same mentality.

How do I get them in and then how do we get them hooked?

Mr. Andrew Offerman: Audience?

Ms. Brandi Goode: Hello. I'm an alumna of the program.

I have a question, I think probably more so for Ashley.

Do you often have sponsorships or advertisers that are targeting horsemen?

More specifically than the race going fan?

Example, like feed stores or tack stores or something like that?

If so, how would your plan for them differ?

Ms. Ashley Mohoric: Actually, I don't have too many that are focused on horsemen.

If they were to be focusing on horsemen, I've had hotels for anybody that is coming in for races.

A lot of our hotels around the area actually have parking for trailers and they also allow pets, because everybody brings their pets with them.

Beyond horsemen, we actually haven't had too many connections.

We have a tech shop on site, so a lot of our horsemen specifically work with them already, and Washington's pretty unique in the fact that we're pretty isolated.

Beyond – we have Portland Meadows down in Oregon and then we go up to Canada for the closest one, so everybody kind of comes to us if they're looking for the horseracing.

Mr. Paul Monroe: I would just add to that is, why not bring PetSmart on?

Or one of the big retail box stores and have them oversee a horseracing club?

The PetSmart Racing Club.

Allow them to have unique races named after product or have them sponsor it, or underwrite it.

Why can't we do that?

We brought in Remember Me Rescue, which is a Donna Keen, during Hurricane Harvey and brought them in to raise dollars for the Harvey victims and again – just a tie in – how do I tie in maybe a feed store or something a little bit more local and grassroots.

There are a lot of opportunities with it.

Mr. Andrew Offerman: I'm not a sponsorship expert per say, but I can speak to this topic a little bit in this specific area because my sponsorship team is asking me all the time what opportunities might be available on the racing side, so I've done a lot of work creating an inventory for them of an explanation of how many condition books are mailed out, into what areas those condition books are sent to.

Other avenues that might be available as far as sponsoring overnights or other materials that maybe a little more traditional, in terms of the fact that they're paper and pen, but they do have a relatively wide distribution to a lot of different groups of people. Hopefully that's helpful.

Ashley, to follow up a little bit on your answer to the first question.

At least from Canterbury's perspective, there's three different types of sponsors that we're targeting actively.

One that you mentioned is kind of what we term the emotional cell.

The people that have some sort of intrinsic relationship within the industry.

Maybe horse owners or at least people that have a tie to the facility.

A second group that maybe see more value and adds invisibility.

Whether that be through traditional means or social means.®

The third group being vendor partners or vendor relationships.

Do you all see a different sub-set?

Is that similar to what outline you work off of?

After that, I guess I may have a follow up question, but start there.

Ms. Ashley Mohoric: I think I have pretty similar categories.

With the vendor or product, we have a lot of our partners are with our local distributors.

With Anheuser-Busch we have a lot of micro brews that we're partners with as well.

Let's see.

Looking at the other ones.

We have some that are not necessarily emotionally based.

I mean, Freight Northwest would probably be the best example of the horseman being tied to it.

We also work with Pegasus, which also connects with the previous question. They're equine rehabilitation and so they specifically target our horsemen, but we range into like really small vendors that are just like a table for the day coz they want to connect with the fans.

I mentioned the wiener dog races earlier.

Somebody that donated to the participant bag would have a table for the day, so that they can get face to face with the people who have their product already, they can answer questions.

Looking beyond, I would say our main core is the vendor product connection.

Mr. Paul Monroe: Ours are really not tied so much to the vendor side of it or vendor with the track.

A Wells Fargo should be a sponsor, if we're utilizing them as a vendor, so just a no-brainer to go to them or Community Coffee if we're buying coffee products.

Again, that's something that Legends was not doing that we'll get into.

Most of the categories, as I showed earlier in yellow, are others that we'll target and expand on, but it's really the beer, traditional soda.

Again, we're ready to renew our soft drink pourer and that has got into why not just have the traditional soda and maybe look at your juice, your energy drink as a partner.

Your coffee as a partner.

Dr Pepper, they're home based in Plano Texas.

They're right up the street, have them come on in and bring multiple.

Again, take a below \$100,000.00 sponsorship and get that up to plus a 300.

It is a nice piece of incremental income and again, know where it falls on handle, group sales and so forth, but again, same thing with basketball.

We did a hundred plus million in gate admissions.

Sponsorships was about 20 to 25,000, which is not a bad number.

Most of these tracks should be seeing over a million dollars' worth of sponsorship revenues, but it is building and expanding on those categories.

Mr. Andrew Offerman: In either of your experiences, do you have any issues with gambling stigma in sponsors?

I know that our department sometimes lament the fact that maybe the first interaction doesn't seem to be a concern but by the time you get to the end of it, there may be push-back.

Ms. Ashley Mohoric: For me, since I've worked in the events department, working with our corporate events doing weddings, things like that, our fundraisers, it is a big part of people having the stigma that it's a gambling institution, even though we don't have live racing going on at the time.

They still don't like the fact that it says "Racetrack" or now it says, "Racetrack & Casino" on it.

From a corporate sponsorship perspective though, I haven't come across that too often.

It's more really finding the need and why we would need to partner together.

Mr. Paul Monroe: Not on the wagering or gambling side.

I'm starting to see it a little bit more on the PETA and the animal activist piece of it, which is again something that I spent a lot of time – about eight years – with Felds.

It was the downfall eventually of Ringling Bros. and Barnum & Bailey earlier this year.

There's where working with the horsemen, tracks and really creating programs and really to get that word out because you don't want to get it to where you are approaching a sponsor and the next thing you know, you have these activists, the PETA's sending letters and hounding the CEOs or CMOs of these organizations and outfits.

It's getting ahead of it.

Mr. Andrew Offerman: Yes, sir.

Audience Member: Yes.

Start of the unique opportunity here because I only know of three racetracks in America that run Indian Relay Races and two of them are up there.

We hosted the Canadian Championships this year, which was an unbelievable and unique experience.

It was the largest crowds we had ever had. Ever.

We've been – before the grandstand – we've had the racetrack for 21 years.

It was our largest crowd.

Then secondly, we ran the Indian Relay Races first, which we won't again.

We're going to intertwine, but we had the highest per race bet of 21 years.

It was a whole new group and then a whole new crowd.

The other thing I found interesting, and I'd like your reaction.

Attendance and interest was overwhelming, but it was the first time I had ever been chased for sponsorship.

They came to us.

Could they sponsor some of these events and we're looking to make it a big event next year.

We had 13 Indian Relay Races last year or associated Indian relay races.

We're going to 48 this year, dispersed over 4 days and we also expect we will have pari-mutuel betting.

We almost made it, so I would be – I mean, how often do you get a chance to ask the other two racetracks what their experience was.

Ours was unbelievable.

It was different, it was unique.

Also, Ashley, did you take my last glass of wine last night?

Ms. Ashley Mohoric: I may have

[laughter]

You didn't notice though.

Mr. Andrew Offerman: Go ahead.

Audience Member: I have a couple of racetracks up in Canada, in Alberta.

We have Whoop Up Downs who, by the way, Johnny Longden, George Wolfe and Mike McBeth all broke their maiden on, as did I, but that's 20 years later.

Or 30 years later, or 40 years later than they broke it down.®

I would appreciate a comment.

It definitely drove participation and sponsorship will be unbelievable this year, in our mind.

That we're being chased.

Ms. Ashley Mohoric: For anybody that doesn't know what Indian Relay racing is, for us particularly, it's a two-mile race, it's a bareback race and I kind of like to equate it to NASCAR because the horses actually have to come into a box.

The rider, they go around half a mile, they have to come into the box, jump off a horse and there's a mudder – there's a technical name for the guy that

catches the horse – as the guy's jumping off, to jump onto another horse and then to go again.

They do this for a full two miles.

We actually have – when Muckleshoot purchased Emerald Downs that was one of the main things, is they wanted to bring Indian Relay racing and they wanted to bring the local community, bring in other nations to our facility in showcasing horseracing.

The sponsorship, it has been developing through the event.

This will be, I believe our fourth year, this upcoming year of doing it so it is definitely growing.

There's been a wide, different ranges of participation of sponsorship.

A lot of it has been local nations that wanted to showcase their goods, so we'll have jewelry, we have the Canoe family come out to integrate the music.

It's really connecting with that culture and letting our fans be immersed in that as well.

Mr. Andrew Offerman: From Canterbury Park's perspective, it's pretty similar.

The Indian Relay races fit in well with our relationship with Mystic Lake Casino Hotel – which kind of a subject for a different panel – but provides us with 85 Million dollars over the course of 10 years to both supplement our purse structure and to market between the two properties.

Just briefly, Mystic Lake Casino Hotel is a very large casino hotel.

It's located only about four miles away from Canterbury Park.

One of the largest gaming floors in the entire country, so it's an example of how two very different businesses – and I think businesses that people are used to hearing compete – have actually figured out a way to work together, similar to Emerald Downs relationship.

As far as Indian Relay goes, it really fits our portfolio of trying to do things to engage local community to come out and support the event.

We're the first to admit that our number one objective is to have fun. Our motto is "Fun and games like no place else".

We're trying to drive people to the racetrack to have a good experience.

We understand that that's not going to result in the world's greatest per cap handle when they first show up.

It's not going to result in them being unbelievable horseracing fans, but it's going to give them exposure to something that hopefully they have a good time with, that continues to grow over time, and that they see it as a viable entertainment option that they can go out to two, three, five, ten times a year at an affordable price.

As far as sponsorship opportunities in that area, I think all of our events that draw large crowds – and the Indian Relay's no exception.

We draw somewhere between 8 and 10,000 people usually for that event – they all lend themselves to sponsorships.

Ours is a little bit unique because Mystic Lake, being the title sponsor of the event themselves, really likes the exclusivity that they're provided in that venue, so we haven't gone out and reached out for other sponsorship opportunities.

That being said, if the relationship were different, just based on the crowd that we're able to draw for that event, I have no doubt that we would be able to sell sponsorships similar to things we've done, such as wiener dog races, corgi races.

All the things that I know the audience collectively – I can see you rolling your eyes at – but I'm telling you that there is an energy in the building that is not only positive for the sport, but it also helps what we're trying to accomplish in terms of selling sponsorship or getting community engagement, when people come out to your facility and see that energy level on a day-in, day-out basis.

I guess that's kind of where I come from.

Ms. Ashley Mohoric: I think a big part of it too, that both of us have mentioned, that it's bringing kids out.

It's building their memories for the future.

I don't know how many people come out to Emerald Downs and they say "I've never been to Emerald Downs.

I used to go to Longacres.

My dad used took me there when I was little.

He snuck me in" and he has that memory.

That's what we want.

People to come out for the additional entertainment, expose them to horseracing.

They may not wager their first time but maybe their daughter says "I like the pink pony" and they place a wager for her and then creates that connection.

Hopefully, they will come back out again, if it's not just for the wiener dog races or the corgi races every year, it's just creating that emotional connection with their families.

Mr. Paul Monroe: We're looking to pig races in Texas, and we're also looking to do a Cannonball act.

That's in the works too but again, it's "What's going on this weekend at the racetrack?"

You know, you want mom and dad, and do you want someone to go "What's going on?"

Let's get out there" and come three, or four, five times.

You know, why not?

Pig races are big at the Texas State Fair.

Why can't we do a couple, few of them at Lone Star Park.

Kids and families will come out.

Ms. Ashley Mohoric: Are you doing that with Hendrix?

Mr. Paul Monroe: Yep.

Ms. Ashley Mohoric: Nice.

Mr. Andrew Offerman: Question?

Ms. Judy Horton: I live in Wyoming and I work for Wyoming Downs.

It's over on the south-western part of the state. I've wanted to do some of the things you guys have talked about, but we can't get passed the whole idea of having fireworks at a racetrack – what's going to keep those horses from jumping out of the barn?

How do you do such a big event and not blow those horses minds?

That's one question.

The other question is, we want to do the Indian Relay races but we had piroplasmosis come in to our racetracks a year ago.

All those horses that come into that place have to have health and they have to have had blood drawn to prove that they not going to be contagious.

When you bring in the Indian horses, how do you keep them from bringing in something, and how would you pari-mutuel wager something that you know are going to have probably drugs in them?

I mean, there's a lot of questions here.

Audience Member: We announce them in advance.

We drug tested the horses.

They call themselves warriors.

They dress in original culture dress and we address like we did everything we would do for a job.

We pre-licensed 'em, a weekend license worked with our mission and we drug tested, did everything and we have absolutely no problem.

Mr. Andrew Offerman: I think, suffice it to say there's a lot to that question and there's a lot of logistics that have to be addressed.

I am more than happy to stay up here after the panel and discuss that separately cuz I can walk you through half an hour of the different trials and tribulations.

With a couple of minutes late, I promised everybody that I would get them to the bar on time, so –

Ms. Ashley Mohoric: Can I address her first question?

Mr. Andrew Offerman: Absolutely.

Go ahead.

Ms. Ashley Mohoric: With fireworks for us, we've been doing our 3rd of July fireworks display ever since we opened.

We have an hour – after our last race – we have an hour for the horsemen to go back into the stables.

Up until the past couple of years, we've always been having live racing also on the 4th of July.

The horsemen will have to go back into the stables, kind of hunker down with their horses.

They have their grooms or they're personally watching them.

Some of them actually put up tarps just so that they can block the view, that the horses don't see any of the fireworks with the close proximity of how our facility is laid out.

We actually have some of our horses that want to see the fireworks and they're trying to peek around, but a lot of it is the horsemen.

We actually send food back for everybody because we know it's been a long day.

We set them up for being with the horses, the hospitality of it.

Since we don't have — or at least this past several years, we haven't raced on July 4th, we don't have to worry about any of tranquilizers or anything like that, being in their systems and being tested for that.

Just to address your question about having them in the stables.

Mr. Paul Monroe: We race both July 3rd and 4th.

We've been doing it 20 years, Melinda.

I mean, ever since the track opened.

I did learn on the 4th of the July, we had a whole another about 30 minutes, and this is — you want a piece of content.

There is a person called the whistler, and I wasn't aware of that, but he whistled and the horse, would not urinate for the drug sample, so customers were complaining why it took so long to get the fireworks up, but that's a unique job.

The whistler.

Mr. Andrew Offerman: To wrap up.

When Liz asked me to moderate this panel, I volunteered and said I would be happy to but what it immediately brought to my mind — and I thank her for going through the efforts and struggles of trying to dig it up — was when I was a student here, Doug Reed at the time, shared with me a panel session I believe from the early 2000s, it might have been 2001.

A gentleman by the name of Mike Veeck, who you might know as the son of Bill Veeck, author of "Thirty tons a day", a great book.

If you've never read it before, talking about racetrack operations in the late 60s and 70s but Mike Veeck — to tie into this particular panel — operates the St. Paul Saints, which is a minor league baseball team in St. Paul Minnesota about 30 miles or so away from Canterbury Park.

We share very similar operating strategies and mottos.

The panel that day was called "The Business of having Fun" which fits our motto completely.

During the course of it, he ran through an unbelievable amount of humorous stories during his times in minor league baseball and gave an acronym that was Promotions spelled out of all the different things that he did.

To go through it quickly:

P is for preparation.
R was for research.
O for organization.
M for media.

The part I think that's most fitting is the second half of this, in terms of sponsorship.

O stood for overdeliver.
T stood for try it.
I was for incongruity and irreverence.
O was for outrageous.
N was for never say no.

I think that the three tracks up here do things a little bit differently, and it helps in this venue to sell sponsorships because we have different types of events or maybe willing to consider things that are a little outside of the box.

As a final question, I ask each of them if they have any kind of unique or outrageous sponsorship idea that they've brought forward, that they've been able to sell at their venue.

Mr. Paul Monroe: It's always a circus story, everybody asks.

You work for Ringling Bros., you got plenty of them.

I was trying to sell a sponsorship to GMR Works, the advertising arm of general motors and they wanted to promote their GM Vibe or Chevy Vibe.

I brought up to the guy at the other end and said that we would get a couple of Asian elephants to wash the car every morning in Texas.

They signed off on it and I was up every morning, in every major market with a couple of Asian elephants washing the cars for media.

Yeah, so wash cars with Asian elephants.

That was one I — that goes down in the books.

Ms. Ashley Mohoric: I'll go do an animal that would have a really hard time washing a car.

We actually had a group come out and do T-Rex races.

If anybody's ever seen the six-foot inflatable suits that people can fit in as costumes.

We had a company, they actually parked in the parking lot, and they couldn't get on our shuttles, so they had to physically walk down the road about quarter of a mile to get to our building.

It was hysterical seeing them come through our main gate, walk up the stairs.

Then they had a dance party while they were waiting for the race.

I believe there was about 23 T-Rex's went out onto the track and raced in front of our fans.

Mr. Andrew Offerman: I guess the genesis of that question is that one of the things that always sticks in my mind and has forever, was the sponsor that the St. Paul Saints had for a long time at their former stadium.

It was very simple, but it was a sign by the exit.

Mike talked about it in his presentation here.

It simply read "Drive carefully. We can wait. Macalister and Smith Funeral Homes".

You can sell just about anything if you have the right creativity.

Audience Member: I have to tell you just one.

It's our whole successful program, talking about bringing up children.

We have a candy scramble every Saturday [and Sunday that we race] and that means that one of our people go down and they get little kids come.

We throw candy all over the place, in our little [park] area.

Kids make their parents bring 'em.

They never wanna miss and it's sponsored by a dentist.

Mr. Andrew Offerman: Thank you all for your time.

I'm happy to stay up here and answer some questions specific to Indian Relay or fireworks.

Enjoy Happy Hour.

Mr. Paul Monroe: Thank you.

Ms. Ashley Mohoric: Thank you.

