

# Canterbury Racing Club



Race Horse Ownership through Fan Education

# Racehorse Ownership Education

- **Problem: Canterbury staff lacked acceptable answers regarding horse ownership questions**
- **No well-defined teaching model**
- **Substantial barriers to entry, including:**
  - Lack of industry knowledge
  - Regulatory components
  - Expenses/Risk

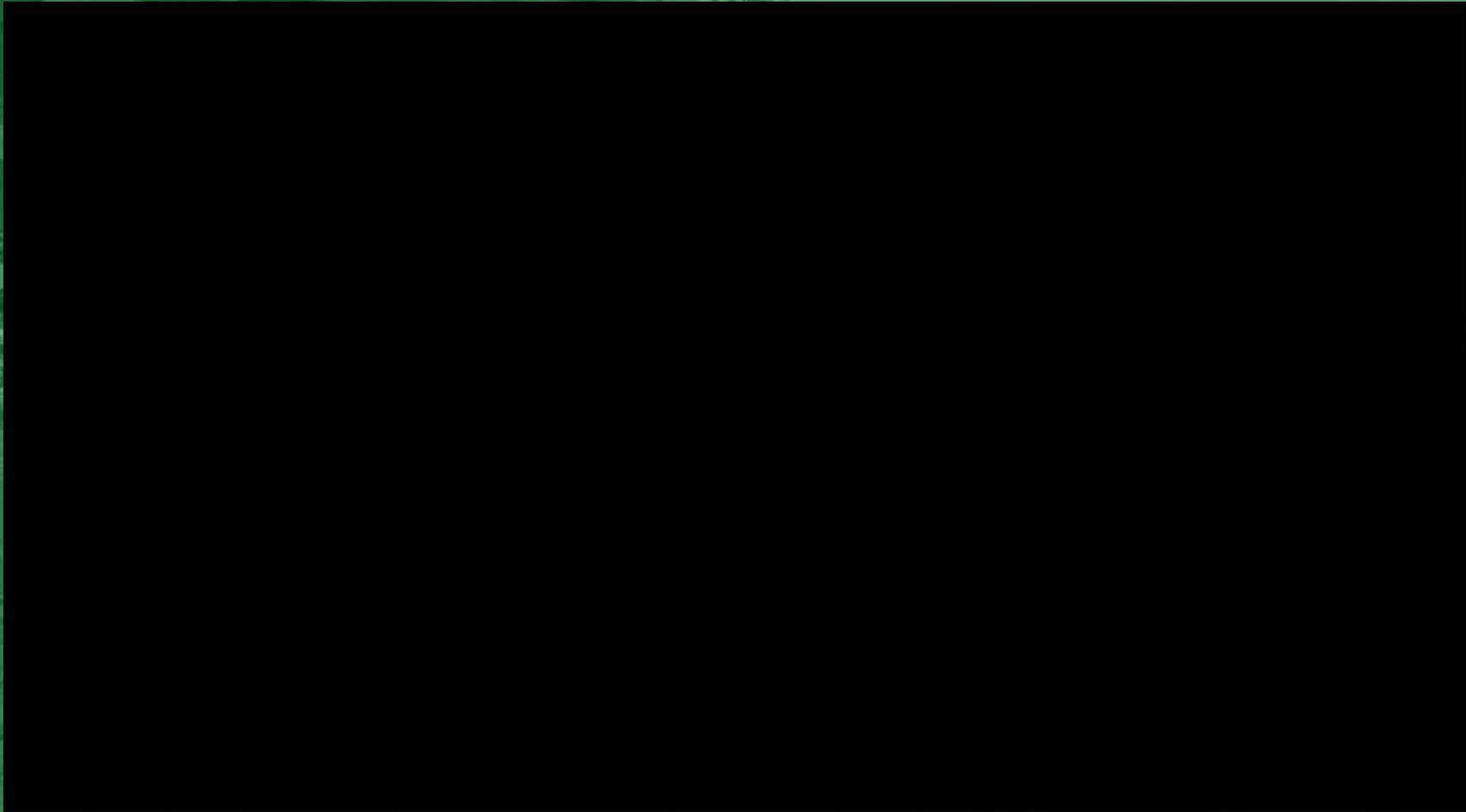


# Vision: Ownership as Fan Education

- Solution: Approach horse ownership as a fan education initiative with a new concept based on the following principles:
  - Educational
  - Affordable
  - Transparent
  - Fun



# History of Canterbury Racing Club



# Canterbury Racing Club Basics

- **Entry Fee – 1x time fee of \$250**
- **Ownership shares each fall below 5%**
- **A new club is formed each year as a Not-for-Profit educational group**
- **Communication and education regularly provided through a free blog platform**



# Racing Club Year-by-Year Statistics

Year	Members	Buy-In	Returned	ROI	
2009	62	\$15,500	\$11,779	-24.5%	
Horse(s)	Starts	Win	Place	Show	Earnings
Tahitian Queen	6	2	2	0	\$12,270

Year	Members	Buy-In	Returned	ROI	
2010	61	\$15,250	\$6,144	-59.7%	
Horse(s)	Starts	Win	Place	Show	Earnings
Gown	2	0	0	0	\$140
King of Rhythm	1	0	1	0	\$1,749



# Racing Club Year-by-Year Statistics

Year	Members	Buy-In	Returned	ROI	
2011	62	\$15,500	\$10,909	-29.6%	
Horse(s)	Starts	Win	Place	Show	Earnings
Crown the Cat	6	2	0	3	\$10,225

Year	Members	Buy-In	Returned	ROI	
2012	165	\$41,250	\$26,354	-36.1%	
Horse(s)	Starts	Win	Place	Show	Earnings
Great Bam	4	2	1	1	\$18,040
Downerbythemeadow	1	0	1	0	\$2,025
Lovely Tak	3	1	0	0	\$6,480
High Spirit	3	1	0	2	\$7,820



# Racing Club Year-by-Year Statistics

Year	Members	Buy-In	Returned			ROI
2013	180	\$45,000	\$36,985			-17.8%
Horse(s)	Starts	Win	Place	Show	Earnings	
Ask Eddy	7	4	0	0	\$26,900	
Mundy	4	0	0	1	\$2,910	

Year	Members	Buy-In	Returned			ROI
2014	202	\$50,500	\$43,710			-13.5%
Horse(s)	Starts	Win	Place	Show	Earnings	
Maryjean	9	4	2	2	\$35,955	
Terice	6	2	1	1	\$15,670	



# Racing Club Year-by-Year Statistics

Year	Members	Buy-In	Returned			ROI
2015	154	\$38,500	TBD			TBD
Horse(s)	Starts	Win	Place	Show	Earnings	
Tens Wild	8	2	1	1	\$30,580	
Citron Kid	2	0	0	0	\$1,050	

Year	Members	Buy-In	Returned			ROI
2009-2015	886	\$221,600	TBD			TBD
Horse(s)	Starts	Win	Place	Show	Earnings	
All Runners	62	20	9	11	\$171,794	
Win Percentage		32.3%	ITM Percentage		64.5%	



# Racing Club Lessons Learned

- Setting the proper club duration is important
- Finding a willing trainer determines the outcome
- Managing the highs/ lows is a challenge
- Conversion from club member to independent owner/partner requires patience and time
- Unforeseen Benefits



# Want to Learn More?

- Visit [www.canterburyracingclub.com](http://www.canterburyracingclub.com)
- Contact Canterbury Park Staff:

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