

# Cause The Times, They Are A-Changin'





1. Are they at tracks and using ADWs today?
2. Will they be wagering fans, owners or breeders of tomorrow?
3. Do they understand our product?
4. How do we get their attention, and draw them in NOW?



LinkedIn

foursquare

YouTube



facebook



twitter

tumblr.



flickr



myBlogger



vimeo

LIVE JOURNAL



agram



Bēhan

velp

Amibld



THEY'VE GOT THEIRS  
WE NEED OURS





# GET THE LATEST PICKS FOR THANKSGIVING WEEK

NFL, College Football, NBA, NHL and College Basketball

A photograph showing the lower legs and feet of football players on a green field. A hand is visible holding a football.

THURSDAY 4:30 PM	PROJECTION	
CAROLINA O/U 46.5	24	<b>A</b> STRONG PICK <b>CAR +1</b>
DALLAS -1	22	

## NFL

Get Exclusive Graded Picks for EVERY game from Thanksgiving day through the playoffs.

[GET NFL PICKS](#)

# CBS Sports Just Got In Last Week!



PICKS PROJECTIONS ODDS DAILY FANTASY

SIGN IN

JOIN NOW

## SPORTS PICKS. ENGINEERED BY SCIENCE. PERFECTED BY EXPERTS.

Members only access to ALL Sports Picks, Projections, Analysis and Expert Advice.

MONTHLY MEMBERSHIP

**\$10**

BILLED MONTHLY

JOIN NOW

BEST VALUE

ANNUAL MEMBERSHIP

**\$100**

BILLED YEARLY

JOIN NOW

# FOLLOW THEIR MONEY!

## Millennials ARE Handicappers

*Every week millions of millennials handicap the performance of NFL football players to wager in fantasy football.*

Racing has better handicapping & “more realistic stats” than football.

Why aren't millennial wagering on our product?



# “BET HERE...BET HERE” Is Not Enough



**\$300**  
BONUS  
ON YOUR  
FIRST DEPOSIT

JOIN NOW

CHANTAL SUTHERLAND-KRUSE  
BETAMERICA AMBASSADOR  
GR. 1 WINNING JOCKEY, 900+ WINS, \$47M+ EARNINGS



**\$100**  
SIGN UP  
BONUS

twinspires.com GET BONUS



twinspires  
xpressbet your way to play  
DERBY WARS  
DRF Bets  
AmWager  
NYRA REWARDS  
KENEAN SELECT  
BetAmerica.com  
OffTrackBetting.com

**Problem:** The millennial **won't wager** on Thoroughbred, Harness or Greyhound racing  
If they don't **understand the brand.**

**Solution:** Rule of Consumer Brand Conversion:  
**Sample, Trial and Evaluation**

We must sample and engage millennial's  
with something *appealing, exciting,*  
& with a model they *understand*



**EDUCATION**

**ACTIVATION**

**ENROLLMENT**

**HANDICAPPING**

**\$1,000,000 PRIZE**

**PLAY FOR FREE**

**GO TO TRACK**

**USE Your Phone, iPad or Computer**

**SOCIAL MEDIA**

**TELL YOUR FRIENDS**

**FUN & EASY**

**ENTERTAINING**

**SHARING**

**WINNING**

**RACING...LOVE IT**

# TRACKS & ADWS NEED MILLENNIALS RIGHT HERE, RIGHT NOW



Here's Product To Generate Sampling, Trial, Evaluation  
And Ignite The **FIRE!**



20

*Wins*

A MILLION

\$\$\$

PLAY FREE WIN \$1,000,000

TM

# PLAY 20 FOR FREE on your Cell Phone, iPad or Laptop



# GULFSTREAM PARK



Pick 20 winning races  
Win \$1,000,000

Do you have what it takes?

PLAY FOR FREE



WELCOMES 20 WINS A MILLION

1 2 3 4 5

Admission and Parking are Always Free at Gulfstream Park and Gulfstream Park West.

## RACING NEWS

Nonagenarian George Handy Saddles Pair Of Winners On Sunday's Program  
—11/15/2015

## THE BUZZ

92 years young trainer George Handy wins 2nd today with 2 Storm...  
1 day 9 hours ago

## GULFSTREAM PARK EVENTS

NOV 16 3x Points Monday  
NOV Military Monday



**Like to Win Prizes?  
Want to Win \$1,000,000?  
Think You Can Pick 20 Straight Horse or Dog Races?**

**PROVE IT!**

**Play For Free**

**REGISTER NOW**



# Can someone pick 20?



In the minds of Millennials the answer is **YES!**  
anything's possible and worth a try.

For racing's current fan base, the answer is  
Probably **NO!**

**20 is not about reaching current fan base!**



# 20 Is About Prizes!

Track Prizes Urge Millennial's To Wager & Continue Their Streak

- **3 straight wins** – “Trifecta” get an on-line scratch-off card for a \$10 to \$15 **free wager** on track ADW. Register on our ADW for your free wager prize.
- **5 straight wins** - A choice of \$20 in casino free play or a Yonkers **Cap and T-Shirt.**
- **7 straight wins** – \$50 **live win wager** redeemable at Players Club Center.
- **9 straight wins** – **Tickets to a concert** at the track or \$100 in match play from Yonkers ADW.
- **10 straight wins** – “Half Way To A Million: Night at the Races” with **dinner for two, \$100 win wager**, starting gate ride, race name and race presentation in Winner's Circle with photograph to put on social media to show your friends!
- **19 straight wins** – You win a lease for one year on a **brand new car** from track sponsor if you fail to win your 20<sup>th</sup> straight race.
- **20th straight win** – You win **\$1,000,000 CASH!**





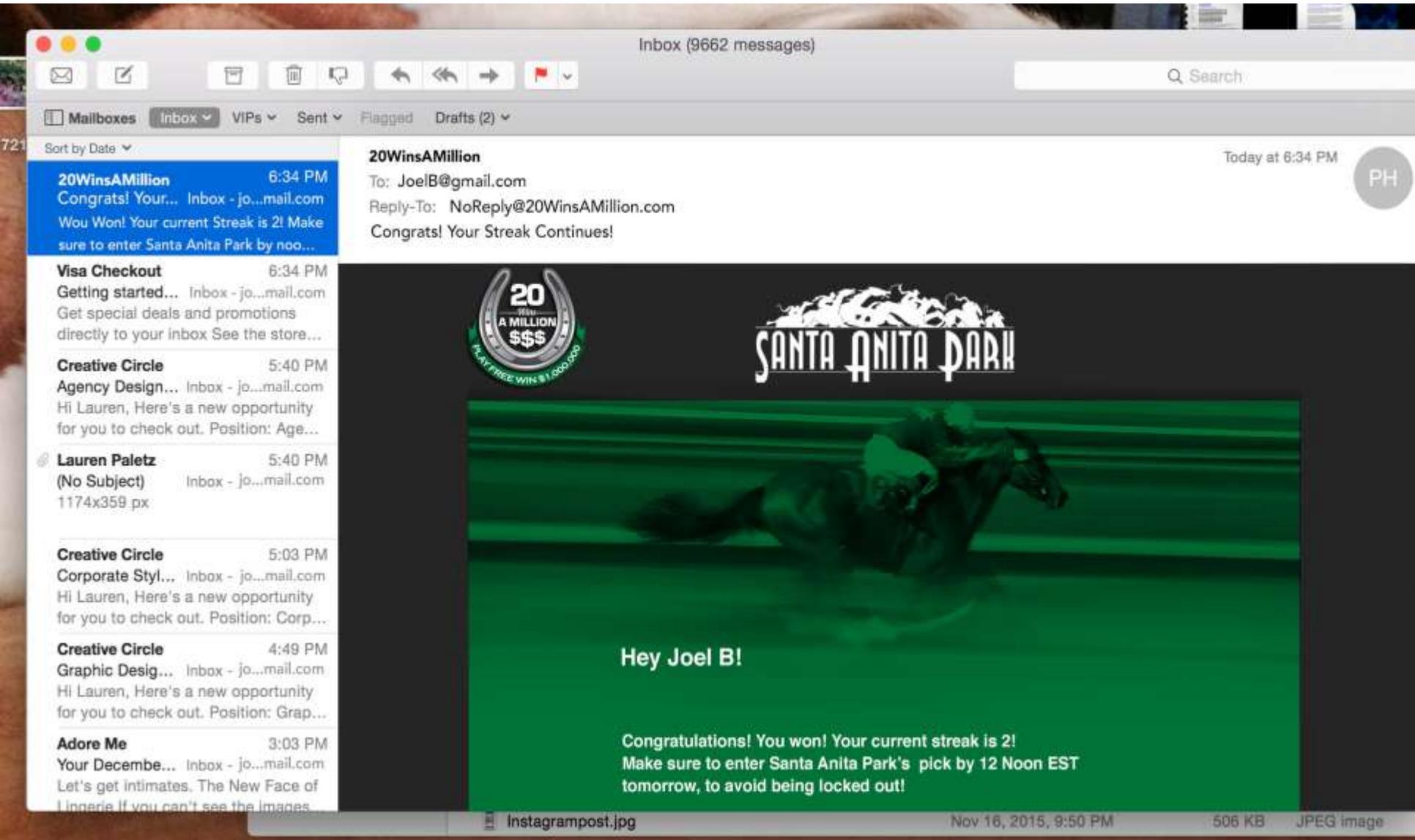
# Winning is Easy From The Start!

**DAY 1:** If your pick finishes in the top 4, you win!  
Your streak has begun.



# EMAIL TEXT ALERTS

At Registration, Players Opt In For Track & Game Announcements



# Every Loves a Winning Streak!

**Level 2:** If pick finishes in the top three,  
**YOU WIN AGAIN** & advance.

**Level 3:** If pick finishes 1<sup>st</sup> or 2<sup>nd</sup>  
receive **first *game prize***





**Robert Stevens**

November 12, 2015

Going to Gulfstream Saturday picking up prize from 20. Who wants to meet there and hang out? #20WinsAMillion

Like · Comment · Share

Trends · Change

**#CyberMonday**

Get plugged in on #CyberMonday w/ Verizon. Get great deals. Get going.

Promoted by Verizon

**#20WinsAMillion**

78.9K Tweets

**#BlackInkCrewCHI**

12K Tweets

**#CharlieBrownChristmas**

11.6K Tweets

**#BatmanvSuperman**

21.5K Tweets

**Tommy Dreamer**

Started trending in the last hour

**#TheVoice**

17K Tweets

**Cameron Dallas**

34.5K Tweets



**Lauren Paletz** in Gulfstream Park

November 13 at 12:36pm · Instagram · 21  
Just picked my 5th winning race. I'm on my way to \$1,000,000 #20WinsAMillion



Like Comment Share

Lisa Galles Marschinke, Christine Donovan, Carly Ettinger and 19 others like this.



**Skyler Lyn** congrats!

Like · Reply · November 13 at 12:43pm



**Steven Crooks** Wish i was there!!

Like · Reply · November 13 at 1:56pm



Write a comment...



PHONE

14:36



Instagram



**JackMan**

3min



24 Likes

**JackMan3** Brought my Squad at the track today to win my 7th race. #20winsamillion



# Then the Game Gets Harder!

Levels 4-20 MUST PICK THE WINNER

If pick loses, streak goes to zero  
but players start again next race day!



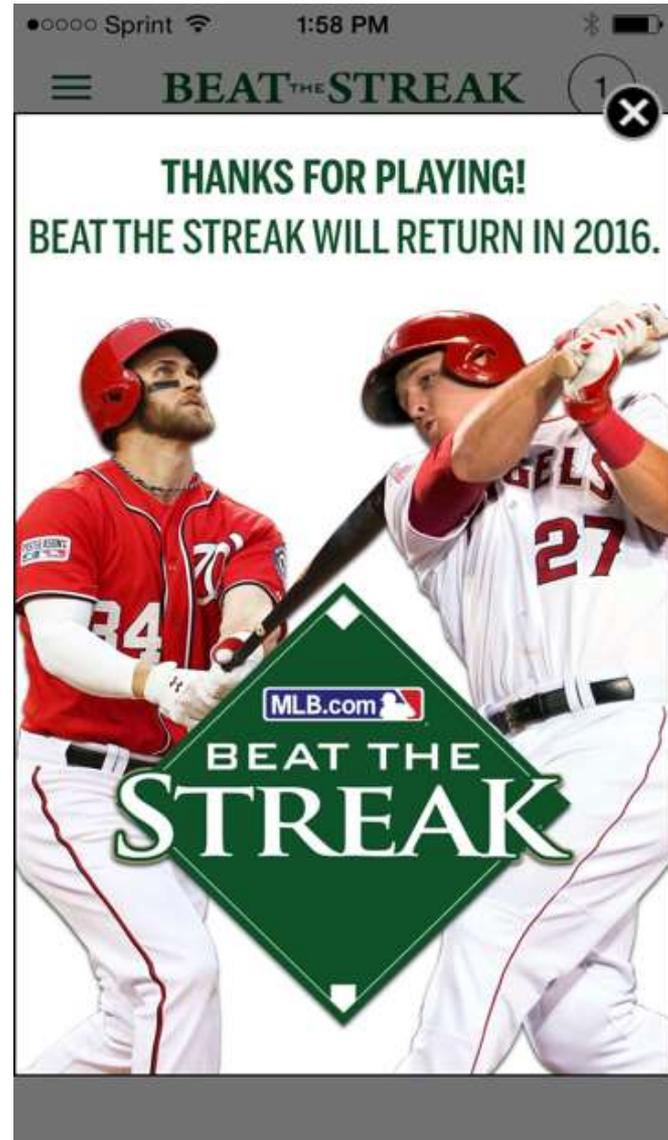
# SIMILAR FREE ONLINE GAME

## Sampled, Tried And Successful

Major League Baseball has been running a similar FREE ONLINE GAME called Beat The Streak for the past 14 years.

Their prize is \$5,600,000 for 1<sup>st</sup> person to guess ballplayers to get a hit in 57 straight games.

Nobody has won in 14 years, but millions keep trying and MLB just announced game continuation for 2016





**Username**

**Password**

Remember Me

Forget Your Password? [Click Here](#)

Don't Have an Account? [Click Here](#)

**LOG IN**



## Register

First Name

Last Name

Track Name/Company

Position/Title

Email

Phone Number

City

State

Username

Password

Confirm Password

I agree to all the Rules & Terms of Agreement



refresh  
Input Symbol

**REGISTER**

## MY STREAK

Date	Picks	Streak
Mon Dec 07	 <a href="#">Select Your Horse</a>	
Sun Dec 06	 Trulamo	3
Sat Dec 05	 Trace of Grace	2
Fri Dec 04	 Ribot Star	1
Thu Dec 03	 Tailer Made	0
Wed Dec 02	 Winner Winner	2
Tue Dec	 April Mae	1



**SAMPLING**

**ENGAGEMENT**

**TRIAL**

**EVALUATION**

**ACTIVATION**



Do you think someone you know...  
a family member, friend or neighbor  
might play a Free Online Game  
to win **\$1,000,000?**



# Thank you!

Follow us on social media

Facebook: *facebook.com/20winsamillion*

Twitter: @20WinsAMillion

Instagram: @20WinsAMillion



[www.20winsamillion.com](http://www.20winsamillion.com)





**Like to Win Prizes?  
Want to Win \$1,000,000?  
Think You Can Pick 20 Straight Horse or Dog Races?**

**PROVE IT!**

**Play For Free**

**REGISTER NOW**