



**AMERICA'S**  
**BEST** RACING



**Jason G. Wilson**

Vice President

Business Development

The Jockey Club



# Fan Base

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4%



**AMERICA'S  
BEST RACING**



America's Best Racing is a multi-media new fan development and awareness-building platform, initiated by The Jockey Club, designed to increase the profile and visibility of North America's best Thoroughbred racing events, with a primary focus on the sport's lifestyle and competition.

ROAD TO  
  
THE KENTUCKY  
DERBY

Date	Race	Viewers	Network
2012			
March 24	Spiral Stakes	50,000	NBC Sports Network
March 31	Florida Derby	150,000	NBC Sports Network
April 7	Santa Anita Derby Wood Memorial Stakes	1,200,000	NBC
April 14	Blue Grass Stakes Arkansas Derby	250,000	CNBC

# Insider series of videos

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# NTRA Communications



WALL STREET JOURNAL



THE HUFFINGTON POST

Bloomberg



Forbes

YAHOO! Sports



thebiglead



# Blogger Campaign

## A family day at the Del Mar race track

Written on September 4, 2012 by Andrea Fallman in Travel

[Pin it](#)

Traveling with kids doesn't always have to mean getting on a plane and [flying across the country](#). It can be as simple as discovering a new park, visiting a local museum or driving to the beach for the day. We tend to do a lot of traveling in and around Southern California on the weekends, we love exploring what's in on our own backyard. If you are looking for something to do with the kids in Los Angeles, a day trip down to San Diego to watch the horse racing at the [Del Mar Race Track](#) can certainly be a full day adventure, especially if you take the train!



### RECENT PINS

*Pinterest*



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# Racing 101 Fan Hub

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# Entries Plus from Equibase

- Interactive Visual Way to Look at a Race
  - Available from Equibase Entries
- Every Race at Every Thoroughbred Track



# MAJOR LEAGUE



# HORSE RACING

Home Sign Up Log In Prizes

Leaderboard How To Play FAQ Tweet Like

## JOIN THE EXCITEMENT OF FANTASY HORSE RACING

Major League Horse Racing combines the skill of fantasy sports and the fun of social media with the excitement of horse racing.

The more socially active you are the more you earn toward your fantasy wagers. Win great prizes every week – Best of all it's free to play!



GET STARTED

1

### Sign Up

Complete a simple one-step registration and be on your way

2

### Participate

Earn **Game Bucks** for your social activity!

3

### Play

The more you earn the more you can bet on the weekend races!

# ABRV

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Mobile marketing platform

Staffed by six brand ambassadors

Visiting racing and non-racing events



# Bringing it together

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