

PERSPECTIVES ON MARKETING
TO NEW & CASUAL CUSTOMERS

ATTRACT | EDUCATE | ENTERTAIN

Wednesday, December 5, 2012 • 1:30 – 3:00



EXPECT AN EXPERIENCE



Grand River Raceway in Elora



Location:

- 68-acre rural site within 50km of 4 major cities and 2 other tracks

Specs:

- Opened December 2003
- 45,000 sq. ft. grandstand overlooking half-mile racetrack
- 11-race 36,000 square foot paddock
- Tiered dining room seating 210
- 240-machine slot parlour operated by the OLG
- Simulcast Wagering facilities
- Meetings & Events Services
- Owned & operated by a not-for-profit Agricultural Society
- **67 race days in 2012 (3 days/week, May – October)**

LOWEST HANGING
FRUIT GRASS ROOTS
EXPERIENTIAL FUN
INTIMATE
INTERACTIVE
CASUAL
COMFORTABLE

TARMAC SHOW

win, learn & laugh between the races

PADDOCK REPORT

catch the inside scoop between the races



SHOWTIME! STAFF TRAINING



1. Take **CONTROL** of what you *can* control.
2. Partner, seize opportunity & **MAXIMIZE**.
3. Celebrate your **DIFFERENCES**.
4. Enthusiasm begets **ENTHUSIASM**
and enthusiasm makes progress.

The live racing
product
is an **experience**
sold through
a series of
impressions
based on
tangibles:
*sight, touch, smell,
sound, taste*

... and **intangibles:**
*feelings,
connection,
comfort, etc.*



3 E

1. **ENGAGE** interest
2. **EVOKE** emotion
3. Facilitate & deliver
the **EXPERIENCE**



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OBSTACLES | ATTRACTION BARRIERS

- Unaware of the site/sport
- Fear of the unknown/intimidation
- No bridge/cheerleader



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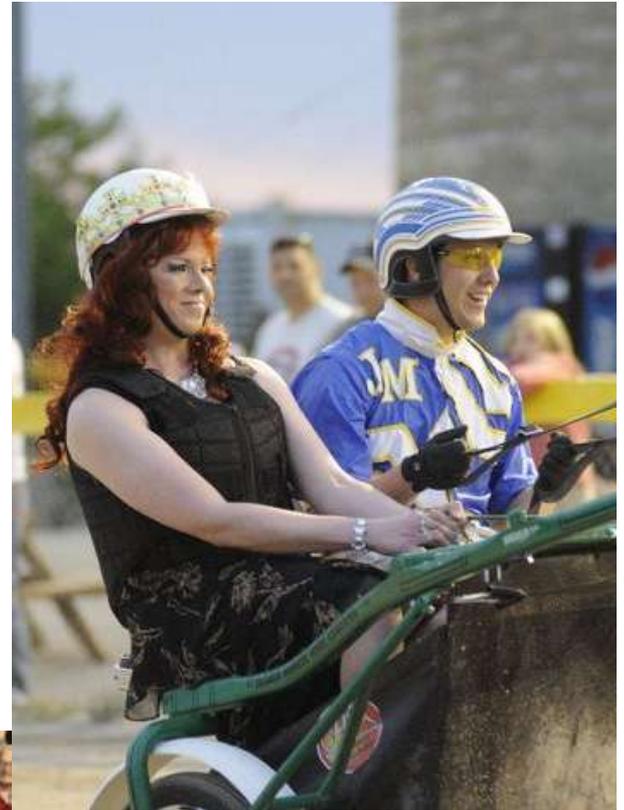
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LOWEST HANGING FRUIT

1. Literal WORD OF MOUTH

Deliver an experience worth cheerleading

- individual returns from Group Bookings
- Ambassador Program for winning owners
- Local Biz Night, Tri-Pride Night
- Open Houses, Off-Site Horse Visits, etc.



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2. Social Media WORD OF MOUTH

Capture the energy & maximize viral reach of your message with imagery



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Like



★ 2012 Friday Nights | June 1 - Oct 12 ★

www.GrandRiverRaceway.com



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Free horse fun & education program for kids | 2012 Friday Nights | June 1 - Aug 31



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3. TRADITIONAL MEDIA

Spin traditional media buys to include live broadcasts, special event inserts, etc.



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3. TRADITIONAL MEDIA with a TWIST!



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OBSTACLES | EDUCATION BARRIERS

- No basic mainstream knowledge
{homerun, touchdown, hole-in-one}
- No mainstream emotional connection
{hometown team}
- Jargon = reinforces alienation
{intimidation, discomfort, unease}

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INVESTING IN TOMORROW

1. Family/Children

- The NEIGHbourhood Kids' Program – Friday Nights
- Hands On Horses: Contact = Connection
- Youth Camp/Adult Camp/Open Houses/SYTYCD





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CREATING A CONNECTION

2. Personifying Horses & Race Participants

- Tarmac Show links horsepeople & patrons
- Race broadcast extras highlight personalities
- Contests highlight racing basics, empower patrons to evolve







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LEARNING THAT'S FUN

3. Addressing Jargon, Wagers & Tack

- Tarmac Show explains & awards wagers
- Contests explain equipment + tack, spotlight on patrons
- Explore The Exotic group wagers: cards + show segment





• HERB

• CLINT

80

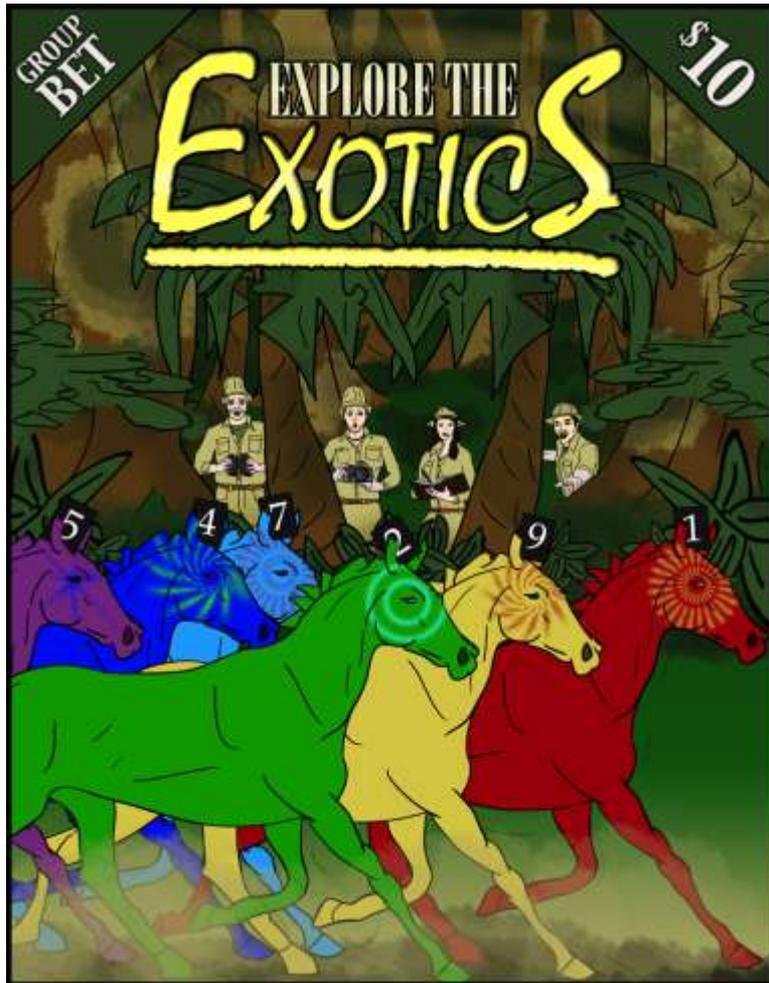
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fun
& frivolity friday nights
on The Tarmac Show

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Explore The Exotics – Group Wagering Tool



\$10	EXPLORE THE EXOTICS	 RACE # _____
	Play as a team to explore these 4 exotic wagers. Complete this card and submit it, with payment, to any ticket seller.	
1 	\$2 EXACTOR Pick the first 2 finishers in exact order. 1 st : Horse # ___ 2 nd : Horse # ___	COST: \$2
2 	\$1 'BOXED' TRIACTOR Pick the first 3 finishers. Horses can finish in any order. 1 st : Horse # ___ 2 nd : Horse # ___ 3 rd : Horse # ___	COST: \$6
3 	\$1 SUPERFECTA Pick the first 4 finishers in exact order. 1 st : Horse # ___ 2 nd : Horse # ___ 3 rd : Horse # ___ 4 th : Horse # ___	COST: \$1
4 	20¢ SUPERFECTA Pick the first 3 finishers in exact order. Pick any 5 other horses to finish 4 th . 1 st : Horse # ___ 2 nd : Horse # ___ 3 rd : Horse # ___ 4 th : Horse # ___ / #___ / #___ / #___ / #___	COST: \$1



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EXPECT AN EXPERIENCE

1. Make patrons part of the show.

- Race 6 Cheerleaders
- Bouncy Pony Stakes
- Kids' Trivia





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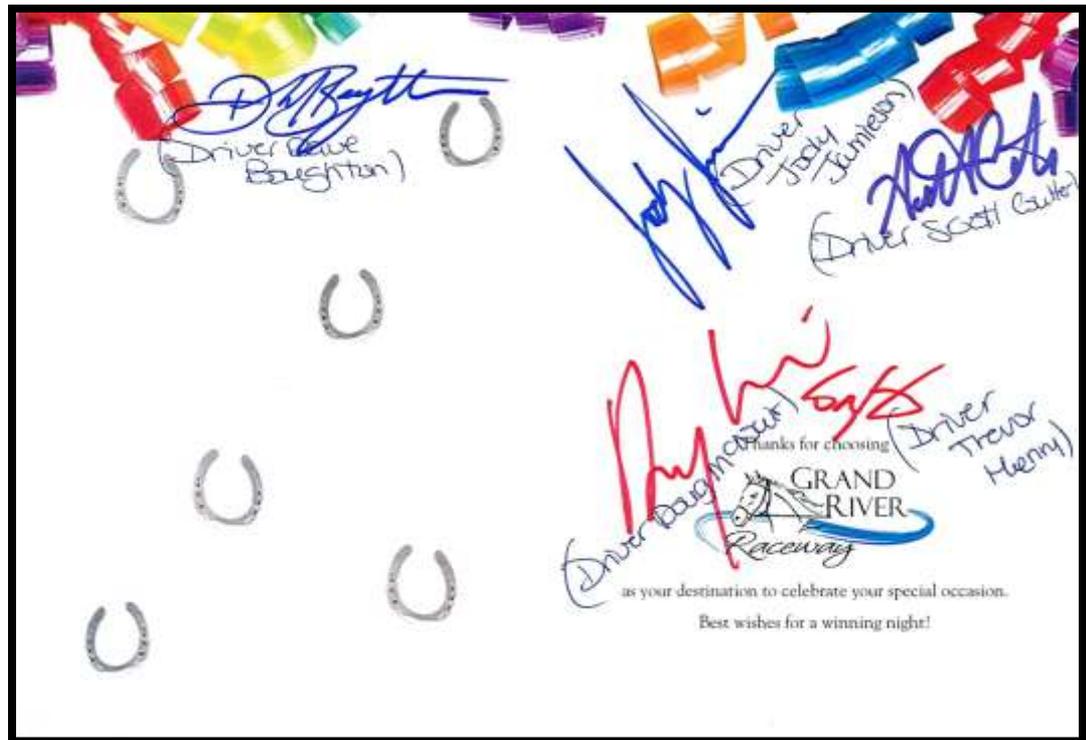
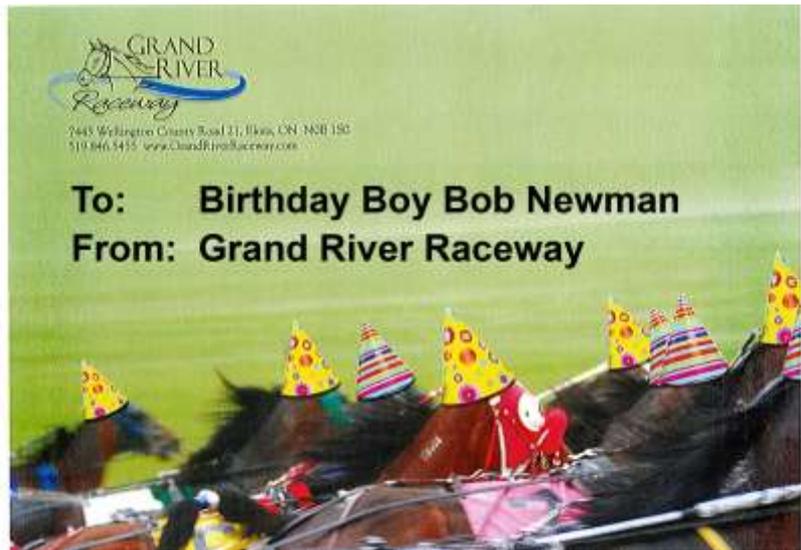
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VALUE ADDED EXPERIENCE.

2. Little extras with big impact.

- Greeters on race nights – first impressions, friendly contact
- Dining Room – celebration cards signed by drivers







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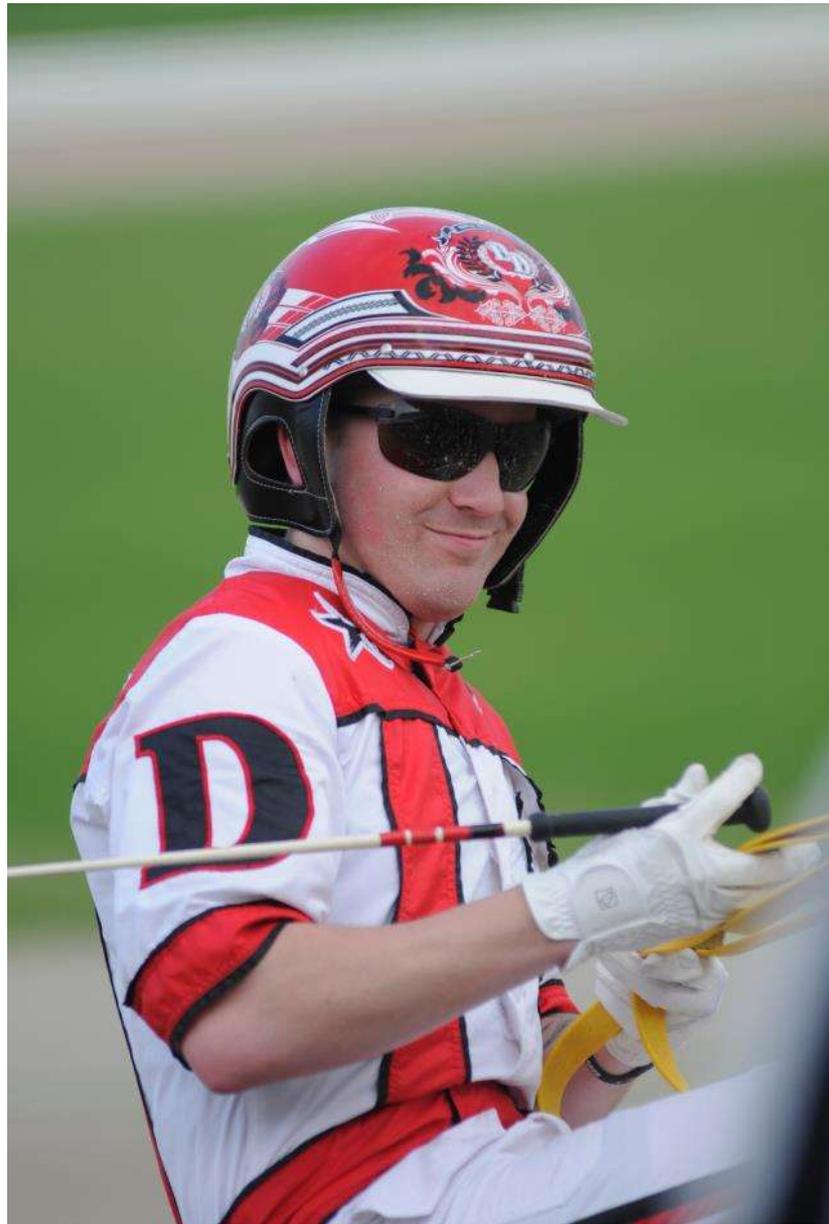
CREATING ATMOSPHERE: Showtime

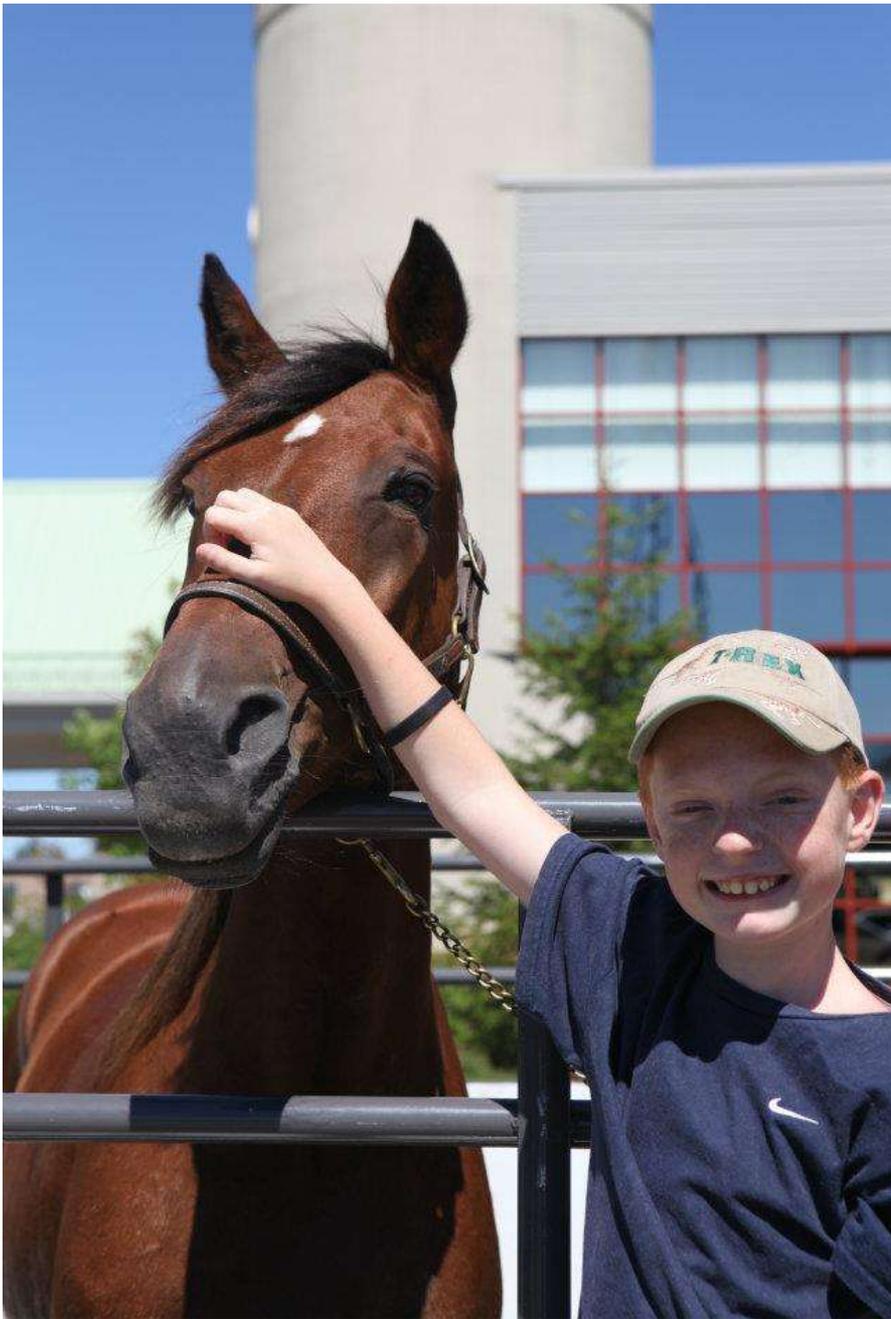
3. Facilitating good vibes for horsepeople & fans alike

- Setting the standard, leading by example
- Good energy is contagious











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