



American Quarter Horse Racing

About American Quarter Horse Racing

The muscular, athletic American Quarter Horse is the sprinter of the horse racing world, an equine drag racer that can exceed an amazing 55 mph in a quarter-mile race. "To say that Quarter Horses 'burst' from the gate does them a disservice," wrote John Erardi of the Cincinnati Enquirer, "they literally drop back on their hind legs and launch themselves out of the gate, breaking low, exploding forward. It is a sight to behold."

Quarter Horse racing's most famous event, held each Labor Day at Ruidoso Downs in New Mexico, is the All American Futurity, which in 1978 became the world's first million-dollar horse race. In Kentucky, many residents have long been involved in the sport, which is growing in popularity along with all segments of the Quarter Horse industry. According to the American Quarter Horse Association, Kentucky is home to more than 4,800 members and more than 13,000 registered horses.

About the Red Mile

The Red Mile, which offers a fantastic view of downtown Lexington, is one of the oldest and most beloved racetracks in the United States. The track first held a Quarter Horse meet in 2004 and each July draws thousands of fans for two nights of sprint racing, one of Lexington's most popular summertime attractions.

Quarter Horses from throughout the Midwest and from as far away as Florida and New Mexico annually compete at the Red Mile. Meanwhile, a number of their owners and trainers enjoy making a vacation of their trip to Lexington by spending several days in the "Horse Capital of the World" and visiting area attractions.

About the Kentucky Quarter Horse Racing Association

The Kentucky Quarter Horse Racing Association is a non-profit organization that is working to increase opportunities for the residents of the state who are involved in breeding and racing American Quarter Horses, as well as promoting this exciting sport to old and new fans alike.

For more information, visit kyqhra.com or contact KyQHRA Executive Director, Anne Doolin at (859) 983-0520 or adoolin@kyqhra.com.

www.kyqhra.com



American Quarter Horse Racing

Sponsorship Opportunities



Ann Soult Photography

Get Involved with Lexington's Most Exciting Summer Event!
Friday, July 17 & Saturday, July 18, 2009
7:30 p.m. Post Time

2009 Sponsorship Opportunities



American Quarter Horse Racing

RACE SPONSORSHIP - \$5,000

- Race named in your honor
- Trophy presentation to the winner
- Winner's Circle photo
- Railbird box seats, passes & programs
- Full page ad in racing program, both days
- PA announcements
- In-house video display opportunity
- Ability to hang banners & set up a booth
- Your logo and link to your website on the Kentucky Quarter Horse Racing Association website

FINISH LINE SPONSORSHIP - \$2,500

- Railbird box seats, passes & programs
- Half-page ad in racing program, both days
- PA announcements
- Ability to hang banners & set up a booth

HOME STRETCH SPONSORSHIP - \$1,000

- Railbird box seats, passes & programs
- Quarter-page ad in racing program, both days
- PA announcements

STARTING GATE SPONSORSHIP - \$500

- Box seats, passes & programs
- Acknowledgement in racing program, both days

PROGRAM AD RATES

- Full page ad - \$450
- Half-page ad - \$300
- Quarter page ad - \$150

Please provide camera-ready art.

Additional charge applies if ad requires typesetting.

4th Annual Kick-Off Party

Thursday Night, July 16, 2009

6:00 p.m. until Midnight

**The Round Barn at the Red Mile
Lexington, Kentucky**

- Fabulous Food & Drink
- Live Auction & Silent Auction
- Entertainment & Camaraderie!

Your \$10 donation includes dinner and supports the promotional activities of the Kentucky Quarter Horse Racing Association, a 501(c)(6) organization.

If you've never experienced the breath-taking speed of these equine athletes, you won't want to miss being involved this year. This is the must-attend racing event of the summer in Central Kentucky.

Contact:

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Anne Doolin
859.983.0520 cell



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