

85TH RUNNING OF THE
Fair Hill Races

SATURDAY, MAY 25TH, 2019



**SPONSORSHIP
OPPORTUNITIES FOR 2019**

Join us for an exciting day of racing tradition and
celebrate our last year operating on the historic race course.



January 2019

Dear Friend of the Fair Hill Races:

We invite you to support the 85th anniversary running of the iconic Fair Hill Races as we celebrate William duPonts' legacy and the historic turf course's upcoming improvements. Our race card features some of the most exciting jump races in North America. The vistas are unparalleled, and the races have run since 1934.

Partner with us as a sponsor, subscriber, contributor or advertiser. Enjoy a unique day of racing with friends and clients as you kick off the summer season. This year we are restructuring hospitality at Fair Hill for sponsors, patrons and horsemen, and aim to have a live stream that will enable you to share your story with a significant online audience.

Come experience the thrills of the day, feel the thundering hooves strike the earth, hear the horses' breathing, and catch the rush of air as the runners race by. The event draws well over 10,000 people and offers something for everyone: pari-mutual betting, children's crafts and stick pony races, a shopping village and a variety of food and drinks.

Your generosity enables this fun family event. We would be pleased to discuss your participation in our race day. "Like" us on Facebook and "follow" us on Instagram to share our journey to the 85th Running of the Fair Hill Races.

Sincerely,

Fair Hill Races 85th Anniversary Hosting Committee



About Racing at Fair Hill:

In 1925, William duPont, Jr, began to assemble a tract of land on the Maryland-Pennsylvania border that would eventually encompass more than 7,600 acres. The property served as a nature preserve, cattle ranch, and a place where duPont could engage in his two favorite pastimes: horse racing and fox hunting.

Setting out to prepare his new property for the fox hunting that he loved, he moved his pack of hounds up from his family home in Montpelier, Virginia. To ensure their safety, he built bridges over the roads, tunnels under them, and encircled the property with 17 miles of "super fence", a chain link barrier that was set in three-foot concrete footers with a "T" section across the top. Even the most aggressive hound (or fox) couldn't dig under it or climb over it.

Mr. duPont's Foxcatcher Hounds hunted the property until the mid-1970s, first with Mr. duPont as Master and then with his daughter, Jean duPont McConnell, leading the field.

As duPont gradually added to his holdings, he designed a steeplechase course fashioned after the Aintree track in England. He then waited seven years before allowing a horse to set foot

on it, recognizing nature couldn't be rushed in the establishment of thick, healthy turf. In 1934, Mr. duPont started The Fair Hill Races.

Since that time, the races have run annually over Memorial Day Weekend and sometimes over Labor Day Weekend. Fair Hill hosted several Breeders Cup Races in the 1980s and early 90s. This year will be the last year of operating on the historic race course built by duPont.

Modern racing standards demand enhanced conditions out of the racecourse, and Fair Hill Races, their private partners, and the State of Maryland are supporting upgrades that will include irrigation, softer turns, and better footing. The improvements will yield superior conditions for racing and training for years to come at Fair Hill.

Please join us as we celebrate Fair Hill's Proud Past and Infinite Future.

Steeplechase Racing

Modern steeplechase racing describes cross-country thoroughbred horse racing over jumps. Steeplechase racing originated in Ireland in the 18th century, when as legend has it, a man challenged his neighbor to see whose horse could run faster from one church steeple to the next, hence “steeplechase”. The first steeplechases raced over the open countryside, with the horses and riders jumping whatever obstacles they encountered: fences, walls, hedges or ditches. Today, steeplechase racing celebrates this rich heritage by using fences evocative of those encountered in open country.



Hurdle Racing - Distance: 2-3 miles; Jumps: Round with “give”

Hurdle races occur over plastic and steel fences that are about 4'4" high, but most of the obstacle is made of plastic “brush”, allowing horses’ legs brush through. Hurdle horses are trained to jump in as much of a regular stride as possible. This allows horses to maintain speed upon landing. Because horses can’t always jump in-stride, horses also learn to jump out-of-stride. One out-of-stride jump can decrease a horse’s speed drastically.



Timber Racing - Distance: 3-4 miles; Jumps: Upright and solid

Timber races occur over solid, stationary wood rail fences that can reach up to 5'0" high. Horses must have more endurance because these races go for longer distances. Timber horses jump in an arch to clear these unyielding fences, and this makes the jumping effort required very different from hurdle races. Horses must also land in-stride, so that they can carry speed forward on the flat part of the racecourse. The nature of these obstacles makes maintaining speed more challenging.



Fair Hill Races



Sponsorship Levels & Benefits

Join us on May 25th to witness firsthand the beauty and excitement of the Fair Hill Races. In addition to enjoying the countryside on Memorial Day Weekend – the official start to summer – Fair Hill Races poses a unique opportunity to host clients, colleagues, and family and friends while showcasing your business to the race day audience. Corporate and private sponsors receive numerous benefits on race day. This brochure is also available online at our website, www.fairhillraces.org.

Sponsorship opportunities are available at many levels with a variety of benefits to match. The Committee thanks you in advance for your generous support!

Corporate Sponsor \$20,000

- Recognition as “Powered By” Race Day Sponsor
- Spotlight interview during the day of racing
- Acknowledgement in all Advertising, Press Releases, Social Media, Jumbotron, Website and PA Announcements
- Inside Back Cover of Race Day Program
- Banners at Entrance, on Race Course, Across Back of a Fence and Betting Windows
- 2 Aintree Stand Boxes (Seating for 12)
- 12 VIP Passes– Includes Lunch and Drinks
- 6 Green Parking Passes

Race Sponsorships

Hurdle Race Sponsor \$15,000

- Recognition as one of the Hurdle Race Sponsors
- Presentation of Trophy for one of the Hurdle Races
- Spotlight Interview
- Acknowledgement in Advertising, Press Releases, Social Media, Jumbotron, Website and PA Announcements
- Full Page Advertisement in Program
- Banner Display
- 2 Aintree Stand Boxes (Seating for 12)
- 12 VIP Passes– Includes Lunch and Drinks
- 6 Gold Parking Passes

Flat Race Sponsor \$10,000

- Recognition as the Flat Race Sponsor
- Presentation of Trophy for one of the Flat Races
- Spotlight Interview
- Acknowledgement in Advertising, Press Releases, Social Media, Jumbotron, Website and PA Announcements
- Full Page Advertisement in Program
- Banner Display
- 2 Aintree Stand Boxes (Seating for 12)
- 12 VIP Passes– Includes Lunch and Drinks
- 6 Gold Parking Passes



- Recognition as an event sponsor
- Acknowledgement on Social Media, Jumbotron, Website and PA Announcements
- Full Page Advertisement in Program
- Banner Display
- 1 Aintree Stand Box (Seating for 6)
- 6 VIP Passes– Includes Lunch and Drinks and 3 Gold Parking Passes
- Private party tent (20x20) at a premier location
- 30 General Admission Tickets, 15 Blue Parking Passes

**Event Sponsor
\$6,000**

- Recognition as a patron
- Acknowledgement on Social Media, Jumbotron, Website and PA Announcements
- Half Page Advertisement in Program
- Banner Display
- 1 Aintree Stand Boxes (Seating for 6)
- 6 VIP Passes–Includes Lunch and Drinks 3 Gold Parking Passes

**Patron
\$3,000**

- Recognition as a Friend
- Half-page advertisement in the Race Day Program
- 1 Aintree Stand Box (Seating for 6)
- 6 VIP Passes–Includes Lunch and Drinks and 3 Gold Parking Passes

**Friend
\$1,500**

Please contact Posey Obrecht, Sponsorship Manager, for full details about these sponsorship packages and their benefits. We offer unique platforms for your business' elevated visibility and would also be happy to discuss a custom package to suit your needs.

☎ 443-717-1264
posey.fairhillraces@gmail.com



Advertising in Race Day Program

Advertising in the Past Performance Racing Program (8.5" x 11"). Call for more details.

Inside back cover color full page	\$ 500.00	
Or Inside back cover 1/2 page color	\$ 300.00	
	color	b&w
Full page ad	\$ 400.00	\$ 300.00
1/2 color ad	\$ 200.00	\$ 175.00
1/4 page ad	\$ 175.00	\$ 150.00

2-1/2" x 8" banner on past performance pages, if available \$ 150.00

Questions? Contact Us:

Phone orders and questions, please call Nancy Simperts at 410-398-2578 or email fairhillraces@gmail.com.
Fax 410-398-2527. Fair Hill Races, c/o Cecil County Breeders' Fair, 402 Fair Hill Drive, Elkton, MD 21921





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