



RTCA's White Horse Award Corporate Program

The Race Track Chaplaincy of America, which oversees 48 chaplains serving at 78 American horse tracks and training centers, has successfully launched the White Horse Award. Presented annually to the backstretch or racing farm worker who performs the most heroic act in behalf of horse or human, the first winner was Leigh Gray, who saved over 50 horses from euthanasia. She was honored during the White Horse Heroes Luncheon at Santa Anita Park on Oct. 23, 2003, held less than 48 hours before the first of eight Breeder's Cup World Thoroughbred Championships worth \$13 million.

The next White Horse Award will be presented at the White Horse Heroes Luncheon on October 28, 2004 at Lone Star Park in Grand Prairie, two days before the Breeders' Cup World Thoroughbred Championship.

The 2003 presentation was televised by TVG and watched at corresponding luncheons honoring backstretch workers at nearly a dozen tracks during the first national White Horse Heroes Day. The second White Horse Award and national White Horse Heroes Day is scheduled for Lone Star Park at Grand Prairie on Thursday, October 28th, two days before the Breeders' Cup races.

The program provides an unusual opportunity for corporate sponsorship. By partnering with an organization that has a 32-year history of service within the racing industry, you can enhance your organization's image, have access to thousands of potential customers, lower your cost of sales and even increase market share.

At the same time you will enrich the lifestyles of racing's vital workforce and honor and recognize the skill and courage of the industry's vital workforce. Never before has racing had such a vehicle.

Organizations that demonstrate their concern for the racing industry's workforce by joining in our efforts become members of the White Horse Fellowship. These members cast the votes that elect the White Horse Award winner.

Fellowship members receive the following accommodations:

- Distinction as honored guests at the White Horse Heroes Luncheon when the White Horse Award is presented.
- Corporate name and or/logo listing in trade magazine ads that include Quarter Horse Racing Journal, Thoroughbred Times, Blood-Horse Magazine, Equus Magazine and several others.
- Corporate name and logo listing on our popular website, which is linked to many of the industry's most popular web sites.
- Listing in our newsletters sent three times yearly to our 22,000 member mailing list made up almost entirely of racing industry stakeholders, owners, breeders, trainers, jockeys, track executives, trade organization board members and executives, etc.

Other potential benefits:

- White Horse Award luncheon named for your corporation with accompanying entitlements.
- Corporate title for one or more golf tournaments held at major industry gatherings.
- Corporate profile in newsletters and web site.
- Named in event press releases.
- Signage at luncheon.
- Coupon/Ad listing opportunities in Newsletter.
- Other RTCA recognition as opportunity arises.
- Signage placed at 40 backstretch locations nationwide.

Current Corporate White Horse Fellowship Members: NTRA, Bayer Animal Health, Oak Tree Racing, Breeders Cup Ltd, the Thoroughbred Charities of America, the American Quarter Horse Association, TVG, Hollywood Park, Del Mar Thoroughbred Club, The Thoroughbred Times, Blood-Horse Magazine, The Daily Racing Form, Health Communications Inc., publishers of the *Chicken Soup for the Soul* series

We can customize our cause marketing efforts to fit your company's particular marketing needs.

Cost for a five-year membership is \$10,000 for each of two consecutive years.