

RTCA's White Horse Award Partnerships

The Race Track Chaplaincy of America, which oversees 55 chaplains serving at 87 North American horse tracks and training centers, has successfully launched the White Horse Award. Given annually to the backstretch or racing farm worker who performs the most heroic act in behalf of horse or human, the second annual award was presented at Lone Star Park at Grand Prairie on Thursday, October 28, two days before the Breeders' Cup World Thoroughbred Championships there.

The third White Horse Award will be presented at Belmont Park's Turf and Field Room during a special White Horse Heroes Luncheon. on Thursday, October 27th, two days before the Breeders' Cup World Thoroughbred Championships.

The White Horse Fellowship, which elects the winner, is composed of individuals and corporations who value the contribution our unheralded workers make to the horse racing industry. By becoming White Horse Fellowship members, they have demonstrated their care and concern for racing's close-knit community. They believe in the RTCA's mission to provide, with excellence, for the spiritual, emotional, physical, and social/educational needs of racing's workforce. Most of all, they have decided to take a leadership role in honoring racing's unsung heroes, as well as providing them with direct assistance on a daily basis.

Each day across North America, RTCA Chaplains work to enrich the lives of backstretch employees through advocacy, pastoral counseling, crisis intervention, AA programs, hospital visits, child care, ESL, GED and computer classes. Chaplains are racing's Good Samaritans, demonstrating Christ's love in action.

The White Horse Award has provided the racing industry with a vehicle that not only recognizes backstretch heroes and honors their contribution to horse racing, but enhance their lifestyles.

"I think the White Horse Award will become a point of pride for a group of persons who do so much, but are recognized so rarely." Mr. D. G. Van Cleif, Jr., President, Breeders' Cup Ltd.

Fellowship members receive the following:

- Distinction as honored guests and signage recognition at the White Horse Heroes Luncheon where the White Horse Award is presented.
- Corporate or individual name and or/logo listing in trade magazine ads that include Quarter Horse Racing Journal, Thoroughbred Times, Blood-Horse Magazine, Horse-men's Journal, Track Magazine, Speed Horse and many others.
- Corporate or individual 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 35,000 member mailing list made up almost entirely of racing industry stakeholders, owners, breeders, trainers, jockeys, track executives, trade organization board members and racing commissioners.
- Listing on our yearly White Horse Heroes Video mailed to tracks, horsemen's organizations and vendors.
- Customized mailings and advocacy to supporters and mailing list members.

Other potential benefits:

- White Horse Heroes Luncheon table sponsorship at reduced costs.
- Signage posted in Chaplains' 55 offices
- 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.
- Coupon/Ad listing opportunities in Newsletter.

Individual White Horse Fellowship Members: Kenny and Lisa Troutt, (Founders), Ed Allred, Bob and Annette Bacola, Gary and Betty Biszantz, Danny and Cynthia Burns, Bill and Susan Casner, Pat and Sheila Day, Reed Farley, Dan and Cynthia Fick, John Harris, R.D. and Joan Dale Hubbard, Corey Johnsen, Brereton and Libby Jones, Al and Sandee Kirkwood, Amy Pelz and George Strawbridge

Corporations Include: American Quarter Horse Association, Bayer Animal Health, Breeders' Cup Ltd, Blood-Horse Magazine, Daily Racing Form, Gracefield, Health Communications Inc, publishers of the *Chicken Soup for the Soul* Series, Hollywood Park, National Thoroughbred Racing Association, Oak Tree Racing, Thoroughbred Charities of America, Thoroughbred Times and TV Games

A five-year membership requires a donation of \$20,000, which is given in two \$10,000 segments or four \$5,000 donations. In-kind donations and terms will be considered.