



Surfside Race Place Sponsorship Package 2010

Surfside Race Place at Del Mar is one of the nation's largest and most prestigious off-track betting facilities. Surfside is located on the Del Mar Fairgrounds, 2260 Jimmy Durante Blvd., and offers off-track wagering from September through early July (closed during the live Del Mar race meet). Surfside features live racing from tracks across the country. Surfside's unique features include a smoke-free environment, the luxurious Saddle Club, and patios with video monitors where Del Mar's outstanding weather can be enjoyed. The immaculate 90,000-square-foot facility is designed to provide the ultimate satellite wagering enjoyment.

Surfside Race Place offers a special opportunity to reach a unique sport minded audience that thrives on adrenaline and the intriguing sport of horse racing. We offer sponsorships that leverage your brand along with Del Mar horse racing.

2009 Surfside stats

- Average daily attendance 808
- Average daily per capita \$316
- Our Del Mar Diamond Club player reward system based on wagering and attending has over 78,000 members.
- 45 Diamond Club patrons wagering over \$25,000 per year, with several over \$100,000 and \$200,000.
- Diamond Club percent of attendance 55.9%

Eblast stats

- Surfside eblast list: 29,000 people
- Open rate averages 10-12%

2009 Web site stats www.SurfsideRacePlace.com

- 24,123 visits
- 14,089 unique visitors
- Traffic spikes came in mid-April, mid-June and mid-December.
- Our high was approximately 300 visitors on one day in mid-April, but normally, we're averaging 50-75 per day

Sponsorship Packages

A) \$600 6 months

B) \$1,000 1 year

Includes the following during the sponsorship period:

- Color ad and live logo with link to your website on the SurfsideRacePlace.com home page. JPEG or EPS. Finished size will be

approximately 115 x 115 pixels (about 1 inch by 1 inch). (see attached example)

- Live logo with link to your website will be on each eblast Surfside sends out (approximately 2-3 per month, 9 months per year when Surfside is open) (see attached example)
- Your brochure displayed at The Information Center (lower level) for patrons to take home with them. Finished product, 8 ½ x 11 maximum size, to be supplied to Surfside.
- Your color logo will be included in next Triple Crown or Breeders' Cup mailing to all Saddle Club members (quantity approximately 125 per mailing).
- 1 logo sign out front of Surfside on the admission booth. (May be shared with other sponsors) Traffic includes patrons for the various Fairground events (approximately 350 a year) including The San Diego County Fair, Scream Zone, The Del Mar National Horse Show, The Del Mar Thoroughbred Live Race Meet and The Holiday of Lights.

Deadline

- Logo is due 2 ½ weeks prior to active placement on website.

Payments

- Payment is due 2 weeks prior to sponsorship active date. Please make checks payable to Surfside Race Place.

