



You are Invited to Join in Celebrating
a Major Milestone in
Canadian Horse Racing History

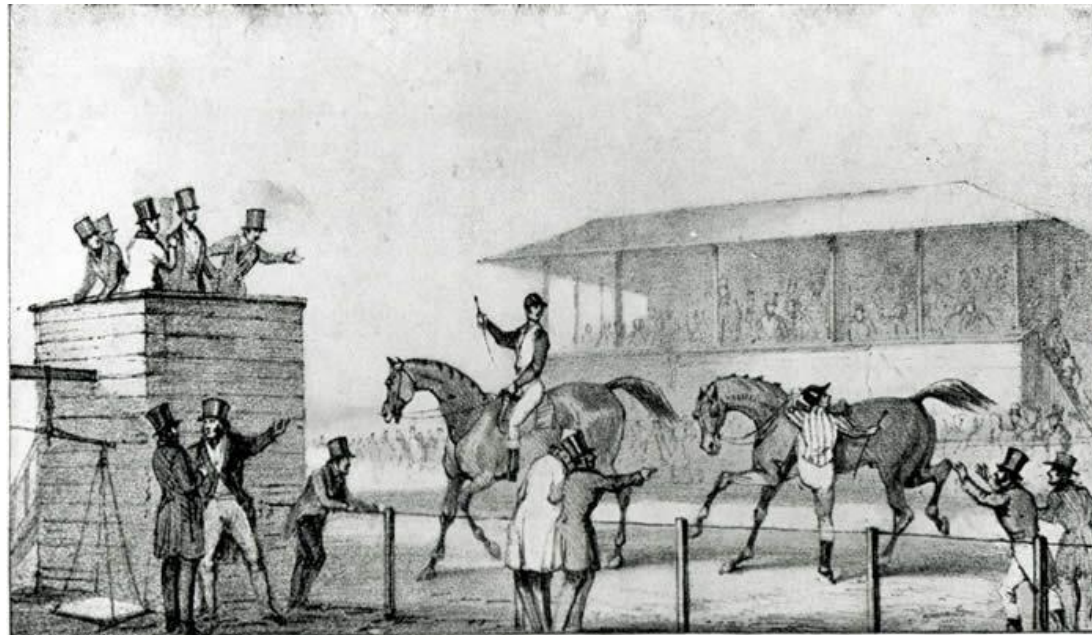
[**250**th ANNIVERSARY
HORSE RACING
IN CANADA]



[**250**^e ANNIVERSAIRE
COURSES DE CHEVAUX
CANADA]

100 Years Before Confederation July 1, 1767

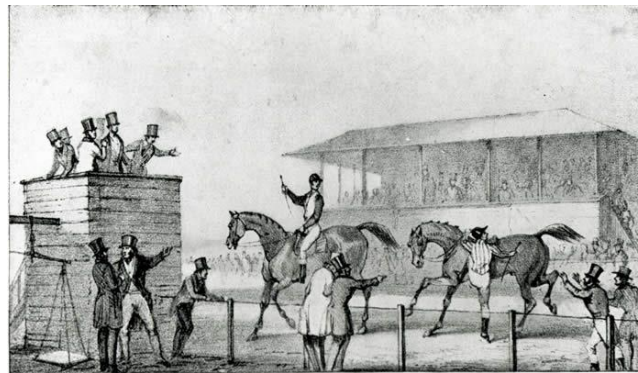
records indicate a military horse race was held on
the Plains of Abraham.



The Beginning of Horse Racing in Canada

The upcoming event was announced in the Gazette de Quebec on June 27, 1767 and reported on July 9, as follows:

“The horse race for a purse of forty dollars was held on Wednesday, first of the month, on the Hill of Abraham. It was easily won by Captain Prescott’s mare Modesty, much to the discomfiture of those who, purporting to know about such things, had wagered against her and were thereby parted from their money.”



The years between 1767-2017

Since that day, horse racing has been part of the fabric of our country. From coast to coast, generation after generation, people from all walks of life have participated in and enjoyed our sport, whether on grass-root tracks, agricultural fairs, frozen rivers dotting the countryside, or in today's modern facilities.

Wagers have been made, crowds have cheered, champions have been crowned.



250 Years to Celebrate

2017 provides a tremendous opportunity for everyone connected to horse racing to tell our story, celebrate our history and honour those who have preceded us. It is an opportunity for us to share our passion for horse racing and celebrate the presence of our sport from coast to coast.



Kin Park, Vernon, BC - 1902



Joey, first Western Canadian Horse to be named Horse of the Year - 1935



Northern Dancer, first Canadian bred & owned horse to win the Kentucky Derby - 1964



Quebec's Herve Filion, won over \$88 million as a driver- 1970's-2000's.



PEI born Joe O'Brien paired with million dollar winner Fresh Yankee – 1970's



Three National Organizations, One Vision

The 250th Anniversary of Horse Racing in Canada will be overseen by the Canadian Horse Racing Hall of Fame, Canadian Thoroughbred Horse Society – National Office and Standardbred Canada, while providing opportunities for regional organizations, local racetracks, agricultural societies, and horse racing enthusiasts to participate, celebrating the rich heritage of horse racing over the past 250 years. There are thousands of stories waiting to be told from all parts of the country. The 250th Anniversary provides a great opportunity to bring these stories to the attention of Canadians from all walks of life, allowing us to reach beyond our current racing industry and enthusiasts. It also offers the opportunity for all aspects of horse racing to work together with one common message, and one common purpose.



Canadian Horse Racing Hall of Fame



Three National Organizations, One Vision



The Canadian Horse Racing Hall of Fame was incorporated in 1976 to honour the best of Canada's horse racing industry, both Standardbred and Thoroughbred. It also charged with the responsibility of telling the story of Canada's rich racing history, and holds Canadian Registered Charity status.



The Canadian Thoroughbred Horse Society (C.T.H.S.) was incorporated in 1906 under the federal Live Stock Pedigree Act (presently called the Animal Pedigree Act – 1988) as a national breed organization to assist breeders of Thoroughbred horses in Canada.



Standardbred Canada is the national breed organization responsible for the maintenance, preservation and dissemination of records regarding the breeding and racing of the Standardbred horses, as well as the promotion of harness racing and Standardbred horses.



What Will the 250th Anniversary Celebration Look Like?



Events

Based on the concept “**250 miles celebrating 250 years of horse racing in Canada**”, locations across Canada will be engaged to hold commemorative miles in honour of the anniversary. Venues can include racetracks, agricultural fairs, parades, festivals, farms, training centres, etc. Each mile host will receive a kit of materials to support their efforts, and the miles will be tracked online and via social media. Included in the kits will be materials to engage youth and students to help them understand the role of horse racing within their community’s history. Venues will be encouraged to select a significant year that specifically relates to their local history and to build a local flavour into their event.



What Will the 250th Anniversary Celebration Look Like?



Online Engagement

A series of pages on the Canadian Horse Racing Hall of Fame website will be developed to gather and display information about racetracks throughout Canada during horse racing's history. Included will be a map of Canada visually depicting the various tracks and locations where horse racing has been conducted in the past 250 years as well as identify significant milestones, event and achievements that have occurred. This will provide an opportunity to convey information about the importance of racing in our country and engage all aspects of the industry. The goal is to launch the pages early in 2017 and continue updating them as additional information becomes available. The site can be linked to websites of industry organizations as part of the 250th Anniversary of Horse Racing in Canada, and frequent updating will encourage repeat engagement.



What Will the 250th Anniversary Celebration Look Like?



Social Media

Today's social media platforms provide an economical way of engaging our audience on a frequent basis. It provides the opportunity to tell the story of our sport, announce events, encourage involvement.

The hashtag **#cdnhorseracing250** will be used in conjunction with all aspects of the anniversary celebration to provide a common social media element.



What Will the 250th Anniversary Celebration Look Like?



Media/Video

- A video will be produced and distributed for use at significant industry events. The purpose of the video will be to provide background on the importance of the 250th anniversary and to build awareness and engagement in the anniversary.
- Press release templates will be created for use in local media environments, as well as in race programs to announce commemorative miles. An media campaign will also be created and implemented.

What Will the 250th Anniversary Celebration Look Like?



Merchandise

- A logo representing the 250th Anniversary had been created in both official languages. This logo will be carried on all components of the celebration. A line of merchandise will be produced and made available for sale both online and at events during 2017.



How Can You Be Part of the Celebration?



Sponsorship and funding is needed to achieve our celebration goals.





National Sponsor

\$25,000 (maximum 2)

- Listed as national sponsor in all press releases
- Corporate branding on collateral material
- Corporate branding in all advertising relating to the 250th Anniversary
- Opportunity to have displays at 250th Celebration events
- Social media presence
- Website presence
- Logo on Merchandise
- 250th Anniversary logo to use as required





Celebration Partner (\$10,000)

- Listed as Celebration Partner in all press releases
- Corporate branding on collateral material
- Social media presence
- Recognition on website
- Authorized to use logo on website.
- Opportunity to purchase logoed merchandise at cost

Provincial Partner - \$2,500 per province selected



- Provincial Partner – \$2,500 per province selected
- Corporate branding in all advertising relating to 250th in the selected provinces.
- Recognized as Provincial Partner in all press releases issued to promote events in the selected province.
- Recognition on website including logo
- Logo included on all ad slicks for selected province
- Opportunity to purchase logoed merchandise at cost
- Authorized to use logo on website.





Industry Supporter - \$1,000

- Listed on website as a supporter of the 250th Celebration
- 250th Anniversary merchandise item (TBD)
- Authorized to use logo on website





Friend of the 250th Celebration - \$500

- Listed on website as a supporter of the 250th Celebration
- 250th Anniversary merchandise item (TBD)

Supporter of the 250th Celebration – up to \$499



- Listed on website as a supporter of the 250th Celebration
- 250th Anniversary merchandise item (TBD)





We look forward to discussing how you
can be part of the celebration





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