CHANGING THE MARKETING PARADIGM IN RACING and other observations of the sport.

46th Annual Global Symposium on Racing
EMBRACE AND WELCOME THE CHALLENGE
AT THE STARTING GATE: A RACING CAREER BEGINS
1971
KENTUCKY DERBY

Attended the Derby with my aunt Edith, where we witnessed Venezuelan champion Thoroughbred Cañonero II defy the odds and win the race.
THE HEART OF A CHAMPION

Watching a documentary on Secretariat with my daughter Laura, hundreds of times, spurred a lifetime of memories--and appreciation for Big Red.
POSTER BOY FOR
DRUG-FREE RACING

No Bute
No Lasix
No Injections
MARKETING
RUNHAPPY
03
RUNHAPPY MARKETING GOALS

- Reach and support breeders/end users
- Promote the sport
- Cement the Runhappy legacy
ACTIVATIONS

Reach and Support Breeders/End Users
  Runhappy 100K Bonus
  Sponsor of Keeneland Sales coverage
  Runhappy Winners’ Lounges

Promote the Sport
  Race Sponsor
  Meet Sponsor

RunHappy Legacy
  Runhappy Documentary
  Runhappy Scholarships

SPONSORSHIPS

NYRA
  Leader in American Racing

TVG
  Committed to providing fans with racing daily

DEL MAR
  Support West Coast Racing

KENTUCKY DOWNS
  Largest daily purses in the U.S.
THE BET HEARD AROUND THE WORLD SERIES
The results?
Brand exposure in excess of $30M in less than one month.

**THE BET:**
$14.5M on the Houston Astros to win the 2019 World Series.

A world-famous promotion that *captured the imagination* of Houston residents.

*Elevated a grassroots campaign* to earn national exposure.

Bleacher report reached a *younger audience* than television or print.
Media coverage led by The Action Network’s Senior Executive Producer Darren Rovell

Market leader and trusted source for sports fans
THE RACING INDUSTRY’S CHALLENGES
Declining attendance
Revenue and attendance stats are trending downward

Lack of mainstream media presence
Coverage is only prominent when negative

Losing the PR battle
Horse racing is now viewed as irrelevant and out of touch

Perception is reality
Fixed races, widespread doping, animal cruelty (use of whips, etc.)
Threats to the game

- Casinos
- Legal sports wagering in 13 states

Nevada  Delaware  New Jersey  Mississippi  West Virginia  New Mexico  Pennsylvania
Rhode Island  Arkansas  New York  Iowa  Oregon  Indiana
Another horse dies at Santa Anita, this time on the track
OPTICS ARE TERRIFYING!
SPORTS WAGERING IS EXPLODING

New Jersey has taken over Nevada in the total handle.
MEADOWLANDS RACING & ENTERTAINMENT
RISING TO
THE CHALLENGE
10 RADICAL, DISRUPTIVE CHANGES FOR U.S. HORSE RACING
Sports betting takeout is 5%
GET RID OF ALL MEDICATION
IMPLEMENT ZERO TOLERANCE

Lifetime ban

End the hypocrisy

World Anti-Doping Agency (WADA) four-year ban for Russia
RETHINK WHIP USE
RECONSIDER TRACK SURFACES

Make dirt racing as safe as turf

Introduce mile straight racing

Grass courses that accommodate up to 30 horses
EVERY TRAINING FACILITY SHOULD HAVE TURNOUT AREAS
Make a day at the races a big event like Del Mar does.
FIND REVENUE SOURCES FOR TRACKS
BE TRANSPARENT

Don’t hide anything!
INTRODUCE RACING INTO THE COMMUNITIES THAT WELCOME IT
MY CHALLENGE TO YOU

01 Go where they want you

- Lexington
- Saratoga
- Del Mar
- 300+ cities in the U.S. with >150K people

02 10 to 14-day racing festival

- Spotlight their community
- Increase tourism dollars
- Be vested in the game to promote their hometown

03 Hire younger racing marketers & executives

- Racing has too many executives with legal and accounting backgrounds
- Youthful marketers better understand how to leverage new media and reach millennials
- Bleacher report
- People under 30 think and act differently

04 Innovate or evaporate

The future belongs to:
- The bold
- The disruptive
- The risk-takers
CHRISTOPHER COLUMBUS TOOK A CHANCE.

How about you!
A Royal Ascot like meeting in U.S.  Purses the size of the Runhappy meet at Kentucky Downs
Communities embracing racing like Saratoga

Backstretch living conditions you proudly show off to fans
The NY Times writing articles about how racing has evolved to the 21st century, and jockeys/industry employees can’t wait to get to work every day.
IMAGINE...

A United States where all Thoroughbreds really did run happy.
WOULD YOUR CUSTOMERS MISS YOU IF YOU WERE TO GO OUT OF BUSINESS TOMORROW?
WHEN ARE WE MOST HAPPY?
WHEN WE DO THAT FOR WHICH WE ARE MADE.
QUESTIONS?