



FAR HILLS RACE MEETING

SPONSORSHIP OPPORTUNITIES

SATURDAY, OCTOBER 22, 2011

FAR HILLS, NEW JERSEY



FAR HILLS RACE MEETING ASSOCIATION, INC.

P.O. BOX 617, 50 ROUTE 202, FAR HILLS, NEW JERSEY 07931

TELEPHONE: 908-234-9115 FACSIMILE: 908-234-2168

WWW.FARHILLSRACE.ORG



Branding Opportunities

- Presenter of the Grand National pages 3 - 4
- Presenter of the Foxbrook Supreme page 5
- Presenter of The Peapack Stakes, The New Jersey Hunt Cup, The Harry E. Harris or The Gladstone page 6
- Premium Spirits Sponsor page 7
- Official Style Sponsor page 8
- Sponsor the Family Area page 9
- Official Private Aviation Sponsorship page 10
- Banners and Signage page 11
- Video Commercials page 11
- Social Networking and Website Visibility page 12
- Program Advertising page 13

Hospitality Opportunities

- Chairman's Tent page 14
- Entertainment Tents pages 15 - 16

Demographic Profile

- Demographic Profile pages 17 - 23



BRANDING OPPORTUNITIES

Presenter of The Grand National \$75,000

Benefits include:

- Named as exclusive presenter of the \$250,000 Grand National Race.
- Named as The Grand National presenter in Far Hills Race invitation (deadline passed).
- All pre-event media publicity when race names are listed.
- 3' X 5' banner on race course fence across from tower.
- 3' X 23' banner on National Steeplechase jump fence.
- Naming in official program book the day of the event.
- Full-page color advertisement in the official program book.
- Hotlink and logo presentation pre-event on Far Hills Race website.
- Highlighted on Facebook page.
- Thirty-second advertisements aired throughout the day on two 20' x 27' jumbotron screens.
- Thirty-second advertisement on live-streaming video of race aired on Far Hills Race website.
- Post-event advertisement on archived race aired on NSA website for future viewing.
- PA announcement prior to the named race.
- Admission to the exclusive hilltop Chairman's Tent. Benefits include:
 - Reserved table for eight in the enclosed Chairman's Tent.
 - Additional outdoor seating for viewing the races.

- Elegant day-long breakfast and lunch buffets and full beverage service.
- Outdoor seating during the races.
- Panoramic views of the race grounds and the surrounding countryside.
- Live broadcast of race on closed-circuit TV.
- Eight official program books.
- Exclusive admission credentials and VIP parking on hilltop.
- Admission for eight to the exclusive Paddock Hospitality Tent.
- Admission for eight to first floor of the tower during the Grand National Race.
- Trophy presentation with photography opportunities.
- Winner's Circle Presentation Photograph.
- Admission to post-event Owner, Trainer, Rider cocktail party.





BRANDING OPPORTUNITIES

Presenter of The Foxbrook Supreme \$30,000

Benefits include:

- Named as exclusive presenter of the \$100,000 Foxbrook Supreme Race.
- All pre-event media publicity when race names are listed.
- 3' X 5' banner on race course fence across from tower.
- Naming in official program book the day of the event.
- Full-page color advertisement in the official program book.
- Hotlink and logo presentation pre-event on Far Hills Race website.
- Highlighted on Facebook page.
- Thirty-second advertisements aired throughout the day on two 20' x 27' jumbotron screens.
- Thirty-second advertisement on live-streaming video of race aired on Far Hills Race website.
- Post-event advertisement on archived race aired on NSA website for future viewing.
- PA announcement prior to the named race.
- Admission for four to the exclusive Paddock Hospitality Tent.
- Day-long food and beverage service in Paddock Hospitality Tent.
- Admission for four to first floor of the tower during the Foxbrook Supreme Race.
- Trophy presentation with photography opportunities.
- Winner's Circle Presentation Photograph.
- Admission to post-event Owner, Trainer, Rider cocktail party.



BRANDING OPPORTUNITIES

Presenter of one of the following races:

\$15,000

The Peapack Stakes
The New Jersey Hunt Cup

The Harry E. Harris
The Gladstone

Benefits include:

- Named as exclusive presenter of one of the above races.
- All pre-event media publicity when race names are listed.
- 3' X 5' banner on race course fence across from tower.
- Naming in official program book the day of the event.
- Full-page black and white advertisement in the official program book.
- Hotlink and logo presentation pre-event on Far Hills Race website.
- Highlighted on Facebook page.
- Thirty-second advertisements aired throughout the day on two 20' x 27' jumbotron screens.
- Thirty-second advertisement on live-streaming video of race aired on Far Hills Race website.
- Post-event advertisement on archived race aired on NSA website for future viewing.
- PA announcement prior to the named race.
- Admission for four to the exclusive Paddock Hospitality Tent.
- Day-long food and beverage service in Paddock Hospitality Tent.
- Admission for four to first floor of the tower during the chosen race.
- Trophy presentation with photography opportunities.
- Winner's Circle Presentation Photograph.
- Admission to post-event Owner, Trainer, Rider cocktail party.



BRANDING OPPORTUNITIES

Premium Spirits Sponsor

\$50,000

Benefits include:

- One-year exclusivity as Premium Spirits Sponsor of the 2011 Far Hills Race Meeting.
- Recognition as Premium Spirits Sponsor of the 2011 Far Hills Race Meeting.
- One full-page color advertisement in the Official Program Book.
- (SPONSOR) logo on the cover of the Far Hills Race invitation (Deadline May 1, 2011), the Official Program Book, the FHRMA website and Facebook page.
- Two :30 second ad spots on two jumbotron screens, viewed by 40,000 fans the day of the event.
- One 3' X 23' national fence jump banner and one 4' X 6' banner displayed on finish line fence.
- The right to receive two (2) Public Address announcements promoting sponsorship. (To be approved by FHRMA.)
- Name to appear as PREMIUM SPIRITS SPONSOR in all newspaper press releases and digital correspondence, including FHRMA website, Facebook and Twitter.
- The right to a 30' x 30' Hospitality Tent located in a premier hilltop location, (food and beverage not included.) Package includes:
 - 125 Admission tickets (printed with corporate logo)
 - General Parking Passes.
 - 10 VIP Parking Passes.
 - 125 Official Program Books.
 - Private restrooms
- For an additional fee:
 - Large screen TV in tent: \$800



BRANDING OPPORTUNITIES

Official Style Sponsor \$50,000

Benefits include:

- One-year exclusivity as Official Style Sponsor of the 2011 Far Hills Race Meeting.
- One full-page color advertisement in the Official Program Book.
- Sponsor's logo on the cover of the Far Hills Race invitation (Deadline May 1, 2011), the Official Program Book, the FHRMA website and Facebook page.
- Two :30 second ad spots on two jumbotron screens, viewed by 40,000 fans the day of the event.
- One 3' X 23' national fence jump banner and one 4' X 6' banner displayed on finish line fence.
- The right to receive two (2) Public Address announcements promoting sponsorship. (To be approved by FHRMA.)
- Name to appear as OFFICIAL STYLE SPONSOR in all newspaper press releases and digital correspondence, including FHRMA website, Facebook and Twitter.
- The right to a 30' x 30' Hospitality Tent located in a premier hilltop location, (food and beverage not included.) Package includes:
 - 125 Admission tickets (printed with corporate logo)
 - General Parking Passes.
 - 10 VIP Parking Passes.
 - 125 Official Program Books.
 - Private restrooms
- The right to a point-of-purchase booth in the Vendor Village area for selling merchandise and/or promoting product.
- The right to provide limited edition, exclusive merchandise for sale in advance of and during the event.
- For an additional fee:
 - Large screen TV in tent: \$800

BRANDING OPPORTUNITIES

Family Area Sponsor \$10,000

Benefits include:

- Named as Sponsor of the all-new Family Area in hilltop reserved parking.
- Select pre-event media publicity and special features.
- Named as sponsor in Far Hills Race invitation (June 1, 2010 deadline for inclusion).
- Opportunities at July 19th pre-event “Taste of the Races” which showcases the latest trends in fashion and food. (Deadline passed.)
- Full-page black and white advertisement in the official program book.
- Hotlink and logo presentation pre-event on Far Hills Race website.
- Highlighted on Facebook page.
- Thirty-second advertisements aired throughout the day on two 20’ x 27’ jumbotron screens.
- Thirty-second advertisement on live-streaming video of race aired on Far Hills Race website.
- PA announcements.
- Signage within designated display area.
- Product distributing opportunities.



BRANDING OPPORTUNITIES

Official Private Aviation Sponsor

\$10,000

Benefits include:

- One 3' X 5' banner on the finish line fence, across from the judge's tower.
- Periodic displays of thirty-second advertisements and logos on the Jumbotron Screens.
- The right to be named Official Private Aviation Sponsor of the Far Hills Race Meeting on the FHRMA website, the Jumbotron messages, FHRMA literature, Facebook page and the 3' X 5' banner on the finish line fence.
- Direct access by Company sales associates to the Infield area and 6-8 credential packets for access to the Owner, Trainer, Rider VIP Hospitality (OTR VIP) tent. Within the OTR VIP tent, Company may have one promotional table and the right to interact with guests and distribute pamphlets.
- Live-streaming video broadcast the day of the event on FHRMA and NationalSteeplechase.com website, reaching a global demographic of high-net worth steeplechase enthusiasts.



BRANDING OPPORTUNITIES

Banners and Signage

Last National Steeplechase Fence and Finish Line Banner

~~\$7,500~~

One 3' X 23' banner on last jump

One 4' X 6' banner on fence at finish line



National Steeplechase Fences

\$5,000 each

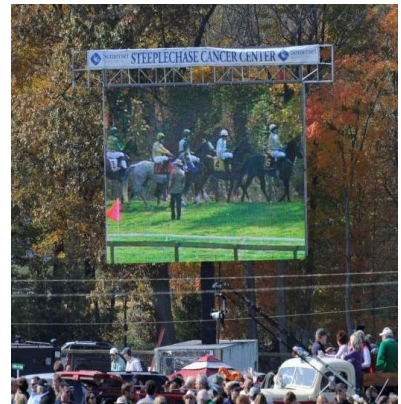
One or more of five 3' X 23' fence jump banners
plus

One or more of five 4' X 6' banners on
fence at finish line

Video Commercials

\$1,250

Thirty-second video spot aired on two 20' x 27' jumbotron screens, visible to an audience of 40,000 spectators and aired live on FarHillsRace.org and NationalSteeplechase.com websites.



BRANDING OPPORTUNITIES

Program Advertising

Page one of book	\$5,000
Outside Back Cover (4-Color)	Reserved
Inside Front Cover (4-Color)	Please call
Inside Back Cover (4-Color)	Please call
Center of Book (4-Color)	\$4,000 each
Full Page 4-Color	\$1,500
Full-Page Black & White	\$ 750
Half-Page Black & White	\$ 400

Ad Dimensions:

	Width	Length
Full Page/Cover	7 ½"	10"
Half Page	7 ½"	5"

Reservation Deadline:

September 9, 2011

Reservation Application:

Please complete the attached Program Journal Reservation request form and return with full payment to the address on the form.



All advertisements and their placement are subject to acceptance by the Far Hills Race Meeting Committee.

HOSPITALITY OPPORTUNITIES

Chairman's Tent

\$750 per person

(Seated at tables of eight)

Benefits include:

- Reserved table seating under the exclusive hilltop Chairman's Tent.
- Elegant day-long breakfast and lunch buffets and full beverage service.
- Panoramic views of the race grounds and the surrounding countryside.
- Outdoor seating during the races.
- Live broadcast of race on closed-circuit TV.
- One official program book per person.
- Exclusive admission credentials and VIP parking on hilltop.
- Listing in official program book.



HOSPITALITY OPPORTUNITIES

Entertainment Tents



\$25,000

30' x 45' Private Fenced Tent

250 Guest Tickets

20 VIP Parking Passes

100 Guest General Parking Passes

250 Official program books

Full-Page Black & White Ad in Program Book

Executive Restrooms

Location: Hilltop West/First Turn Outside Rail

\$20,000

30' X 30' Private Fenced Tent

175 Guest Tickets

15 VIP Parking Passes

75 Guest General Parking Passes

175 Official program books

Full-Page Black & White Ad in Program Book

Executive Restrooms

Location: Hilltop East



Entertainment Tents (cont'd.)

\$15,000

20' X 30' Private Fenced Tent
125 Guest Tickets
10 VIP Parking Passes
50 Guest General Parking Passes
125 Official program books
Half-Page Black & White Ad in Program Book
3 Private Restrooms
Location: Hilltop East

\$7,500

20' X 20' Private Fenced Tent
50 Guest Tickets
2 VIP Parking Passes
25 Guest Parking Passes
50 Official program books
2 Private Restrooms
Location: Backstretch Outside Rail



\$3,750

15' X 15' Private Fenced Tent
25 Guest Tickets
10 Guest Parking Passes
25 Official program books
Private Restrooms
Location: First Turn Inside Rail



DEMOGRAPHIC PROFILE

THE EVENT

The legendary Far Hills Race Meeting has been held each October for over ninety years, attracting an upscale demographic of over 40,000 spectators from throughout the tri-state region. Patrons turn out in their fall finery to enjoy the extravagant festivities and watch world-class steeplechase thoroughbreds and horsemen compete for the richest purse structure on the National Steeplechase Association (NSA) circuit.

This extraordinary event venue, while offering a wide array of branding, hospitality and on-site marketing options from which to choose, provides an unparalleled opportunity to gain maximum access and exposure to a loyal, lifestyle-specific, captive audience in a casual, sophisticated atmosphere.

THE NATIONAL STEEPLECHASE ASSOCIATION, INC.

The National Steeplechase Association (www.nationalsteeplechase.com) is the official sanctioning body of the Far Hills Races and the U.S. steeplechase industry at large. An elite circuit of steeplechase races, NSA race events run from New York to Florida from early spring through late fall.

With a combined attendance that exceeds 600,000, these race meetings are held on private race courses as well as the most prestigious thoroughbred race tracks in the world, including Belmont, Saratoga, Colonial Downs and Philadelphia Park, to name a few. The Far Hills Race Meeting, held on a private race course in Far Hills, New Jersey, draws the best of the best, and is considered the premier event on the steeplechase circuit.

The over-thirty sanctioned races on the NSA circuit all donate significant amounts of money to various important local charitable causes (www.nationalsteeplechase.com) and steeplechase attendees offer a diverse, wide-ranging local, national and global demographic:

- Race meets attract high net-worth consumers, with a full-range age demographic profile that extends from young to mature.
- Race meets are a popular place to meet with friends and to be seen in company with community trend-setters.

- Race meets are patronized by an outdoors-oriented clientele that enjoys sporting events in the country.
- Many attendees own horses or are interested in horse sports.
- Many attendees are property owners, including many with sufficient land to house horses and other animals.
- Attendees are fashion-conscious consumers, both for themselves and their animals.
- Attendees support their local race meets in part because proceeds from the race meets support community organizations and charities.

THE FHRMA BENEFICIARY

The Far Hills Race Meeting has supported the programs and services of Somerset Medical Center for over 56 years, contributing over \$17 million in donations. In 2007, the medical center opened the Steeplechase Cancer Center, named in honor of the generous contributions FHRMA has made.

The \$28 million three-story, 63,000-square-foot outpatient facility in Somerville, New Jersey, houses the sanofi-aventis U.S. Breast Care Program, the sanofi-aventis U.S. Wellness Boutique, infusion therapy, radiation oncology services, the medical center's research team, oncologists' offices, a resource library, nutritional counseling and complementary medicine services.

This comprehensive cancer facility in Somerville, New Jersey, enables Central New Jersey cancer patients to see their doctors, undergo outpatient treatment and participate in promising cancer research studies – all in one place close to home.

BRAND AWARENESS

Like the wider steeplechase industry, the Far Hills Race Meeting attracts highly-educated, well-informed, high net-worth, professional men and women between the ages of 25 and 49 (65.8%); 90% have college degrees; 67% have incomes over \$150,000 and 66% are married.

Based upon a recent survey, the audiences' awareness of brands presented at the event has a significant sponsor value: 47.5% of those attending were able to site who the leading sponsor was; 38% of those queried stated that this sponsor's image was enhanced by its presence at the event.

Loyalty to the event is perhaps the greatest benefit the Far Hills Races offers. Ninety six percent of the attendees have been to previous events. Sixty percent have attended at least

ten prior events. In other words, event marketing and branding can occur not only at the event, but between the events, as a marketing continuum.

The supporters of the event, which already have top product and brand loyalty, generate a tremendous halo effect for premium product companies. In short, any market dollar spent can have both an immediate return as well as long-term benefit.

PR/MARKETING OUTREACH

The 2010 Far Hills Race Meeting successfully introduced a number of new elements that were well received by the media, and attendees including a family area, the chairman's tent and a vendor village. The tone of the 2010 media coverage largely reflected the FHRMA Association's desire to highlight the family traditions of the day. There was much positive media feedback in all areas..

Media Campaign Coverage

Media Coverage – Generated from A Taste of the Races August.

Ad Value Equivalency: \$430,825.28; PR Value: \$1,292,475.84; Impressions: 231,782

Media Coverage – Generated from National Anthem Contest in September.

Ad Value Equivalency: \$243,894.03; PR Value: \$731,682.09; Impressions: 646,217

Race day and post race-day:

Strategic Media Relations Results:



Ad Value Equivalency: \$1,902,301.94; PR: \$5,706,905.81; Impressions: 5,486,654

Total media coverage for 2010:

Over 75 Media Placements

Ad Value Equivalency: \$2,577,021.25; PR: \$7,731,063.74; Impressions: 6,364,653

National Media	
<p>On the Loose Steve Kaiser Producer</p>	
<p>Quest Magazine Elizabeth Q. Brown Lindsay Cross</p>	
<p>Every Day with Rachael Ray Nicole Jones Food Editorial Assistant</p>	
<p>Food Arts Magazine Jacqueline Sainsbury Olivia Brown</p>	
<p>Town & Country Sam Dangremond</p>	
<p>Food Network Robert Sanchez Sandra Perez</p>	
Equestrian	
<p>Horse News Alex Orr, Jr. Reporter</p>	
<p>National Steeplechase Don Clippinger Photographer</p>	
<p>Steeplestakes Howard Newstadt Van Cushny</p>	
<p>Thoroughbred Daily News Sarah Andrew Vickie Anderson</p>	
<p>Steeplechase Times Tod Marks Jean Marks</p>	

Daily/Weekly/Monthlies/Freelance	
<p>NLP Productions Nannette Leigh Patridge Donna Lentol</p>	<p>NLP PRODUCTIONS, INC.</p>
<p>Basking Ridge Patch Linda Sadlouskos Joe Apice</p>	<p>BaskingRidgePatch</p>
<p>Star-Ledger Nancy Jaffer</p>	<p>The Star-Ledger</p>
<p>Star-Ledger Vicky St. Martin</p>	<p>The Star-Ledger</p>
<p>Bernardsville News + Recorder Newspapers Deborah Weisman Thomas Coombe Pam Strazdas</p>	<p>The Bernardsville News</p>
<p>CalSport Media Duncan Williams Daniel Budasoff</p>	
<p>Courier News Jeff Grant Andrew Miller</p>	
<p>A Moment in Time Photography William Manning Freelance</p>	
<p>The Point Media Edward Burns Scott Ness Christina Kizzo</p>	
<p>Freelance Photographer William Bird</p>	
<p>Freelance Photographer Catherine French</p>	
<p>Freelance Photographer Dennis Galante</p>	
<p>Freelance Photographer John Perry</p>	

Facebook

The Far Hills Facebook Fan Page continues to serve as an information hub for old and new attendees. 2010 brought on significantly increased levels of activity and fan engagement.

This year, the FHRMA Fan Page served as a vehicle to promote sponsors, announce key events and news, and to highlight prominent media placements. The page was also utilized to start conversations with attendees – many of whom we met up with on Race day.

After the 2009 Races, the FHRMA Fan Page accumulated 856 fans in 5 months (Oct 2009). Over the course of the 2010 FHRMA program, the Fan Page increased its fan base to: 1,428 fans (Oct 2010)

FHRMA will continue to leverage the engaged fan base for potential new sponsorship initiatives in 2011.

Website

Total page views Oct 1 – Oct. 24: 249,000

Total visits: 41,531

Total unique visits: 16,207

Page views per day: 8306

Visits per day: 1384

Daily new visits per day: 540

Page views per week: 58,143

Visits per week: 9691

SUMMARY

The Far Hills Race Meeting offers sponsors a regional, national and global opportunity to benefit from a wide range of marketing opportunities, including:

- Pre-event exposure via regional and national print and electronic media outlets, social networking opportunities and website displays.
- Event-day exposure that includes:
 - On-site regional branding opportunities that target a lifestyle-specific audience drawn from the tri-state area.
 - A broad range of unparalleled corporate-entertainment opportunities the day of the event.

- Exposure to a global audience via live-streaming video presentations on the FHRMA and NSA websites.
- Long-term residual exposure via
 - Post-event media coverage
 - Archived race meeting footage on the NSA website.