

CONNECT WITH YOUR TARGET AUDIENCE

UNPARALLELED DEMOGRAPHIC

Far Hills Race Meeting attracts well informed, high-net worth professionals.

- 34% are between the ages of 18 to 34.
- 54% are between the ages of 35-54
- 54% are female
- 36% are male
- 90% have college degrees
- 67% have incomes over \$150,000
- 66% are married

A MARKETING MECCA

The Far Hills Race Meeting attracts a built-in, multi-generational audience of 35,000 influencers who appreciate lifestyle-specific luxury brands and yield tremendous buying power.

In addition, the event's marketing impact extends beyond local borders, reaching an international audience of thoroughbred owners, trainers and racing enthusiasts.

The broad spectrum of industries whose brand image is visible at the event is testimony to the sound return on investment the many sponsorship, entertainment and branding opportunities provide.

THE THRILL OF THE RACE

A NEW JERSEY TRADITION

Held each October in Far Hills, this iconic, century-old steeplechase event has for decades attracted tens of thousands of spectators from throughout the New York Metro Area. Much-anticipated by young and old alike, the Far Hills Race Meeting is indisputably part of the cultural landscape of New Jersey.

BEST IN CLASS STEEPLECHASING

Each year the event awards \$800,000 in purses to an international field of the best owners, trainers and jockeys. Sanctioned by the National Steeplechase Association, Far Hills Race Meeting is the jewel in the crown of American Steeplechase.

A PHILANTHROPIC CORNERSTONE

As a designated non-profit organization, Far Hills Race Meeting has donated millions of dollars for the benefit of healthcare in the region.

COMMUNITY AND STEWARDSHIP

Located on Moorland Farm, a 230-acre pastoral oasis at the crossroads of Somerset, Hunterdon and Morris Counties, Far Hills Race Meeting is firmly committed to the critical role it plays in the community and beyond.

THE 98TH RUNNING OF THE FAR HILLS RACE MEETING SATURDAY 20 OCT 2018



MARKETING OPPORTUNITIES

Become part of the legend!

Captivate clients and showcase your image at the Far Hills Race Meeting!



FAR HILLS RACE MEETING

Far Hills Race Meeting Association, Inc.
P.O. Box 617, 50 Route 202
Far Hills, New Jersey 07931

Tel: 908-234-9115
Fax: 908-234-2168

website: www.farhillrace.org
video: farhillrace.org/video

BECOME A SPONSOR

Far Hills Race Meeting sponsorships are customized to meet a client's goals and objectives. Entertainment and branding packages are sold individually, but may also be bundled to meet an individual client's unique sponsorship goals.

Choose to present of a race, entertain from 25 to 300 guests by purchasing an entertainment tent package, be a guest at your own party in the exclusive Chairman's Pavilion, and/or brand your image with banners, program advertising or video commercials.

CHAIRMAN'S PAVILION

\$750 PER PERSON
(Seated at tables of eight)

Entertain guests in the elegant Chairman's Pavilion featuring day-long, all-inclusive brunch, lunch and afternoon tea service, live TV coverage of the races, safety from the elements and outdoor viewing from the lawn.

Benefits Include:

- Reserved table seating in the exclusive Chairman's Pavilion.
- Buffet brunch, lunch and afternoon tea with open bar.
- Stunning views of the race grounds and the surrounding countryside.
- Outdoor seating during the races.
- Live broadcast of race on closed-circuit television.
- One official program book per person.

ENTERTAINMENT TENTS

\$25,000 PACKAGE

30' x 45' Private Fenced Tent
250 Guest Tickets
20 VIP Parking Passes
100 Guest General Parking Passes
250 Official Program Books
Full Page Color Ad in Program Book
:30 Second Video Spot

\$20,000 PACKAGE

30' x 30' Private Fenced Tent
175 Guest Tickets
15 VIP Parking Passes
75 Guest General Parking Passes
175 Official Program Books
Full Page Color Ad in Program Book

\$15,000 PACKAGE

20' x 30' Private Fenced Tent
125 Guest Tickets
10 VIP Parking Passes
50 Guest General Parking Passes
125 Official Program Books
Full Page Black & White Ad in Program Book

\$9,000 PACKAGE

20' x 20' Private Fenced Tent
50 Guest Tickets
2 VIP Parking Passes
25 Guest General Parking Passes
50 Official Program Books
Half Page Black & White Ad in Program Book

\$5,000 PACKAGE

15' x 15' Private Fenced Tent
25 Guest Tickets
10 Guest General Parking Passes
25 Official Program Books

BANNER PACKAGES

JUMBOTRON BANNERS
\$10,000 each

33' x 4' banners displayed above
27' x 20' jumbotron screens

SOLD

**LAST NATIONAL STEEPLECHASE FENCE
& FINISH LINE BANNER**
\$6,500 each

One 2' x 30' banner on last jump
One 3' x 5' banner on fence at finish line

NATIONAL STEEPLECHASE FENCES
\$5,000 each

One 2' x 30' fence jump banner
One 3' x 5' banner on fence at finish line

VIDEO COMMERCIALS
\$1,500 each

Thirty-second video spot aired on three
jumbotron screens, visible to an audience of
35,000 spectators.

OFFICIAL PROGRAM JOURNAL

Advertise in the beautiful four-color glossy
8.5" x 11" Official Program Journal

FRONT AND BACK INSIDE COVERS
\$4,000

FULL PAGE COLOR AD
\$1,500

FULL PAGE BLACK AND WHITE AD
\$750

HALF-PAGE BLACK & WHITE AD
\$400