

NEW YORK RACING ASSOCIATION SPONSORSHIP OVERVIEW



2023



New York Racing Association

The New York Racing Association (NYRA), a not-for-profit corporation, operates Thoroughbred horse racing facilities at Belmont Park, Saratoga Race Course, and Aqueduct Racetrack.

NYRA is proud to host the oldest and most demanding of the Triple Crown races, the Belmont Stakes, as well as the “mid-summer Derby,” the Travers Stakes.

NYRA operates over 200 days of live racing each year, with over 25 million in total race purses over the three tracks.

FOX Media and NYRA TV

Thoroughbred horse racing from Belmont Park and Saratoga Race Course airs exclusively on FOX Sports.

Sponsor messaging can be integrated into our programming on America's Day at the Races / Saratoga Live via:

- Commercial units
- In-show promotions/graphics
- Pre-produced features
- Live interviews

The NYRA TV simulcast signal reaches over 800 facilities throughout the country. Sponsors have opportunities to air commercials, digital slates and other promotions on this signal.





SARATOGA
LIVE

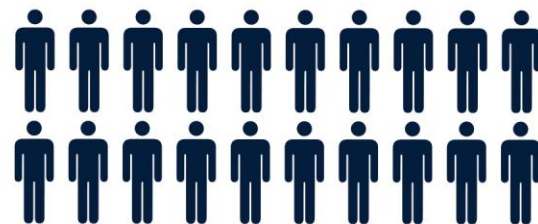
FOX & MEDIA 2022

BY THE NUMBERS



60,000

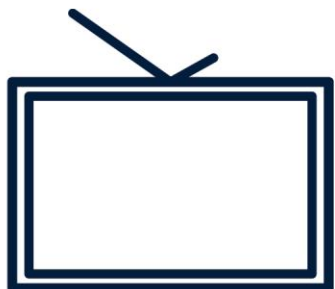
THE SARATOGA LIVE BROADCASTS AVERAGED 60,000 VIEWERS EACH DAY ON SARATOGA LIVE ACROSS FOX, FS1 AND FS2



NYRA REACHED OVER

11.1 MILLION

VIEWERS ACROSS FOX/FS1/FS2,
27.1% HIGHER THAN 2021



1092 BROADCAST HOURS ON FOX NETWORKS

UP 10% FROM 2021 (935 HOURS)
ADDITIONAL 47 TELECASTS AND 94 HOURS



2.2 BILLION

MINUTES OF VIEWING
ACROSS FOX/FS1/FS2,
AN INCREASE OF 13% FROM 2021

On-Track Branding

Sponsor branding opportunities are available throughout the grounds via static signage. Some signs may be “television visible” depending on the time of day or broadcast coverage. Locations may include:

- The Paddock / Walking Ring
- On-track Finish Line
- Starting Gate
- The Backyard
- Top of the Stretch
- Infield





On-site Activation

NYRA offers Sponsors a unique fan engagement opportunity on race days. With roughly thirty minutes between each race and annual attendance over 1 million, partners have plenty of time to interact with guests.

- Samplings
- Customer acquisition
- Large scale events
- Family-Fun Zone activation
- VIP hospitality area giveaways





BELMONT STAKES

BY THE NUMBERS



MO DONEGAL THRILLED FANS BY WINNING THE 154TH RUNNING OF THE GRADE 1, \$1.5 MILLION BELMONT STAKES PRESENTED BY NYRA BETS



BELMONT STAKES DAY GENERATED ALL-SOURCES HANDLE OF

\$98,766,906



46,103

BELMONT STAKES DAY PAID ATTENDANCE



Race Course 2022

SARATOGA MEET

BY THE NUMBERS

AMERICA'S OLDEST SPORTING VENUE: ESTABLISHED IN 1863



\$878,211,963

RECORD ALL-SOURCES HANDLE OVER 40 DAYS



RUNHAPPY TRAVERS

49,672

PAID ATTENDANCE
ON RUNHAPPY
TRAVERS DAY



1,075,586

TOTAL PAID ATTENDANCE
FOR THE MEET

THE 7TH CONSECUTIVE YEAR OVER 1M
(EXCLUDING COVID-19 RESTRICTIONS)

Saratoga Race Course

New York State's most popular sports venue vs. NBA, NFL, NHL*

*Paid attendance based upon 2021-2022 seasons

SARATOGA COUNTY

CHAMBER OF COMMERCE

Season/Home Games



40 Days



41 Games



41 Games



41 Games



41 Games



8 Games



Paid Attendance



1M



763.4K



711.5K



694.6K



690.4K



610.3K

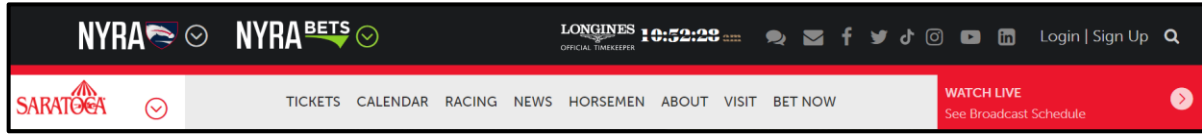


Sponsored Races

Sponsoring a stakes race is a great way to raise visibility for your brand. Below are some of the many opportunities that come with this sponsorship:

- Name / logo placed on track signage and in program
- Logo on the saddle towels of the horses in the race, as well as on gate crew apparel
- Live interview with Sponsor's representative
- VIP hospitality (available)
- Brand name attached to all media related to the race
- Inclusion in trophy presentation





Digital Media

NYRA operates four different websites, one for each track, as well as one for the Belmont Stakes. These highly-trafficked webpages are used for selling tickets, hosting the racing calendar, providing information to potential visitors...and of course promoting our partners. Below are a few ways your brand can be integrated into our sites.

- Banner Ads
- Full-page takeovers
- Logo Placement
- Naming rights to a section of the website



Hospitality

Entertain staff, clients, or even family with VIP Hospitality on Belmont Stakes Day or during the Spring/Summer meets at Belmont Park and Saratoga Race Course. Enjoy climate-controlled facilities with great views of the racetrack. Hospitality can include:

- Lunch and soft beverages
- Open bar packages available
- Private or Semi-Private betting terminals
- Trackside parking
- Private race viewing areas
- Décor / branding options



At The Center Of It All



Thank You



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