

# What is the Breeders' Cup

### The World Racing Community is coming to San Diego!

- The Breeders' Cup is Thoroughbred racing's "Super Bowl" and "Olympics" combined into a week-long event.
- It contributes over \$65 Million in local economic impact.
- Breeders' Cup is 13 races, over two days (November 3 & 4, 2017) where the world's best Thoroughbreds will compete for \$28 Million in purses and awards.
- Approximately 100,000 racing fans will experience the event in San Diego.
- Millions more will watch Breeders' Cup on NBC and NBC Sports Network during its nine hour live broadcast from San Diego.



# Breeders' Cup Festival

Galas, Concerts, Golf Tournaments, 5K Runs are in the planning

- The Breeders' Cup Host Committee is developing the "Breeders' Cup 2017 Festival", a week-long celebration from October 28th to November 4th.
- The Festival will entertain our guests and the local community and provide opportunities to engage our local businesses.
- As a part of the Festival, the Breeders' Cup Host Committee is introducing:

"Art of the Horse: 2017 Breeders' Cup at Del Mar"





## ART OF THE HORSE: 2017 BREEDERS' CUP AT DEL MAR



## "Art Of The Horse" Introduction

#### More Than Just An Art Event

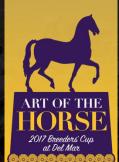
- The Exhibit and Auction is a production of the Breeders' Cup 2017 Host Committee:
  - Partnering with sponsors, artists, merchants, and local communities with the common goal of enriching the 2017 Breeders' Cup experience
  - Fundraising mechanism benefiting Festival events and other charitable organizations to promote our community
- The fiberglass horse sculptures will be decorated by local artists and distributed in highly visible locations throughout the Greater San Diego Area
- The Sculptures are life-sized artistic reproductions of the Torrie Horse used on the Breeders' Cup Trophy and will feature artwork and designs specific to the Breeders' Cup, the Thoroughbred racing community, local San Diego culture or other relevant themes



## "Art Of The Horse" Introduction

#### More Than Just An Art Event

- The horse sculptures will enhance the Breeders' Cup experience by benefiting:
  - Local businesses through increased foot traffic and good will from their sponsorship
  - Sponsors through additional advertising exposure
  - Community and tourism awareness of the 2017 Breeders' Cup
  - Fundraising initiatives with proceeds to benefit the community and Festival events
  - Artists by gaining exposure from having their artwork on display all over the city





## SPONSORSHIP OPPORTUNITIES

### The Show Sponsorship-\$7,500

- Sponsor Name on Horse Sculpture and walking maps
- Sponsor Name on Art of Horse: 2017 Breeders' Cup at Del Mar website
- Sponsor selects artists from the design portfolio
- Invitations to Post Position Draw Party, Monday, October 30, 2017
- Breeders' Cup Host Committee pays the artist honorarium
- Horse is auctioned off during the signature dinner with proceeds benefiting community events surrounding the Breeders' Cup World Championships and local charities
  - \*For an additional \$7,500 donation, sponsors can elect to keep their horse and remove it from auction bidding





### The Place Sponsorship – \$15,000

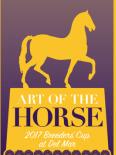
- Sponsor Name on Horse Sculpture and walking maps
- Sponsor Name on *Art of the Horse: 2017 Breeders'* Cup at Del Mar website
- Sponsor can elect to keep the horse and remove it from auction bidding
- Sponsor selects artists from the design portfolio
- Two Tickets to the Signature Dinner featuring the Horse Sculpture Auction
- Invitations to Post Position Draw Party, Monday, October 30, 2017
- Breeders' Cup Host Committee pays the artist honorarium





### The Win Sponsorship – \$22,500

- Sponsor Name on Horse Sculpture and walking maps
- Sponsor Name on *Art of the Horse: 2017 Breeders'* Cup at Del Mar website
- Sponsor can elect to keep the horse and remove it from auction bidding
- Sponsor selects artists from the design portfolio
- Four Tickets to the Breeders' Cup World Championship on Saturday, November 4, 2017 with access to a private hospitality area
- Four Tickets to the Signature Dinner featuring the Horse Sculpture Auction
- Invitations to Post Position Draw Party, Monday, October 30, 2017
- Breeders' Cup Host Committee pays the artist honorarium



# The History of the Torrie Horse

The Torrie Horse is one of the finest examples of a sculptured horse surviving from the Renaissance. The original was made in Florence by Giovanni de Bologna, probably in the late 1580's. The horse is an écorché, showing the muscles of the animal in detail, giving the sculpture clarity and precision, and defining it's beauty and grace.

It was bought by Sir James Erskine of Torrie, Baronet, and bequeathed to the University of Edinburgh in 1836. The Breeders' Cup Trophy was cast from the original and was approved by the University of Edinburgh for exclusive use of the Breeders Cup Limited. The largest version of this trophy is owned by the Breeders' Cup and replicas are presented to the winners of each of the Breeders' Cup World Championship races every year.

