

2012 MARKETING OPPORTUNITIES

GREAT VALUE.
GREAT TIMES.

Our Mission

is to deliver maximum value to your business by letting our over 1 million patrons a year see your advertising. Take a look at the inventory we have available for 2012. Always remember that we can design a package to fit your needs.

VIDEO BOARD ADVERTISING

This is right at Finish Line and were everyone looks. This is for a total of 57 race dates
 • :30 Second advertisement on video Board = \$3,000 • :60 Second Promotion on video board (I.E. – Kiss Cam, Contest) = \$4,000
 • Signs that are to left or right of Video Board = \$8,000 (Must Provide us with ready advertisement)



SUMMER CONCERT SERIES

Sponsor entire series:
 Will include all media attachments and additional items - Ask for pricing
 • Sponsor one concert event - \$10,000-\$20,000



TIOGA DOWNS
Casino
 Racing & Entertainment

Rt. 17, Exit 62, Nichols NY 13812
 888-WINTIOGA (877-946-8464)
 www.tiogadowns.com

VERNON DOWNS
Casino • Hotel
 Racing & Entertainment

Rt. 5 and 31 Vernon NY 13476
 877-88VERNON (877-888-3766)
 www.vernondowns.com

INFIELD SIGNS
 These signs are located prominently on infield of track.
 3'x 8 Sign \$3,500



BLEACHER BILLBOARD
 4' x 15' signs that are visible from all angles of the apron. These are up all season
 \$3,000



CANOPY SIGNAGE TO TRACK*
 Each side of walkway taking you into Race Track.
 2' x 4' (Sold in Groups of four)
 \$1,500 per four
 Vernon Downs Property*

ENTRANCE ROADSIDE SIGNAGE*
 Coming into property.
 8'x 8' \$5000
 8'x 16' \$8,000 each or \$13,000 pair
 Vernon Downs Property*

IN HOUSE TV COMMERCIALS
 • :15 Second logo/ name and info Advertisement, shown roughly 100 times a day all season
 \$1,500

RACE SCHEDULE MAGNET
 Your logo prominent on our Race Magnet given away to all patrons on opening day of racing. **Must be sold by March 1
 \$1,500



OVERHEAD GRANDSTAND SIGNAGE
 These signs are located above and in front of the grandstand seating.
 4'x12' \$2,500
 4'x8' \$2,000
 4'x4' \$1,500



LAST TURN FENCE SIGNS
 These 4'x15' billboards are one of the most prominent signs at the track. They are seen when the final action is going on and are seen on simulcast TVs around North America
 \$6,000



RACE SPEED TIME CLOCK
 This sign is located right on the infield where everyone looks to see how fast the horses are going. **Only one available
 \$4,000

TIOGA TOWER - WRAP
 Have your company name and logo wrapped on the best billboard in the area. Located right on RT 17.
 Ask for Pricing – One Available



WEBSITE LINK CORPORATE SPONSORSHIP PAGE
 Attached on the site of your choice over 18,000 hits per month
 Investment - \$1,000 per year or \$300 per month

GAMING FLOOR SIGNAGE
 Your chance to get signage in Casino building for over 1 million people yearly to see.
 Investment - \$3995 per year

PROGRAM ADVERTISING *All Ads are Black & White
 Full Page - \$1,800 Half Page - \$1,200
 Quarter Page - \$800 Eighth Page - \$550

TRACK BILLBOARD SIGNS*
 16'x 24' \$6,000
 Also available at Vernon Downs Property*



TRACKSIDE SIGNAGE
 (These are located on Front Stretch for all to see)
 3'x 8' \$2500
 3'x 10' \$3000



Race Sponsor: These Spaces Are Limited • You will be in program as Race Sponsor for three races total – two of them leading up to final race. • Present Trophy on Final Race • Two (2) Buffet's for Final Race • Announcements during races. **Investment: \$1,500**

We also have signage in various locations around our building. Ask for more details if you do not see a sign that fits your needs.

Contact Jason Hall 607-972-6526 or jhall@tiogadowns.com

You must be 18 to play video gaming machines. Please play responsibly.

