



RETIRED  
RACEHORSE PROJECT



2023 SPONSORSHIP OPPORTUNITIES

# Leading a market-based approach to aftercare

The Retired Racehorse Project exists to facilitate the placement of Thoroughbred ex-racehorses in second careers by increasing demand for them in equestrian sports and serving the farms, trainers, and organizations that transition them.



## PHLASH PHELPS

PHLASH PHELPS WINS THE FIND STAKES IN 2015. Photo courtesy of Jim McCue

AFTER A 6-YEAR RACING CAREER WITH 24 STARTS & 7 WINS, HE COMPETED IN THE DRESSAGE DISCIPLINE AT THE 2021 THOROUGHBRED MAKEOVER. Photo by CanterClix

## RRP REACH

THE RRP ATTRACTS A HIGHLY DESIRABLE AUDIENCE OF EQUINE PROFESSIONALS, ENTHUSIASTS AND CONSUMERS.

### AUDIENCE



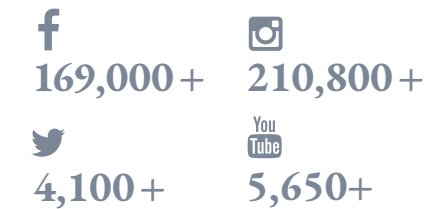
This predominately female audience is active within the equine industry, well connected, attends events, and appreciates quality products and information pertaining to horses, specifically Thoroughbreds.

### COVER:

AFTER 9 STARTS, CRUISIN COMET COMPETED IN THE SHOW JUMPING AND SHOW HUNTER DIVISIONS AT THE 2020 THOROUGHBRED MAKEOVER AND FINISHED 4TH IN THE FINALE FOR SHOW HUNTER. Photo by CanterClix

### SOCIAL MEDIA

**40,000**  
WEEKLY REACH



### WEBSITE


**1 Million**  
ANNUAL VIEWS

### EMAIL LIST

**27,520**  
SUBSCRIBERS

### CIRCULATION

**10,000**  
READERS OFF-TRACK THOROUGHBRED MAGAZINE

**82%**  
INCREASE

IN VALUE OF HORSES UPON RETIREMENT FROM RACING



**\$10,400**  
AVERAGE

REPORTED MAKEOVER GRADUATE SALE PRICE



**\$34,875,000**  
TOTAL INVESTMENT

BY TRAINERS IN MAKEOVER HORSES SINCE 2013

## RRP PROGRAMS

WITH A MISSION TO EDUCATE AND SERVE, RRP INSPIRES EQUESTRIANS TO REALIZE THE VALUE OF THOROUGHBRED SPORT HORSES.

### Education & Resources

Training clinics, online articles and videos, e-newsletters, online store, and webinars.

### Off-Track Thoroughbred Magazine

Training and healthcare articles, industry news, rising stars in sport. AHP Equine Media Awards General Excellence Association Publication Winner 2019.

### Thoroughbred Makeover

The Retired Racehorse Project's signature event, the biggest and most lucrative Thoroughbred retraining competition in the world.

### Listing Services

- Free RRP Horse Listings - exclusively for OTTBs
- ASPCA Marketplace & Right Horse Adoption Barn for Makeover entries and adoptable Thoroughbreds

## RRP HISTORY

<b>2009</b> OCT	Retired Racehorse Training Symposium	<b>2010</b> MAR	Retired Racehorse Training Project receives 501(c)3 charitable status	<b>2013</b> JAN	Retired Racehorse Training Project 100-Day Thoroughbred Challenge	<b>2013</b> OCT	Inaugural Thoroughbred Makeover & National Symposium with 26 trainers accepted to compete at Pimlico.	<b>2015</b> OCT	The RRP launches <i>Off-Track Thoroughbred Magazine</i> and Makeover moves to the Kentucky Horse Park	<b>2018</b> OCT	The RRP launches Master Class clinic series	<b>2021</b> OCT	Mega-Makeover becomes largest Makeover in history with combined 2020 and 2021 competition years
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**2014**  
JAN

Retired Racehorse Training Project receives Thoroughbred Charities of America Industry Service Award

**2017**  
OCT

Fifth Annual Thoroughbred Makeover with 580 trainers accepted to compete at the Kentucky Horse Park

**2019**

JUL

*Off-Track Thoroughbred Magazine* wins AHP Equine Media General Excellence Association Publication Award

OCT

The RRP celebrates 10 years while pivoting in the face of global pandemic, offers more virtual educational content

# Inspire

The most lucrative Thoroughbred retraining competition in the world, the Thoroughbred Makeover & National Symposium is the RRP's flagship program. Offering ten disciplines and over \$100,000 in prize money, the Makeover is a showcase to promote the trainability and versatility of the breed.



## COWBOY SWAGGER

COWBOY SWAGGER TAKES THE LEAD. Photo courtesy of April Williams Photography

AFTER 3 YEARS OF RACING WITH 16 STARTS & 3 WINS, COWBOY SWAGGER WON THE BARREL RACING DISCIPLINE & THOROUGHBRED MAKEOVER CHAMPION IN 2019. PICTURED HERE AT THE BRN4D FINALS. HE CONTINUES HIS CAREER IN BARREL RACING. Photo courtesy of John Laptad



## THE THOROUGHBRED MAKEOVER

A \$100,000+ COMPETITION IN WHICH APPROVED TRAINERS ACQUIRE A RECENTLY RETIRED RACEHORSE AND PREPARE IT OVER A PERIOD OF LESS THAN A YEAR TO PERFORM IN ONE OR TWO OF THE TEN RIDING DISCIPLINES.

### About The Makeover

The Thoroughbred Makeover features competition in ten disciplines throughout the Horse Park, as well as seminars, vendor fair, the Makeover Marketplace horse sale, the Thoroughbred Aftercare Summit, the Makeover Master Class, and a Finale that includes the top five horses in each discipline and the crowning of the Thoroughbred Makeover Champion. The Thoroughbred Makeover is well attended by spectators and livestream viewers.

### When & Where

The Thoroughbred Makeover will be held October 11-14, 2023 at The Kentucky Horse Park in Lexington, KY.

The Thoroughbred Makeover is presented by Thoroughbred Charities of America.



### The Ten Disciplines

Barrel Racing	Freestyle
Competitive Trail	Polo
Dressage	Ranch Work
Eventing	Show Hunter
Field Hunter	Show Jumper



COWBOY SWAGGER WITH TRAINER TAYLOR FALLON AFTER WINNING THE BARREL RACING DISCIPLINE & THOROUGHBRED MAKEOVER CHAMPION IN 2019.

“The RRP’s educational efforts and its annual Thoroughbred Makeover have changed the perception of Thoroughbreds as sport horses for the better.”

— Kristin Werner, *The Jockey Club*

# Educate & Serve

The Retired Racehorse Project empowers those involved with Thoroughbred ex-racehorses through education, service, and inspiration. Your support helps us continue that good work!

- Publishes the award-winning quarterly publication *Off-Track Thoroughbred Magazine*
- Organizes clinics and demonstrations
- Curates a digital library of resources for Thoroughbred lovers
- Hosts free classified listings with tools for safe buying and selling
- Invests in the future of the breed by expanding services and programs
- Promotes the breed through a line of OTTB-themed gear for horse and rider



## FLUGEL BINDER

FLUGEL BINDER WINS BY A NOSE.  
Photo courtesy of SV Photography

AFTER 18 STARTS & 4 WINS, FLUGEL BINDER PLACED SECOND IN THE POLO DISCIPLINE AT THE 2021 THOROUGHBRED MAKEOVER.  
Photo by CanterClix



## SPONSORSHIP PACKAGES

CUSTOMIZED SPONSORSHIP PACKAGES TO MEET THE NEEDS & INTERESTS OF EACH SPONSOR INCLUDE DIGITAL AND PRINT MEDIA AS WELL AS VISIBILITY AND NAMING RIGHTS AT EVENTS OR VIRTUAL EVENTS.

### Sponsorship Options

*Please note, some Makeover opportunities may not be available after August 1.*

#### CLASSIC \$25,000+

- Thoroughbred Makeover Champion
- Makeover Awards Party
- English & Western Saddle Pads
- Event Wide EMT Safety & Emergency Management

#### GRADE 1 \$12,500

- Livestream
- Competitor Briefing
- VIP Lounge
- Arrival Exam & Finale Jogs

#### BLACK TYPE \$7,500

- Judges Stand
- Treat & Wellness Station
- Junior, Amateur & Team divisions
- Rider Check-In
- Hydration Stations
- Volunteer Hospitality
- Master Class
- People's Choice Award
- Disciplines
- Makeover Award Coolers

#### STARTING GATE \$5,000

- Competitor Packets
- Aftercare Summit
- Seminar Sponsor
- Golf Carts

#### POST PARADE \$3,000

- VIP Lounge Bar
- Winner's Circle
- Lanyards
- Charging Station
- LRK3DE Course Walk
- LRK3DE Booth
- Stall Decorating

#### PADDOCK \$1,500

- Dog Cam
- Seminar Refreshment
- Special Award
- Celebration Band

### Fund-A-Need

Our Fund-A-Need Sponsorship is perfect for individual donors, families, small businesses, riding schools and racing operations who want to support the 2023 Thoroughbred Makeover. Sponsorships finalized by August 17th will be recognized in *Off-Track Thoroughbred Magazine*. Fund-A-Need sponsorships will be honored on RRP social media channels, e-blasts, and therrp.org.

**LEVELS RANGE FROM \$150 – \$1500 AND DIRECTLY FUND THE FOLLOWING NEEDS:**

- Arena Floral & Decorations
- Individual Jumps
- Ribbons By Division
- Prize Sponsorship
- Event Staff Meals
- Thank You Swag for Volunteers & Officials

# Everything OTTB starts with RRP

*Off-Track Thoroughbred Magazine*, published by the Retired Racehorse Project, is the only award-winning publication focused on Thoroughbreds in sport.



## ADVERTISING OPPORTUNITIES

THE RETIRED RACEHORSE PROJECT HAS MANY DIGITAL, PRINT, AND ON-SITE ADVERTISING OPPORTUNITIES. ALL OPTIONS CAN BE SELECTED A-LA-CARTE OR BUNDLED INTO A SPONSORSHIP PACKAGE FOR ADDED VALUE.

### Magazine Print Advertising

RATE CARD	1X	2X	4X
<b>1/4 Page</b> Vertical: 2.25" x 7.4375" Horizontal: 4.625" x 3.4375"	\$440	\$396	\$330
<b>1/3 Page</b> Vertical 2.25" x 10" Square: 4.625" x 4.9375" Horizontal: 7" x 3.4375"	\$660	\$594	\$495
<b>Half Page</b> Vertical: 4.625" x 7.4375" Horizontal: 7" x 4.9375"	\$880	\$792	\$660
<b>2/3 Page</b> Vertical: 4.625" x 10" Horizontal: 7" x 6.4375"	\$1,100	\$990	\$825
<b>Full Page</b> Bleed: 8.375" x 11.125" Trim: 8.125" x 10.875" Image Area: 7" x 10"	\$1,320	\$1,188	\$990
<b>Inside Cover</b>	\$2,200	\$1,980	\$1,650
<b>Back Cover</b>	\$2,640	\$2,376	\$1,980

*Additional 25% discount for non-profit Thoroughbred placement organizations.*



### Closing Dates

#### SPACE CLOSES

**Spring:** 2/15/2023

**Summer, Sponsor Guide:** 5/16/2023

**Fall:** 8/3/2023

**Winter, Gift Guide & Rulebook:** 10/12/2023

Ad space is available in the Makeover Marketplace Catalog section of the Fall issue of *Off-Track Thoroughbred Magazine* for congratulatory ads in support of Makeover trainers.

## Bundle & Save

SAVE 10% WHEN YOU PLACE PRINT ADS IN BOTH *OFF-TRACK THOROUGHBRED MAGAZINE* & THE MAKEOVER RULEBOOK.

Run ads in both publications, plus a digital asset, and save 15%.

## Bonus Opportunities

### SPRING:

Land Rover KY 3-Day Event distribution

### SUMMER:

Sponsor Guide

### FALL:

Thoroughbred Makeover event distribution

### WINTER:

Gift Guide

## Makeover Vendor Booth

INCREASE YOUR VISIBILITY AND INTERFACE WITH SPECTATORS AT THE THOROUGHBRED MAKEOVER IN OUR VENDOR FAIR.

### REGULAR BUSINESS:

\$600

### REGULAR NON-PROFIT:

\$300

Early bird business: \$500 before April 30, 2023

## Digital Advertising

DIGITAL ASSET	SIZE/FORMAT (w x h)	COST
E-Blast Ad	600p x 150p	\$825
E-Blast Footer Ad	600p x 150p	\$550
Facebook Post	820p x 360p	\$550
Instagram Post	1080p x 1080p	\$550
Social Media Story	1080p x 1920p	\$550
Website - Top Banner	1920p x 800p	\$1,320
Website - Bottom Banner	1920p x 800p	\$825
Logo on E-Blast & Website	JPG or PNG	\$330
Sponsorship Announcement on Social Media	JPG or PNG logo, copy written by RRP	\$530

## Makeover Rulebook

RATE CARD	COST
1/4 Page	\$250
Half Page Horizontal	\$450
Half Page Vertical	\$450
Full Page	\$900
Inside Cover	\$1,100
Back Cover	\$1,300

## OTHER WAYS TO SUPPORT THE RRP

MAKE A DIFFERENCE TO THE CAUSES THAT MEAN THE MOST TO YOU BY SUPPORTING THE RETIRED RACEHORSE PROJECT IN CONTINUING OUR MISSION TO INCREASE DEMAND FOR THOROUGHBREDS AFTER RACING.

### Subscribe to *Off-Track Thoroughbred Magazine*

The only magazine focused on Thoroughbreds in non-racing sports, available in print and digital. Subscribe online at [therrp.org/subscribe](http://therrp.org/subscribe).

### Make a Charitable Donation

To make a tax deductible donation go to [therrp.org/donate](http://therrp.org/donate).

### Legacy Gifts & Planned Giving

Legacy and planned giving can encompass a variety of giving options such as bequests, retirement plans, charitable remainder trusts, or gifts of stocks, bonds or mutual funds. Email Kirsten Green, Executive Director at [kgreen@therrp.org](mailto:kgreen@therrp.org).

### Volunteer

Volunteer opportunities include the Thoroughbred Makeover and other events, scheduled days at the Maryland office, and some remote opportunities. Go to [therrp.org/volunteer](http://therrp.org/volunteer) for more information.

### Shop to Support

Show your OTTB pride and benefit the organization at the same time. Visit [therrp.org/shop](http://therrp.org/shop).



DEVELOPMENT MANAGER JULIA OUGHTON, LEFT, WITH THOROUGHBRED MAKEOVER VOLUNTEERS AND STAFF.

“ All horses have the ability to touch our hearts, but there is something about the Thoroughbred that finds their way into our souls. Nutrena applauds the Retired Racehorse Project for all of the work they do on behalf of the noble breed. ”

– Tamara Shaw, Nutrena Feeds

# Thank You

The Retired Racehorse Project is grateful to the hundreds of sponsors who support our mission.

## 2022 TITLE SPONSORS



PRESENTING SPONSOR



MAKEOVER MARKETPLACE



VETERINARY PARTNER



LIVESTREAM

**Dr. Carolyn Karlson**

LEAD BENEFACTOR



SEMINARS



AWARDS CELEBRATION



THOROUGHBRED MAKEOVER CHAMPION



COMPLETION GIFTS

## GRADE 1 SPONSORS



## BLACK TYPE SPONSORS

1/ST Racing	Master of Foxhounds Association
Achieve Equine	MidAtlantic Horse Rescue
After The Finish Line	New Start
Beyond The Wire	New York Thoroughbred Horsemen's Association
Dinsmore	Nine Thirty Racing
Excel Equine	Pennsylvania Horse Breeders Association
Georgia B. Ridder Foundation	Phoenix Performance Products
Interscholastic Equestrian Association	PTHA's Turning For Home
Juddmonte Farm	Redmond Equine
Kentucky Thoroughbred Owners and Breeders	SmartPak
Louisiana Thoroughbred Breeders Association	Thoroughbred Equine Research Foundation
Markel Insurance	Triple Crown Feeds
Maryland Horse Foundation	United States Polo Association
Maryland Horse Breeders Association	Zoetis
Maryland Million Ltd.	

“TCA saw the potential in the Thoroughbred Makeover back when it was just an idea, and we’re proud to have supported it each year since. The RRP’s work increases the opportunities for Thoroughbreds after the track, and the growth and demand for its programs over the past decade demonstrates the impact they’re making.”

– Mike McMahon, President, Thoroughbred Charities of America

## STARTING GATE SPONSORS

Banixx	Omega Alpha Equine
Canter USA	Rood and Riddle Equine Hospital
Clever With Leather	Thoroughbred Owners and Breeders
Kentucky Performance Products	United States Pony Club
OCD Pellets	

## PADDOCK SPONSORS

Acuswede	New Vocations Racehorse Adoption Program
Bally's Arapahoe Park	Pyrois Media
Buckeye Nutrition	StressLess
Charles Town HBPA	Surfside Stables
Dechra	Thor-Bred Stables
Chronicle of the Horse	Thoroughbred Aftercare Alliance
Delaware Park Aftercare Initiative	The Foundation for the Horse
ENSO Media Group	The McIntosh Group
Grayson-Jockey Club Research Foundation	Triple Crown Dreams
Haygain	Virginia Thoroughbred Association
MagnaWave	W.F. Young
Maryland Horse Industry Board	WinStar Farm

## BENEFACTORS

Barbara Tober	Polly Lychee
Bluestwater Sales, LLC	Raymond and Elizabeth Montgomery
Brownstead Farm	Real Rider Cup
Christy Claggett	Reeves International
Diane McDonald	Sheppard-Holt Giving Fund
Donna Verrilli	Susan Johns
Equine Medical Associates	Stone Farm
Exhale Enterprises	Stonelea Farm
Frank Arnold	The Brunetti Foundation
Glenn Sorgenstein	The Kay Family Foundation
Helen Wickes	The Marquis George MacDonald Foundation
Ingram Industries, Inc.	The Muir House Foundation
Jane Madden	The Thompson Family
Janie Musselman	Tony Coppola
Jim and Debbie Brown	Tryon Riding and Hunt Club
Jo Vaughan Davidson	Valerie Callcott-Stevens
Laura Sloan	Vivien Molloy
National Information Solutions Cooperative (NISC)	
Patricia Chapman	





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**FOR MORE INFORMATION ON SUPPORTING THE RRP CONTACT:**

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