



RETIRE
RACEHORSE PROJECT

2024
SUPPORT OPPORTUNITIES



INCREASING DEMAND FOR THOROUGHBREDS BEYOND RACING

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.

Thoroughbred racing aftercare is much more vast than the network of essential non-profit facilities that take in retirees and adopt them out into lasting homes: listing agents, resellers and in-house racing programs all play a vital role in the modern aftercare industry. However, without the demand from the equestrian industry, all of these entities will struggle to place horses efficiently – and that's where the Retired Racehorse Project comes in.

As one of the only organizations that interfaces with all facets of the aftercare industry – adoption organizations, resellers, listing agents, and track-based programs – the RRP understands the critical need to increase demand for the breed and empower riders with the support and resources they need to be successful with retired racehorses.



LEFT: WHITMORE WINS THE MARYLAND SPRINT STAKES IN 2017.
Photo courtesy of Jim McCue

RIGHT: AFTER A LEGENDARY RACING CAREER WITH 43 STARTS & 15 WINS, WHITMORE
COMPETED IN THE COMPETITIVE TRAIL DISCIPLINE AT THE 2022 THOROUGHBRED MAKEOVER.

RRP REACH

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

SOCIAL MEDIA FOLLOWING



170,000+



22,000+



5,000+



4,100+



2,000+

WEBSITE

500,000+

VIEWS ANNUALLY

EMAIL LIST

28,000+

SUBSCRIBERS

EDUCATION LIBRARY

11,000

VIEWS ANNUALLY

The work of incentive and advocacy programs such as the RRP is critical to the Thoroughbred industry, supporting all facets of aftercare.

AFTERCARE IN NORTH AMERICA

** Refers to racing connections who have established their own aftercare procedures*

NON-PROFIT FACILITIES,
TRACK BASED PROGRAMS,
AND LISTING SERVICES

FOR-PROFIT RESELLERS,
LISTING AGENTS, IN-HOUSE
PROGRAMS*, AND OPEN
MARKET

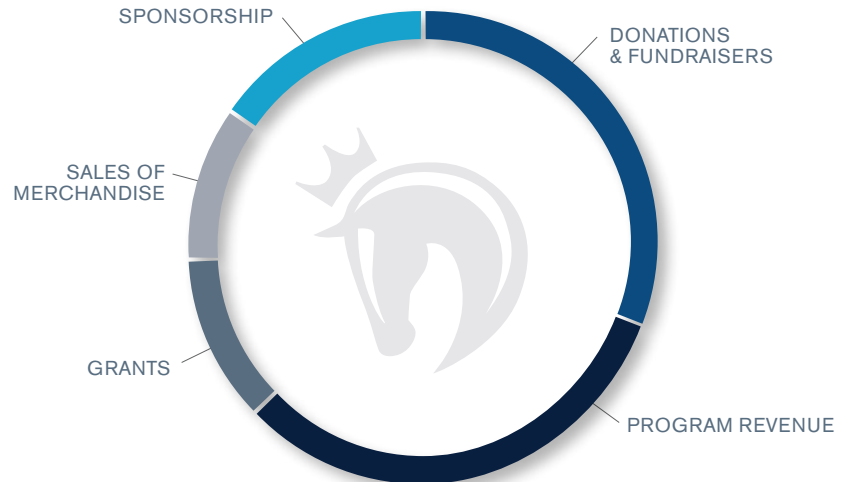
SANCTUARY

INCENTIVE, ADVOCACY, AND
EDUCATION PROGRAMS

HOW THE RRP IS FUNDED

THE RRP IS A GRASSROOTS ORGANIZATION, RECEIVING NO INSTITUTIONAL FUNDING NOR SEED MONEY.

2022 REVENUE SOURCES



RRP IMPACT AND STATS

THE RRP COLLECTS AND ANALYZES EXTENSIVE DATA FROM MAKEOVER REGISTRATIONS WHICH OFFERS A SNAPSHOT OF TRENDS WITHIN THE YEAR'S POPULATION OF HORSES RETIRING FROM RACING.



IN VALUE OF HORSES UPON
RETIREMENT FROM RACING



REPORTED MAKEOVER
GRADUATE SALE PRICE



BY TRAINERS IN MAKEOVER
HORSES SINCE 2015

STARTS & EARNINGS AT RETIREMENT

FROM 2015 TO 2023

Recent trends indicate that more racing connections may be choosing to retire horses earlier and from higher levels of racing.

20
DOWN 15%
16
AVERAGE STARTS

\$72,000
UP 120%
\$32,700
AVERAGE EARNINGS

HOW MAKEOVER HORSES EXITED THE RACING INDUSTRY

MAKEOVER CLASS OF 2023

| | |
|---------------------------------------|-----|
| DIRECT FROM TRACK / RACING CONNECTION | 52% |
| RESELLER | 28% |
| NON-PROFIT AFTERCARE FACILITY | 17% |
| CONNECTION-OWNED | 3% |
| AUCTION / KILL PEN | 1% |



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

ABOVE: PRINCE OF NEW YORK AND MAKEOVER TRAINER CHRIS BENNINGS SHARE A CANDID MOMENT AT THE 2022 THOROUGHBRED MAKEOVER.
RIGHT: PRINCE OF NEW YORK COMPETING IN THE SHOW HUNTER RING.

Education, Inspiration, and Service

Core tenets of the RRP's mission are education, inspiration, and service. Through its variety of programs, the RRP has facilitated the transition of over 4,000 Thoroughbreds from racing to careers as sport or pleasure mounts, showcases the trainability and versatility of the breed, and educates riders and owners on care and training, ensuring a lifetime of quality homes. Your support allows us to build upon these programs and further benefit the Thoroughbred in life after racing.

From Grassroot Beginnings to the Largest Thoroughbred Retraining Competition in the World

Steuart Pittman hosted the first Retired Racehorse Training Symposium in 2009 and officially incorporated and received non-profit status shortly after in the spring of 2010. The grassroots organization built momentum over the next few years, offering demos in the mid-Atlantic region and building a website that offered classified horse listings and blog posts on training and care. The first two Thoroughbred Makeover and National Symposiums were held at Pimlico Racecourse in 2013 and 2014 before the event was moved to the Kentucky Horse Park in 2015 and run in the format it has become known for today. In 2017 Pittman passed on the leadership position, and the organization continued to grow and thrive.

Today the RRP has a staff of 10 with offices in Maryland and Kentucky and serves the racing and equestrian industries across North America with a variety of online services and educational content, seminars and demos, and its longstanding flagship program, the Thoroughbred Makeover.





The RRP provides mission driven programming that empowers riders to be successful with the breed.

EDUCATION

- The RRP Education library: a free online library of longform content and webinar recordings on training, care & nutrition, evaluating prospects and more.
- OTTB 101: a free online resource with racing and equestrian tracks to help individuals navigate the transition from the track to a second career.

HORSE LISTINGS

- RRP Horse Listings: the only online listing dedicated exclusively to off-track Thoroughbreds at any stage of life after racing.
- ASPCA Marketplace & Right Horse Adoption Barn: a catalog of Makeover entrants offered for sale, as well as a showcase of participating adoption organizations at the Thoroughbred Makeover.

AFTERCARE INDUSTRY SUMMIT

Developed to serve the wide-ranging aftercare industry, including both charitable organizations and professional trainers, resellers and listing agents, to offer education and networking opportunities.

MASTER CLASS & DEMOS

- Master Class: an innovative demo featuring multiple trainers to showcase the many ways to approach initial training sessions with recently retired ex-racehorses.
- Picking Prospects: an in-depth analysis of movement and conformation as it relates to chosen disciplines.
- Thoroughbred Sport Clinic: upper-level clinics featuring top trainers guiding Thoroughbreds at more advanced levels of sport.

THE THOROUGHBRED MAKEOVER

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



THE THOROUGHBRED MAKEOVER

PRESENTED BY THOROUGHBRED CHARITIES OF AMERICA

OCT. 9–12, 2024 | THE KENTUCKY HORSE PARK

ABOUT THE MAKEOVER

The Thoroughbred Makeover features competition in ten disciplines throughout the Kentucky Horse Park, as well as seminars, a vendor fair, the Makeover Marketplace horse sale and Adoption Barn, and a Finale that includes the top five horses in each discipline and the crowning of the Thoroughbred Makeover Champion.

As of 2023, the Thoroughbred Makeover also includes a competition avenue for recently-retired broodmares.

The Thoroughbred Makeover is well attended by spectators and livestream viewers.

THE TEN DISCIPLINES

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

LEFT: SHE'S A BOLD ONE AND MAKEOVER TRAINER JENNA DENVER ON THE CROSS COUNTRY COURSE AT THE 2022 MAKEOVER.

RIGHT: 2022 MAKEOVER CHAMPION JENNA DENVER AND SHE'S A BOLD ONE.

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.





ARRIVAL STAFF

THE THOROUGHBRED MAKEOVER
PRESENTED BY THOROUGHBRED TRAINERS OF AMERICA



Boehringer Ingelheim

HAGYARD
EQUINE MEDICAL INSTITUTE

After the Finish Line

The Foundation for the HORSE

22
SPORT

BECOME A MAKEOVER SPONSOR

MAKEOVER-BASED TITLE SPONSORSHIPS INCLUDE VISIBILITY AND NAMING RIGHTS AT THE RRP'S BIGGEST EVENT, WITH SPONSORSHIP RECOGNITION DESIGNED TO MEET THE NEEDS & INTERESTS OF EACH SPONSOR WITH DIGITAL, PRINT, AND SOCIAL MEDIA.

Each sponsorship level receives listed recognition in addition to the assets listed for subsequent levels.

| LEVEL | TITLE SPONSORSHIP | SPONSORSHIP RECOGNITION |
|----------------------|--|---|
| CLASSIC | Thoroughbred Makeover Champion, Makeover awards party, saddle pads, EMT/safety, Marketplace, Broodmare division | Press release announcing sponsorship, option for seminar at Makeover, 2 additional arena banners |
| GRADE 1 | Livestream, Makeover special events, arrival exams | Livestream commercial, logo on arrival exam t-shirt, logo on connected horses on entry list, upgrade to full page rulebook ad |
| BLACK TYPE | Awards coolers, hydration station, volunteer hospitality, disciplines, entry list, Connections Corner/Info Desk | Upgrade to full page ad in Makeover program, upgrade to rotational website footer ad, logo on volunteer t-shirt, PA announcement, social media post announcing sponsorship, additional arena banner |
| STARTING GATE | Breeder postcards, webinar, lanyards, golf carts, bridle and competitor numbers, rider check in, Finale jog, Finale judges stand | Upgrade to 1/2 page ad in Makeover program, 1/2 page ad in rulebook, social media post, logo on event t-shirt |
| POST PARADE | Store bags, wash stalls, stall decorating contest, dog cam, Ambassador Award, celebration band, special awards (including People's Choice Award) | 1/4 page ad in Makeover program, rotational sidebar ad on website, arena banner, 2 tickets to VIP Lounge, 2 tickets for awards party |
| PADDOCK | General event and/or organizational support | Name on sponsor list at appropriate level, included in all complete sponsor acknowledgments (website, e-blast, Makeover program, sponsor reel on Finale livestream) |

MAKE A DIFFERENCE TO THE CAUSES THAT MEAN THE MOST TO YOU

SUPPORT THE RETIRED RACEHORSE PROJECT IN CONTINUING OUR MISSION TO INCREASE DEMAND FOR THOROUGHBREDS AFTER RACING.

BELOW: DR. SHANNON KELLY REED, RIGHT, AND VET STUDENT PERFORM ARRIVAL EXAMS AT THE THOROUGHBRED MAKEOVER.



There are many ways to show your support for the Retired Racehorse Project.

FUND-A-NEED

Our Fund-A-Need campaign is perfect for individual donors, families, small businesses, riding schools and racing operations who want to support the 2024 Thoroughbred Makeover.

CONSIGNOR PLEDGE PROGRAM

The consignor pledge program allows consignors to make a small but meaningful contribution to support the work of the Retired Racehorse Project and its programs. Consignors commit to donating \$5 (or more) for each horse sold at public auction.

SCHOLARSHIP PROGRAM

The Thoroughbred Makeover scholarship program allows connections to support horses they sell or place in their journey to the Thoroughbred Makeover via the RRP Horse Listings.

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.

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 for more information.

SHOP TO SUPPORT

Show your OTTB pride and benefit the organization at the same time. Visit therrp.org/shop.

MAKE A CHARITABLE GIFT

To make a tax deductible donation go to therrp.org/donate.

BECOME A MISSION SPONSOR

SPONSORSHIP OF THE RRP'S UNIQUE EDUCATION AND SERVICE PROGRAMS INCLUDES CUSTOMIZABLE RECOGNITION PACKAGES AND NAMING RIGHTS OF THE RRP'S MOST POPULAR RESOURCES.

Please inquire regarding availability, custom recognition, and donation tier for the following programs. Additional print, digital and social media recognition can be included with recognition package.

RRP EDUCATION LIBRARY CATEGORIES:

Title banner placement on category page, multiple banner placements throughout category section

HORSE LISTINGS:

Title banner placement on listings page

THOROUGHbred AFTERCARE SUMMIT:

Title sponsorship of entire summit or specific programming sessions during summit

MASTER CLASS & DEMOS:

Title sponsorship of demo at various dates and locations to be determined

THANK YOU

THE RRP IS GRATEFUL TO THE HUNDREDS OF SPONSORS AND INDIVIDUALS WHO SUPPORT OUR MISSION.

2023 TITLE SPONSORS



PRESENTING SPONSOR



MAKEOVER MARKETPLACE



VETERINARY PARTNER



LIVESTREAM



AWARDS CELEBRATION



THOROUGHBRED MAKEOVER CHAMPION



COMPLETION GIFTS

GRADE 1 SPONSORS



BLACK TYPE SPONSORS

1/ST Racing

Alltech

Copper Beech Stables

Keeneland

Kentucky Thoroughbred Owners and Breeders

Pennsylvania Horse Breeders Association

STARTING GATE SPONSORS

Achieve Equine

After The Finish Line

Beyond The Wire

Dinsmore

Excel Equine

Georgia B. Ridder Foundation

Grayson-Jockey Club Research Foundation

Interscholastic Equestrian Association

Juddmonte Farm

Louisiana Thoroughbred Breeders Association

Maryland Horse Breeders Association

Master of Foxhounds Association

MidAtlantic Horse Rescue

New Start

New York Thoroughbred Horsemen's Association

PTHA's Turning For Home

Phoenix Performance Products

SmartPak

Triple Crown Feeds

United States Polo Association

Zoetis

“ 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

POST PARADE SPONSORS

| | |
|--------------------------------|--|
| American Regents Animal Health | Rood and Riddle Equine Hospital |
| Banixx | Taylor, Harris Insurance Services |
| Buckeye Nutrition | United States Pony Club |
| CANTER USA | University of Louisville Equine Industry Program |
| Kentucky Performance Products | Magnus Magnetica |
| Omega Alpha Equine | |
| Redmond Equine | |

PADDOCK SPONSORS

| | |
|------------------------------------|--|
| Ariat | New Vocations Racehorse Adoption Program |
| Bally’s Arapahoe Park | StressLess |
| Charles Town HBPA | The McIntosh Group |
| Chronicle of the Horse | Thor-Bred Stables |
| Delaware Park Aftercare Initiative | Triple Crown Dreams |
| Haygain | USA Handpainted |
| ENSO Media Group | Linda Moss & Ziconic |
| OCD Pellets | |
| Pyrois Media | |

BENEFACTORS

| | |
|-----------------------------------|---|
| Hilda Thomas | Pepi Weis |
| Buckland Sales Agency | Stone Farm |
| Hidden Brook Farm | Valerie Callcott-Stevens |
| Top Line Sales | Polly Leach-Lychee |
| de Meric Thoroughbred Sales | The Muir House Foundation Trust |
| Grovendale Sales | RRP Board Members |
| Exhale Enterprises | The Brunetti Foundation |
| Helen Wickes | The Marquis George MacDonald Foundation |
| Jim and Debbie Brown | Jane Madden |
| Gil Johnston | David Walker |
| The Kay Family Foundation | Patricia Chapman |
| The Estate of Ms. Judith Grover | Ingram Industries |
| Fair Hill Thoroughbred Horse Show | Karen Jones Squires |
| Larking Hill Farm | Chandi Heffner |
| Austin and Jane Musselman | Carolyn Karlson |
| Diane McDonald | Norfolk Southern |
| Jo Vaughan Davidson | Merilee Wilson |
| KC Garret Farm | Real Rider Cup |
| Frank and Lisa Arnold | Stonelea Farm |
| ELR Corporation | |
| Michael and Anne Moran | |



**FOR MORE INFORMATION ON SUPPORTING THE RRP CONTACT:
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