

## WITH A MISSION TO EDUCATE AND SERVE, THE RRP INSPIRES EQUESTRIANS TO REALIZE THE VALUE OF THOROUGHBREDS BEYOND RACING

WHILE ADOPTION ORGANIZATIONS, LISTING AGENTS, RESELLERS AND IN-HOUSE RACING PROGRAMS ALL PLAY A VITAL ROLE IN THE MODERN AFTERCARE INDUSTRY, THESE PROGRAMS WILL STRUGGLE WITHOUT DEMAND FROM THE EQUESTRIAN INDUSTRY. THAT'S WHERE THE RRP COMES IN.



52,000

WEB VISITORS ANNUALLY

TO THE FREE RRP  
EDUCATION LIBRARY



585

THOROUGHBREDS LISTED

IN RRP'S HORSE LISTINGS  
SERVICE SINCE 2023



5,000+

HORSES IMPACTED

BY THE THOROUGHBRED  
MAKEOVER SINCE 2013

*Statistics as of February 1, 2025*

### RRP'S MISSION DRIVEN PROGRAMMING EMPOWERS RIDERS TO BE SUCCESSFUL WITH THE BREED

Through its variety of programs, the RRP has facilitated the transition of over 5,000 Thoroughbreds from racing into second careers, showcasing the trainability and versatility of the breed, and educates riders and owners on care and training, ensuring a lifetime of quality homes.

## RRP Programs & Services

EDUCATION LIBRARY

HORSE LISTINGS

AFTERCARE INDUSTRY MONTH

MASTER CLASS & DEMOS

BROODMARE PROGRAMMING

THE THOROUGHBRED MAKEOVER



## 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 preceding levels.*

LEVEL	TITLE SPONSORSHIP	SPONSORSHIP RECOGNITION
<b>Paddock</b> \$1,500 +	General event and/or organizational support	Name on sponsor list at appropriate level, included in all complete sponsor acknowledgments (website, e-blast, Makeover program, Makeover sponsor reel)
<b>Post Parade</b> \$3,000 +	Store bags, wash stalls, stall decorating contest, Ambassador Award, celebration band, special awards	1/4 page ad in Makeover program, rotational sidebar ad on website, arena banner, 2 tickets to VIP Lounge, 2 tickets for awards party
<b>Starting Gate</b> \$5,000 +	Makeover special events, breeder postcards, entry list, webinar, lanyards, golf carts, bridle and competitor numbers, rider check in	Upgrade to 1/2 page ad in Makeover program, 1/2 page ad in rulebook, social media post, logo on retail event t-shirt and volunteer t-shirt
<b>Black Type</b> \$7,500 +	Awards coolers, volunteer hospitality, disciplines, Connections Corner/Info Desk, Finale jog	Upgrade to full page ad in Makeover program, upgrade to rotational website footer ad, PA announcement, social media post announcing sponsorship, additional arena banner
<b>Grade 1</b> \$10,000 +	Marketplace, Championship video sponsor, Makeover special events, arrival exams	Makeover commercial, logo on connected horses on entry list, upgrade to full page rulebook ad
<b>Classic</b> \$15,000 +	Thoroughbred Makeover Championships sponsor, saddle pads, broodmare division	Press release announcing sponsorship, option for seminar at Makeover, 2 additional arena banners

**PLEASE INQUIRE FOR FURTHER SPONSORSHIP OFFERINGS OR SPECIAL REQUESTS**

Megan Garlich, Development Manager | mgarlich@therrp.org



## REACH A DESIRABLE AUDIENCE OF EQUINE PROFESSIONALS, ENTHUSIASTS, AND CONSUMERS THROUGH THE THOROUGHBRED MAKEOVER

PRINT ADVERTISING OPPORTUNITIES INCLUDE TWO ANNUAL PUBLICATIONS, THE THOROUGHBRED MAKEOVER RULEBOOK AND THOROUGHBRED MAKEOVER PROGRAM. THE RULEBOOK IS A WIDELY-READ RESOURCE IN ITS DIGITAL FORM ON THE RRP WEBSITE AND IS ALSO AVAILABLE FOR PURCHASE IN PRINT. THE PROGRAM IS DISTRIBUTED TO MAKEOVER ATTENDEES AND ALSO ACHIEVES BROADER DISTRIBUTION THROUGHOUT THE COUNTRY VIA A NETWORK OF HORSE SHOWS, TACK SHOPS, VETERINARY CLINICS, RACING OFFICES, AND MORE.

PRINT ASSET	SIZE: w x h inches (High Resolution PDF)	COST
<b>Makeover Rulebook</b>		<b>AD DUE: OCT 31</b>
QUARTER PAGE VERTICAL	2.25" x 7.4375"	\$ 150
HALF PAGE HORIZONTAL	7" x 4.9375"	\$ 300
FULL PAGE	8.125" x 10.875 w/ .25" bleeds (Safe Area: 7" x 10")	\$ 600
INSIDE COVER	8.125" x 10.875 w/ .25" bleeds (Safe Area: 7" x 10")	\$ 750
BACK COVER	8.125" x 10.875 w/ .25" bleeds (Safe Area: 7" x 10")	\$ 900
<b>Makeover Event Program</b>		<b>AD DUE: AUG 1</b>
QUARTER PAGE VERTICAL	2.25" x 7.4375"	\$ 400
HALF PAGE HORIZONTAL	7" x 4.9375"	\$ 800
FULL PAGE	8.125" x 10.875 w/ .25" bleeds (Safe Area: 7" x 10")	\$ 1,200
INSIDE COVER	8.125" x 10.875 w/ .25" bleeds (Safe Area: 7" x 10")	\$ 2,000
BACK COVER	8.125" x 10.875 w/ .25" bleeds (Safe Area: 7" x 10")	\$ 2,500

All options can be selected individually or bundled into sponsorship packages. For increased visibility, ask us about digital ads, program based sponsorship and vendor booth opportunities.

**PLEASE INQUIRE FOR FURTHER SPONSORSHIP OFFERINGS OR SPECIAL REQUESTS**

Megan Garlich, Development Manager | [mgarlich@therrp.org](mailto:mgarlich@therrp.org)



## INCREASE YOUR VISIBILITY WHILE SUPPORTING THE CAUSES THAT MEAN THE MOST TO YOUR AUDIENCE

THE RRP HAS MANY DIGITAL OPPORTUNITIES FOR ADVERTISING. ALL OPTIONS CAN BE SELECTED INDIVIDUALLY OR BUNDLED INTO SPONSORSHIP PACKAGES. FOR INCREASED VISIBILITY, ASK US ABOUT PRINT ADS, PROGRAM BASED SPONSORSHIP AND VENDOR BOOTH OPPORTUNITIES.

DIGITAL ASSET	SIZE: w x h pixels (JPG/PNG)	COST
<b>Rotational Website</b>		
SIDEBAR	250 x 250	\$ 500
FOOTER	1200 x 150 <i>Desktop</i> ; 250 x 250 <i>Mobile</i>	\$ 1,000
<b>Education Library</b>		
A-LA-CARTE IN ARTICLE FEED	480 x 60	\$ 500 <i>Single Category</i> / \$ 1,000 <i>Full Library</i>
CONTENT CATEGORY PACKAGE (6 Available Categories)	<i>Includes: name recognition in category banner, static footer, rotational sidebar ad, in article feed ad, social media tag when article is shared</i>	\$ 5,000
<b>E-Blast</b>		
FOOTER	728 x 90	\$ 500
BODY BANNER	728 x 90	\$ 750
TOP BANNER (12 Available Annually)	728 x 90	\$ 1,000
CONTENT INCLUSION		\$ 3,000
EXCLUSIVE E-BLAST TO RRP LIST (3 Available Annually)		\$ 5,000
<b>Social Media Post</b>		
FACEBOOK	1200 x 630	\$ 500
INSTAGRAM	1080 x 1080 <i>or</i> 1080 x 1350	\$ 500
STORY	1080 x 1920	\$ 500

## RRP REACH

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



### AUDIENCE DEMOGRAPHIC



**94%**  
FEMALE



**88%**  
EQUESTRIANS IN SPORT



**76%**  
AGE RANGE 35-65+



**72%**  
OWN 1-3 THOROUGHBREDS

### SOCIAL MEDIA FOLLOWING



**170,000+**



**24,000+**



**6,000+**



**4,500+**



**5,000+**

### WEBSITE

**540,000+**

VIEWS ANNUALLY

### EMAIL LIST

**15,000+**

SUBSCRIBERS

### EDUCATION LIBRARY

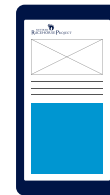
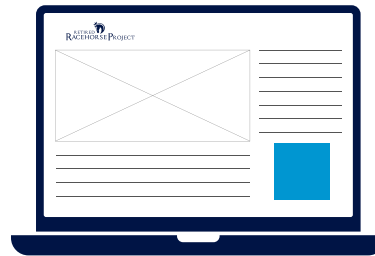
**52,000**

VIEWS ANNUALLY

## Digital Asset Placement & Specifications

- Logos should be submitted as vector EPS files
- Ad files should be submitted in JPG or PNG format and sized according to placement specifications below

*Note: Sizes are listed width by height in pixels*



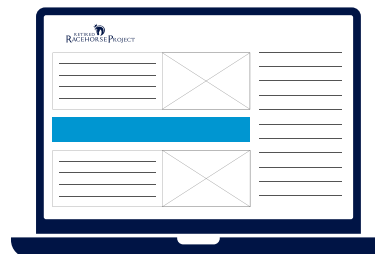
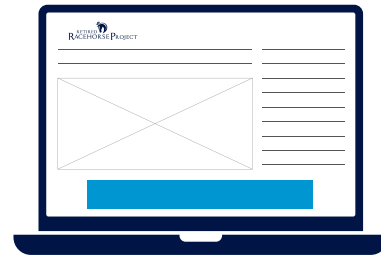
### SIDEBAR

250 x 250

### FOOTER

Desktop:  
1200 x 150

Mobile:  
250 x 250



### IN ARTICLE FEED

480 X 60