



# 55th ANNUAL COCONINO COUNTY HORSE RACES

**July 2-5, 2010**

Fort Tuthill County Park  
Grandstands (Exit 337, I-17)  
Flagstaff, Arizona

*A Fourth of July Tradition in Northern Arizona since 1955*

Coconino County celebrates **55 years** of live Thoroughbred & Quarter Horse Racing — the **only** live horse race event in Arizona on **4th of July weekend** & the largest non-commercial horse race meet statewide.

- Draws **12,000+ attendees** over 4 live race days
  - Six to nine live races each day
- Full pari-mutuel wagering featuring Daily Doubles, Quinellas, Trifecta

## 2009 SURVEY SAYS: ATTENDEE DEMOGRAPHICS



- 50% from metro Flagstaff, 50% visitors from metro Phoenix metropolitan area, Tucson, other Arizona rural areas and other states (CA, UT, NV, NM, CO, VA, TX, MS)
- Age: 46 & above—62% 36 to 45—19% 25-35—13%
- Number of Years Attending: over 10 yrs.— 44%  
6-10 yrs.—15% 2-5 yrs—26% 1st yr—14%
- 94% Highly satisfied & satisfied • 92% felt on-track betting to be important
- 50% felt off-track betting to be important
- ETHNICITY: 82% Caucasian 9% Hispanic 4% Native American
- 53% Male 44% female • 76% has some college experience

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# 55th COCONINO COUNTY HORSE RACES 4th of July Tradition in Northern Arizona SPONSORSHIP BENEFITS

**Live Race Days: July 2-5, 2010**

Fort Tuthill County Park Grandstands (Exit 337 off I-17) Flagstaff, AZ

## **RACE DAY SPONSOR- \$3,000.00**

## **Sponsor a day of live racing**

- \* One complimentary 10' x10' booth space with 110v outlet for the sponsored day
- \* Display up to 5 banners in designated areas
- \* Full-page advertising space in the daily Racing Program for 4 days
- \* Reserved private box seat section (6 seats) near the finish line
- \* 40 one-day admission passes with parking      \* 20 commemorative ball caps
- \* Sponsor names/logos to be included on printed promotional materials; when possible, sponsor will be mentioned in radio and TV promotions      \* All-day recognition over the PA announcement
- \* Name mention & recognition on CCPR's website before, during & after event
- \* Horse blanket with sponsor's name presented to race winner in the Winners' Circle
- \* 8"x 10" framed photograph of blanket presentation

## **RACE SPONSOR - \$ 1,500.00**

## **Sponsor an individual race**

- \* Display up to three banners in designated areas      \* Half-page ad in the daily Racing Program for 4 days
- \* Reserved four box seats      \*20 one-day admission passes with parking
- \* Recognition over the PA announcement
- \* Name mention & recognition on CCPR's website before, during & after event
- \* Horse blanket with sponsor's name presented to race winner in the Winners' Circle
- \* 10 commemorative ball caps      \*8"x 10" framed photograph of blanket presentation

## **BLANKET SPONSOR - \$ 500.00**

- \* Horse blankets with sponsor's name are presented to race winner in the Winner's Circle
- \* 10 one-day admission passes with parking      \*Name mention in Racing Program for 4 days
- \* Recognition over the PA announcement
- \* Name mention & recognition on CCPR's website before, during & after event

***Interested in customizing your sponsorship package,  
recruit another sponsor & avail sponsorship discount?***

For more info, contact Regina Salas at 928-679-8027 [rsalas@coconino.az.gov](mailto:rsalas@coconino.az.gov)

