

Genesee Valley Hunt Races

Saturday, October 11, 2014
Geneseo, NY



Tradition

Newspaper articles about the Genesee Valley Hunt Races date back to 1894. Originally the event featured contests between the best steeds of local farmers and horsemen. The whole town would turn out to watch the races and picnic with neighbors.

In 1928, the first sanctioned steeplechase races were added to the race card and the event began attracting horses from a wider geographic area to race over fences on this challenging, natural course. The development of steeplechase racing in the U.S and increased purse money have helped attract world class horses to the Genesee Valley Hunt Races, the only event of this kind in New York State.



Community

The Genesee Valley Hunt Races attracts huge audiences each year. We rely on an army of 200 volunteers to keep everything organized and running smoothly. It is a wonderful day!

With agriculture being the county's largest industry, a Farmer's Market at The Races features the homegrown bounty of the area. We also teamed up with area farmers to launch the new Agri-Center to educate families about agriculture and the food system. A petting zoo, interactive exhibits and demonstrations make it a huge hit with the kids!

The Chamber of Commerce calculates that the GVH Races one day event has an economic impact on the local economy in excess of \$200,000!

In addition, the event benefits the community through donations to local charitable organizations. Over \$40,000 has been donated to Golisano Children's Hospital at Strong and contributions are also made each year to the Genesee Chapter of Rotary International and the Genesee Fire Department.



George Nicolaescu Photography

Family

A main goal of the Genesee Valley Hunt Races is to provide a wonderful, affordable day in the country for families.

From a spectator's standpoint, what began years ago as a grand day of picnicking with friends and neighbors, has evolved into a multi-faceted day of fun for young and old alike. The event has expanded far beyond the sport of horse racing. Now pony rides, horse drawn wagon rides, a petting zoo and stick horse races are highlights for the kids. Canine events entertain dog lovers. An artisan boutique provides unique finds for shoppers. Brunch is served in the Clubhouse Tent. --- And tailgate picnics are still popular and plentiful!



A Day At the Races

Racing

- ◆ Ten horse races fill the day
- ◆ Two sanctioned steeplechase races
- ◆ Stock Horse Sprint
- ◆ Pony Races
- ◆ Young Jockey Flat Race
- ◆ Polo Pony Race

Fun for the Kids

- ◆ Free pony rides
- ◆ Stick horse races - all children welcome
- ◆ Free horse drawn wagon rides
- ◆ Petting Zoo
- ◆ Agriculture Discovery Center

Dog Events

- ◆ Jack Russell Terrier Races
- ◆ Wiener Dog Races
- ◆ Dog Agility
- ◆ Canine Grand Prix
- ◆ Fly Ball Demonstration
- ◆ Parade of Genesee Valley Foxhounds

Delicious Food and More

- ◆ Champagne brunch in the Clubhouse
- ◆ Tailgate Picnic Contest judged by Wegman's
- ◆ Boutiques and shopping
- ◆ Farmers' Market - New York Food & Wine





Become A Sponsor

There are opportunities for individuals and businesses like yours to be part of this event. The GVH Races has consistently offered sponsors and patrons the highest level of entertainment -- all at an investment considerably lower than other professional sporting events in the region. A day at the races provides non-stop fun, memorable moments and an experience people of all ages can enjoy. It's a wonderful and unique way for companies and large groups to leave lasting impressions on their customers, prospects and employees alike, not to mention the thousands exposed to the promotion prior to the event.

Whether you want to entertain clients, employees and friends at your own hospitality tent or tailgate, promote your business, advertise products or services, or just be part of supporting this worthwhile event, we have a menu of ideas for sponsorship opportunities. Or custom-build your own package. We invite you to review the sponsorship packages on the following pages. If don't see exactly what you are looking for, please call us at 585-243-3949 to custom build a package that meets your needs.

**Join us October 11 for
A Day At The Races!**

What a day at the Races can do for you

- ✦ Promote your company to the people in your marketing area
- ✦ Associate your business with a pleasant country outing
- ✦ Grow your business through Race-connected contacts and exposure
- ✦ Show your appreciation to employees and clients by treating them to a day at the races
- ✦ Give back, in the spirit of community, to the citizens who support your business
- ✦ Have your business associated with charitable giving

What your support does for the Races

- ✦ Affords us the ability to offer purses to attract the best steeplechase horses on the East Coast
- ✦ Helps us maintain our superior course in a natural setting
- ✦ Allows us to keep admission low and affordable for families
- ✦ Allows us to continue a century-long tradition that is intertwined with the history and welfare of this area



Basic Sponsor Packages



Triple Crown Level \$ 5,000

- ◆ Your company listed as a Triple Crown Sponsor in the Official Race Program and promotional material
- ◆ Your supplied banner on the home stretch fence
- ◆ Full page ad of your design in the Official Race Program
- ◆ Listed as a Triple Crown Sponsor on the GVH Races website with link to your site
- ◆ Premium parking supplied to your specifications
- ◆ Ten passes to the Clubhouse Tent
- ◆ Two hats allowing admission to the owner/trainer viewing stand
- ◆ General Admission tickets for your guests

Winner's Circle Level \$ 1,000

- ◆ Your company name listed as Winner's Circle Sponsor in the Official Race Program and promotional material
- ◆ Your supplied banner on the home stretch fence
- ◆ Half page ad of your design in the Official Race Program
- ◆ Listed as a Winner's Circle Sponsor on the GVH Races website with link to your site
- ◆ One Silver and three Bronze premium parking passes
- ◆ Two passes to the Clubhouse Tent
- ◆ Two hats allowing admission to the owner/trainer viewing stand
- ◆ 20 general admission tickets for your guests

Track Record Level 2,500

- ◆ Your company listed as a Track Record Sponsor in the Official Race Program and promotional material
- ◆ Your supplied banner on the home stretch fence
- ◆ Half page ad of your design in the Official Race Program
- ◆ Listed as a Track Record Sponsor on the GVH Races website with link to your site
- ◆ One Gold, one Silver and five Bronze premium parking passes
- ◆ Six passes to the Clubhouse Tent
- ◆ Two hats allowing admission to the owner/trainer viewing stand
- ◆ 50 general admission tickets for your guests

Paddock Club Level \$ 500

- ◆ Your company listed as a Paddock Club Sponsor in the Official Race Program
- ◆ Quarter page ad of your design in the Official Race Program
- ◆ Listed as a Paddock Club Sponsor on the GVH Races website with link to your site
- ◆ One Silver premium parking pass
- ◆ Two passes to the Clubhouse Tent
- ◆ 10 general admission tickets for your guests

Victory Level \$1,500

- ◆ Your company name listed as Victory Level Sponsor in the Official Race Program and promotional material
- ◆ Your supplied banner on the home stretch fence
- ◆ Half page ad of your design in the Official Race Program
- ◆ Listed as a Victory Level Sponsor on the GVH Races website with link to your site
- ◆ One Gold, one Silver and three Bronze premium parking passes
- ◆ Four passes to the Clubhouse Tent
- ◆ Two hats allowing admission to the owner/trainer viewing stand
- ◆ 30 general admission tickets for your guests



Sponsor The Clubhouse

Please contact us immediately if you are interested in becoming the exclusive sponsor of the beautiful Clubhouse Tent! Centrally located in the heart of the grounds, this venue has become the place to be for sponsors, patrons, special guests, race attendees and race horse owners and trainers. It is beautifully-decorated and provides a comfortable, relaxed atmosphere. A champagne brunch is served and guests can watch each race from the finish line perspective on close-circuit televisions.

Your company will be named as the exclusive sponsor of The Clubhouse in all publicity, receive 25 Clubhouse Passes and have a sponsor table in the venue to welcome guests and promote your products and services. You'll also have a full page ad in the Official Program.



Host Your Own Hospitality Tent

Treat your clients, employees and friends to a Day at the Races or use your tent to promote your company's products and services. Our corporate hospitality tents offer the ideal venue to host a private party and you'll be offering your guests all the entertainment and fun the Races offer. Choose from the options below or contact us with your request.

◆ Platinum Hospitality Tent \$3,000

Your guests enjoy the convenience and privacy of a 20 X 40 tent with tables and chairs. This package comes with 80 general admission tickets, 10 V.I.P. parking passes, 25 Official Programs, tent-side parking for one host vehicle and one catering vehicle. Sponsor listing on GVH Races website and full page ad in Official Program also included.

◆ Gold Hospitality Tent \$2,500

Your guests enjoy the convenience and privacy of a 20 X 30 tent with tables and chairs. This package comes with 50 general admission tickets, 8 V.I.P. parking passes, 20 Official Programs, tent-side parking for one host vehicle and one catering vehicle. Sponsor listing on GVH Races website and full page ad in Official Program also included.

◆ Silver Hospitality Tent \$2,000

Your guests enjoy the convenience and privacy of a 20 X 20 tent with tables and chairs. This package comes with 30 general admission tickets, 6 V.I.P. parking passes, 12 Official Programs, tent-side parking for one host vehicle and one catering vehicle. Sponsor listing on GVH Races website and half page ad in Official Program also included.

◆ Bronze Hospitality Tent \$1,500

Your guests enjoy the convenience and privacy of a 15 X 15 tent with tables and chairs. This package comes with 20 general admission tickets, 4 V.I.P. parking passes, 10 Official Programs, one tent-side parking spot for host vehicle. Sponsor listing on GVH Races website and quarter page ad in Official Program also included.





Sponsor an Activity

◆ Sponsor the Agri-Center \$ 2,500

Interactive exhibits, a petting zoo, sandboxes full of corn and wheat and more are offered in the Agri-Center this feature has been a huge hit for kids and families! If you want to host family fun -- this is the venue to sponsor!

◆ Sponsor the Wagon Rides \$ 1,000

Beil Family Percheron horse drawn wagon rides are offered free throughout the day. Your supplied company banners will be displayed on the wagon as it makes its rounds on the grounds all day. It is like a moving billboard!

◆ Admission Ticket Sponsor \$ 1,000

Your company name/logo displayed on all Gold, Silver, Bronze and VIP parking passes.

◆ Pony Rides For Children \$ 500

Your supplied banner will be displayed at the location of the pony rides and your company name will be listed as sponsor of this activity in the Official Race Program.

◆ Sponsor a dog event \$ 250

Your supplied company banner will be displayed at the location of the dog events. Your company name will be listed with the event in Official Race Program and announced during the event.

◆ Sponsor A Horse Race Purse

Your company name listed with race in Official Race Program, announced during the running of the race and company representative invited in the winner's circle photograph.

Genesee Valley Hunt Cup: \$25,000

Martha S. Wadsworth Memorial: \$10,000

Root's Tavern Plate: \$2,000

Cross-Country Plate: \$1,000

The Oxbow: \$1,000

Stock Horse Sprint \$ 500





A Tradition for over 100 years

Newspaper articles about the Genesee Valley Hunt Races have been found dating back to 1894. Except for a few war years, it is believed this event has been an annual tradition ever since. Imagine -- well over 100 years! The generous support of sponsors is what has kept the GVH Races going and growing all these years.

Thank you for considering sponsoring the GVH Races, scheduled this year on October 11. The packages in this brochure serve as a guide to what is available. If you don't see anything that serves your needs exactly, we are happy to work with you to custom-build a package just right for you.

October 11, 2014

www.GVHRaces.com

P.O. Box 52 Geneseo, NY 14454

Phone 585-243-3949

e-mail: info@gvhraces.com

2013 GVH Races Sponsors

Thank you to these generous sponsors of last year's event.

Hospitality Tent Sponsors

American Rock Salt

Nothnagle Realtors

Bank of Castile/Tompkins Insurance/Tompkins Financial

Edward Jones//Provvidenza & Wright/
Boylan Code

Track Record Level

Bonadio Group

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C. P. Ward, Inc.

Donnan Farms

Genesee Valley Breeders Association

Palmers Direct to You Market/

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Wegmans Food Markets Inc.

Winner's Circle Level

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