

INVITATION: RACE SPONSORSHIP



COBRA (Colorado Owners & Breeders of Racing Arabians) is a non-profit organization dedicated to the development and promotion of the Arabian Race Horse. As a whole, Arabian racing is a growing industry that has not yet gained the popularity and recognition that other racing breeds, such as Thoroughbreds and Quarter Horses, have attained. We want to change this by bringing Arabian racing into the spotlight at every opportunity. Our association's goals are to strive for growth, recognition and success. In parallel with other national- and state-level Arabian breed associations, COBRA's driving objective is the betterment of our "industry", Arabian Horse Racing.

The Arabian breed has limited opportunities to race in the U.S. We participate in race meets ranging from 1 month to 9 months in duration, in California, Colorado, Delaware, Michigan and Texas. Arabians are fortunate to race in Colorado during the summer months at Arapahoe Park in Aurora (just outside of Denver). COBRA and our Arabian horse-people strive to contribute to the success of the annual race meet in Colorado, and to make sure it is beneficial to all horsemen, to the track, and to all those who enjoy a day at the races. It is only by growing and developing our Colorado race meet that we can contribute to the overall success of the Arabian racing industry.

One significant measure of our success is the number of Arabian horses we are able attract to Colorado to participate in the Arapahoe Park race meet. More horses means larger fields in each race, and more variety in the program offered to the betting public each day. This variety tends to increase public attendance, which equates to higher "handle" (dollars bet on a race) and more business being funneled to the vendors who provide food, beverages, programs, souvenirs, etc.

Arabian race trainers who are contemplating whether to come to Colorado to participate in the Arapahoe Park race meet usually consider a number of factors in making their decision: the number of race days during the meet, the purse structure of the race program, how many races will be offered for the Arabian breed, and what Stakes Races will be run. A Stakes Race is the equivalent of the "Super Bowl" for a race horse. Generally speaking, only the best of the best make it to a Stakes Race, and the purse for such a race is several times over the purse for a standard race. Typically, a Stakes Race is sponsored by one or more organizations in an effort to "up the ante" and make the race as lucrative as possible. The stronger and more comprehensive our Stakes program, the better our chances of bringing in horses from out of state to participate in the Colorado race meet. And, as noted previously, the more horses we have, the better it is for everyone.

COBRA would like to extend an invitation to you to sponsor an Arabian Stakes Race at the 2009 Arapahoe Park race meet. We feel that race sponsors benefit in a number of ways:

- Participation in naming the Stakes Race (for example, you could choose to have your name as part of the race name, i.e., "The Corner Store Classic" or "The Ace Company Sprint").
- Visibility and recognition achieved by:
 - Live exposure on race day;
 - Races viewed by extended audiences via simulcasts, not only in Colorado but in many other states that purchase the Arapahoe Park simulcast signal;
 - Taped races aired by the Altitude Channel (a Colorado sports channel offered via cable and satellite providers) the night of and day following live racing;
 - Pre-race and post-race publications and online data sources, such as Equibase, the Daily Racing Form and The Finish Line Magazine, to name a few;
 - Listed as the race sponsor in the program circulated on race day at Arapahoe Park;

- Publicly thanked by the track announcer, and sponsor name is scrolled across the Tote Board for recognition during race day; and
- “Thank You” banner displayed in the Winner’s Circle, captured in the win picture, and given to the sponsor afterwards.
- Sponsor representatives are invited to be in the Winner’s Circle for the official win picture.
- You may choose to present trophies, plaques or other commemoratives to the horse’s connections (owner(s), trainer(s) and jockey) in the Winner’s Circle and, if so, will be provided pictures of such presentations.
- Acknowledgement on the official win picture, which is given to all of the horse’s connections. Stakes Race win pictures are also displayed on the lobby walls of the Arapahoe Park grandstand.
- Framed win picture given to sponsor to commemorate your support of the Stakes Race.
- Recognition in the monthly COBRA membership newsletter, as well as in The Finish Line, a magazine specifically published for the Arabian racing industry.
- If interested, the sponsor may work with COBRA and Arapahoe Park to reserve a table(s) in the Director’s Room for any staff who may attend on race day.

Our goal is to attain sponsorship of \$2,000 per race for each of the four races in our 2009 Arabian Stakes program. Partial sponsorships are also gladly accepted in increments of \$500; however, please note that some of the sponsorship benefits outlined above may be reduced or shared in cases of partial sponsorships.

Should you choose to accept COBRA’s invitation, sponsorship dollars are payable to COBRA by May 15, 2009. 2009 Colorado race meet dates are tentatively set for June 5 to August 9. The specific dates assigned for our Arabian Stakes Races will be provided to you and our other sponsors as soon as the stakes calendar is finalized by Arapahoe Park.

We appreciate your interest in helping COBRA to develop and promote the Arabian Race Horse. If you have questions or would like more details, please feel free to contact our Breed Representative or COBRA secretary (numbers provided below). We look forward to hearing from you soon!

COBRA Breed Representative:	COBRA address:
Kathy Vinson 719-339-8007	c/o Valerie Lynn P.O. Box 130 Monument, CO 80132
Other contacts:	COBRA email: cobra4racing@yahoo.com
Colorado Racing Commission 303-205-2990	COBRA email: www.arabianracingcolorado.com
Colorado Horse Racing Association 303-475-4396	
Arapahoe Park Racetrack 303-690-2400	
Arabian Jockey Club 303-696-4568	