

YOUTH BEATS SPONSORSHIP PROPOSAL



Hoof Beats

January 22, 2008

Dear Prospective Sponsor,

We at Hoof Beats wish to express our appreciation for your consideration of sponsoring Youth Beats magazine in 2008. Designed especially with kids in mind, Youth Beats is our quarterly publication aimed at harness racing fans age 9 to 13. Featuring interviews with leading drivers and trainers, packed with photos, and starring writing, art and photography from young readers, Youth Beats is the perfect accompaniment to Hoof Beats, an award winning harness racing magazine.

We have many exciting events planned for this year, opening up a variety of sponsorship opportunities. Sponsoring Youth Beats magazine will help educate today's youth about harness racing. It will also allow for your company to be introduced to tomorrow's future today.

Youth Beats is offered free to USTA youth members-youth membership is also free! Youth Beats will also be given out at all major harness racing events, Outreach Programs and other youth activities.

Enclosed you will find a description of our Sponsorship Program along with our Sponsorship Rewards & Acceptance form. We are also including a copy of Youth Beats. We encourage you to view the Hoof Beats website at:
www.hoofbeatsmagazine.com.

Thank you once again for your consideration.

Sincerely,

Deveau Zubrod
Advertising Director - US Trotting Association
Phone: 1.877.800.8782 ext. 3217 Fax: 614.222.6791
www.ustrotting.com · www.hoofbeatsmagazine.com
Reporting with Horsepower!

Sponsorship Opportunity

Youth Beats is a designed especially with kids in mind, Youth Beats is our quarterly publication aimed at harness racing fans age 9 to 13. Featuring interviews with leading drivers and trainers, packed with photos, and starring writing, art and photography from young readers, Youth Beats is the perfect accompaniment to the award winning Hoof Beats, harness racing's most popular magazine.

Why Sponsor Youth Beats?

- *Youth Beats* is the only kids' magazine dedicated to harness racing and the Standardbred breed.
- *Youth Beats* was first published in 2006, and is growing by leaps and bounds. In addition to our own growing list of subscribers, *Youth Beats* is also sent out to *Hoof Beats* customers—that's more than 13,000 readers! Over 20,000 copies of each issue are printed!
- In 2008, *Youth Beats* will be published four times—March, June, September and December-doubling the number of issues produced in previous years. *Youth Beats* will also be introducing its own Web page with exclusive content, downloadable art and more games.
- Since its inception, *Youth Beats* has had the privilege of working with industry leaders including the U.S. Trotting Association, writing award contest, and the Harness Horse Youth Foundation. Like *Youth Beats*, these organizations care deeply about passing on the values and traditions of harness racing to future generations and have been instrumental in helping us reach out to Youth.
- *Youth Beats* aspires to be the community leader for kids in harness racing. We want to encourage kids to participate, to get involved and to learn about one of America's oldest sports through information and active participation.
- In addition to featuring some of the biggest names in harness racing, from Gallo Blue Chip and Donato Hanover, to George Teague Jr., John Campbell and Tim Tetrick, *Youth Beats* features kids that are making a difference in the sport as trainers, drivers, grooms, and most importantly—as fans.
- *Youth Beats* continues to promote the sport of harness racing, not only through our publication, but also by attending major races, county and state fairs, training seminars, and key events where we have the opportunity to share about the sport we care so passionately about.

- Our goal is to be the best magazine for kids, about kids and by kids in harness racing. We value their participation and strongly encourage kids to send us their stories, jokes, pictures, letters and questions.

Youth Beats is the only magazine dedicated to harness racing for kids. It is also a free publication to our youth members which guarantees exposure of your company to all of our youth members! With your sponsorship, we will be able to further promote the FREE Youth membership increasing your exposure even more.

This year our Outreach Program will attend many different equine related activities throughout the year providing Youth Beats and the booth sponsor's information. The Outreach Booth sets up at sales such as the Blooded Horse Sale in Delaware, Ohio, The Meadowlands Sale in New Jersey, and the prestigious Harrisburg Sale in Pennsylvania. An Outreach Booth will be at major races across the United States such as the Little Brown Jug and Hambletonian. The Outreach Booth is one of the highest trafficked areas at these events.

We focus on a variety of youth projects. Recently, our Youth Beats projects have included: the activity book "A Standardbred Star", and Harness Racing Youth League-Level 2 (in conjunction with Harness Horse Youth Foundation). We also support the Marie Hill Youth Writing Contest for writer's age 16 years old and younger.

Rewards of Sponsoring Youth Beats:

- Advertisement in the only harness racing magazine dedicated to Youth
- Exclusive Exposure at selected Outreach Events
- Advertisement on the online version of Youth Beats
- Exposure at selected youth functions
- Supporting a worthwhile youth program
- Opportunity to provide a speaker at selected events
- Exclusive content in member mailings
- Title sponsor of selected events
- Educating tomorrow's future today!

2008 Youth Beats Sponsorship

- **Please Select the Sponsorship listed below that best fits your company**

☐\$12,000 Sponsorship of Youth Beats

- ✓ 4 Full page color ads in Youth Beats Magazine (one per issue)
- ✓ Your company as lead sponsor of selected Youth Beats events
- ✓ 12 months of banners on the Hoof Beats Web site
- ✓ Literature provided to the USTA included in mailings to members, upon approval
- ✓ Recognition in signage throughout 2008 at Outreach events
- ✓ Poster with company logo displayed at all Outreach Events
- ✓ Listed on Youth Beats Sponsor Page on the internet with logo
- ✓ Possible opportunity to provide a speaker at three seminars in 2008
- ✓ Distribution of literature, coupons, or samples to attendees of specific outreach events

☐\$6,000 Sponsorship of Youth Beats

- ✓ 4 Full page or color ads in Youth Beats Magazine (one per issue)
- ✓ Your company as lead sponsor of selected Youth Beats events
- ✓ 4 months of banners on the Hoof Beats Web site
- ✓ Recognition in signage throughout 2008 at Outreach events
- ✓ Poster with company logo displayed at selected Outreach Events
- ✓ Listed on Youth Beats Sponsor Page on the internet with logo
- ✓ Possible opportunity to provide a speaker at two seminars in 2008
- ✓ Distribution of literature, coupons, or samples to attendees of specific outreach events

☐\$4,500 Sponsorship of Youth Beats

- ✓ 3 Full page or color ads in Youth Beats Magazine (separate issues)
- ✓ 3 months of banners on the Hoof Beats Web site
- ✓ Recognition in signage throughout 2008 at Outreach events
- ✓ Poster with company logo displayed at 2 selected Outreach Events
- ✓ Listed on Youth Beats Sponsor Page on the internet with logo
- ✓ Possible opportunity to provide a speaker at a seminar in 2008.
- ✓ Distribution of literature, coupons, or samples to attendees of specific outreach events

☐\$3,000 Sponsorship of Youth Beats

- ✓ 2 Full page color ads in Youth Beats Magazine (separate issues)

- ✓ 2 months of banners on the Hoof Beats Web site
- ✓ Recognition in signage in 2008 at selected Outreach events
- ✓ Poster with company logo displayed at 1 selected Outreach Event
- ✓ Listed on Youth Beats Sponsor Page on the internet with logo
- ✓ Distribution of literature, coupons, or samples to attendees of specific Outreach events

☐\$1,500 Sponsorship of Youth Beats

- ✓ 1 Full page color ad in Youth Beats Magazine
- ✓ 1 month Youth Beats Web site ads
- ✓ Recognition in signage in 2008 at selected Outreach events
- ✓ Poster with company logo displayed at 1 selected Outreach Event
- ✓ Listed on Youth Beats Sponsor Page on the internet with logo
- ✓ Distribution of literature, coupons, or samples to attendees of specific Outreach events

Company Name **Name of Sponsor** **Title**

Phone **Fax** **email**

Address

Preferred Event to Sponsor

City **State** **Zip**

Possible Materials Provided for Sponsorship

Valued Amount of Sponsorship

Sponsor Signature **Date**

Outreach Signature **Date**

Youth Beats Exposure

- Outreach Events
 - Outreach Booth
 - Equine Events across the USA
 - Equine Affaire
 - Ohio
 - California
 - Illinois
 - Western States Horse Expo
 - California
 - Major Harness Races
 - Little Brown Jug
 - Hambletonian
 - Harness racing tracks throughout the year
 - The Red Mile, Lexington, Kentucky
 - Pompano Park, Pompano, Florida
 - Illinois
- Youth Programs
 - Jug Speakers Series
 - “A Standardbred Star”, book signing by Illustrator Liz Ball