WHERE CHAMPIONS BECOME LEGENDS

Our group packages offer the perfect opportunity to organize seating and/or hospitality for you and your guests. To qualify as a group, there should be 18 or more guests.

In this packet you will find a map of the Keeneland Race Course featuring the location of each available section. You will also find the details and amenities for each space.

The Benefits of Group Seating:
- Custom packages tailored to your group that could include backside tours, parking passes, hospitality, food vouchers and much more!
- Wholesale merchandise opportunities available
- Breeders' Cup pieces with your company or stable's logo!

We look forward to working with you! Contact us to see how we can help make your Breeders' Cup experience at Keeneland one you and your guests will never forget.

To inquire about group sales opportunities, please contact us at 859-514-9428 or email groupsales@breederscup.com

www.breederscup.com
In 1982, a group of prominent thoroughbred breeders from central Kentucky led by the visionary John Gaines, hatched a plan. Their idea was to create a year-end, culminating championship for their sport. An event where the world’s elite thoroughbreds could meet to settle the age-old question, “Who is the best?” An event that celebrated the majesty of horseracing and showcased it on a national platform to help build the market for racing and breeding. Their vision - The Breeders’ Cup.

The world’s greatest had to start somewhere. In 1984, the vision became reality as the inaugural Breeders’ Cup World Championships was televised live on NBC, and attended by celebrities from across the globe. Over the next 37 years, what began as a one-day, 7-race event has grown into a two-day, $30 million extravaganza attracting the best horses, trainers and owners from across the globe. It also has become affectionately nicknamed the “Super Bowl of Horseracing,” the year-end culmination of the thoroughbred-racing season, often with the $6 million Breeders’ Cup Classic being the deciding factor in the prestigious Eclipse Awards Horse of the Year! The Eclipse Awards, thoroughbred racing’s Oscars, are presented annually to recognize Thoroughbred horses and individuals whose achievements have earned them the title of Champion in their respective categories.

WEEK LONG FESTIVITIES:
BREEDERS’ CUP FESTIVAL | Monday thru Thursday
POST-POSITION DRAW | Monday
MEDIA DAY | Wednesday
MORNING WORK-OUTS | Sunday thru Thursday
FASHION EVENT | Friday & Saturday

CHAMPIONSHIP RACING:
FRIDAY, NOVEMBER 6 | 5 Championship Races
SATURDAY, NOVEMBER 7 | 9 Championship Races

FUTURE HOST SITES:
2021 | Del Mar Racetrack, Del Mar, CA | November 5 & 6
2022 | To Be Announced for 2022
Located in the heart of Kentucky’s famed Bluegrass region, Keeneland plays an important role in both Thoroughbred racing and breeding. Hosting race meets every April and October at its state-of-the-art racecourse, Keeneland has been consistently rated the #1 track in the country by the Horseplayers Association of North America.

With its close proximity to the majority of America’s horse farms, Keeneland has become the world’s leading auction house, attracting thousands of buyers and sellers from more than 50 countries to four sales each year.

As a National Historic Landmark, Keeneland is committed to upholding the traditions of Thoroughbred racing. And history lives on at the Keeneland Library, one of the world’s largest repositories of information and photographs related to the Thoroughbred.

Keeneland was founded in 1936 to be a truly special place— one that symbolizes the best in Thoroughbred racing. Today, Keeneland continues to be guided by that original mission, taking a leadership role in the industry to improve safety, promote integrity and preserve racing’s storied history.
CORPORATE HOSPITALITY

THE BREEDERS’ CUP WORLD CHAMPIONSHIPS will be held at legendary Keeneland Race Course on Friday, November 6th and Saturday, November 7th. Invite colleagues, employees, friends, and family to join us in celebrating the world’s best as they compete for their place in history.

Our corporate hospitality packages offer the perfect opportunity to organize seating and/or hospitality for you and your guests. To qualify as a group, there should be 18 or more guests. We look forward to making your Breeders’ Cup experience at Keeneland one you and your guests will never forget.

WHY PURCHASE CORPORATE HOSPITALITY:
• Cultivate & enhance client relationships
• Employee appreciation days
• Host family and friends
• Witness the highest level of thoroughbred racing from around the globe as they compete on racing’s biggest stage

BENEFITS FOR CORPORATE HOSPITALITY PACKAGES:
• Custom packages tailored to your group’s needs
• Co-branded Breeders’ Cup merchandise with your company or stable logo
• Onsite parking and premium transportation options available to local events
• Exclusive invitations to events leading up to the Championships (Breeders’ Cup Festival, etc.)
• Options for corporate partnerships
Experience the Championships in style from the Trackside Luxury Chalets! Gracing the Clubhouse turn, these private chalets are glassed-in and climate-controlled with outdoor viewing terraces. On the 1st floor, witness the thunder of the world’s best horses going by the rail, and on the 2nd or 3rd floor, take in the panoramic views of the entire racetrack from your covered viewing terrace. Buy single seats at a table (tables configured with 8 seats) or purchase more to accommodate your group needs! Chalet suites accommodate up to 84 or 112 guests per suite.

*Please note: Tickets to the Trackside Luxury Chalets DO NOT include admittance to the existing Clubhouse or Grandstand facility.

**TWO-DAY PACKAGE: $1,350 PER SEAT**

**Trackside Luxury Chalet Amenities**
- Trackside View
- Souvenir Tickets for Reserved Dining
- Racing Programs Delivered Daily
- Dedicated Concierge Staff
- Gourmet Luncheon Buffet
- Luxury Décor Package
- Flat Screen TVs throughout
- Executive Restrooms

**Additional Amenities Available (add-on cost)**
- Onsite Parking Passes*
- All-Inclusive Premium Bar Package
- Suite customization to include lounge furniture
- Co-branded Breeders’ Cup merchandise options with your company or stable logo

*Limits Apply*
SADDLING PADDock CHALET

TWO-DAY PACKAGE: $1,325 PER SEAT

Experience the Championships in style! This chalet offers premium views of the Championship contenders as they circle the paddock before making their way to the track. Don’t miss any of the action from one of the multiple TVs placed throughout! Enjoy a private gourmet buffet, mutuel tellers, premium cash bar and cocktail service is available to your table. In addition, guests of the Saddling Paddock Chalet have access to the first floor level grounds and track apron should they wish to view live racing.

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*Limits Apply
Located at the Clubhouse turn facing the rail, this glassed-in and climate-controlled chalet offers guests a world-class Breeders’ Cup experience. This package includes a reserved dining seat including lunch, premium cash bar, restrooms and mutuel tellers. Take in the action from the jumbo video screens or from one of the multiple TVs placed throughout. Guests will have access to a private area along the rail to experience the thunder of Championship horses as they turn for home!

*Please note: Tickets to the Silks Lounge do not include access to the existing Grandstand or Clubhouse facility.

FRIDAY: $265 PER SEAT | SATURDAY: $385 PER SEAT

Silks Lounge Amenities
- Souvenir Ticket for Reserved Dining Seat(s)
- Premium Cash Bar and Gourmet Fare
- Trackside View
- Complimentary Race Day Programs
- Private Mutuel Tellers and Self-Serve Wagering Machines
- Access to Executive Restrooms

Additional Amenities Available (add-on cost)
- Co-branded Breeders’ Cup merchandise options with your company or stable logo
Celebrate the Championships surrounded by the unrivaled atmosphere of one of Keeneland’s most popular venues. Stay comfortable in this climate-controlled, two-part space and never miss a race on the many TVs located throughout. Guests will enjoy private buffet, mutuel tellers, live entertainment and premium cash bar. Onsite parking at the Entertainment Center is available for purchase.

*Please note: Ticket includes lunch buffet. Onsite Parking is available.
There is NO TRACK VIEW or ACCESS with this ticket.

**FRIDAY:** $190 PER SEAT  |  **SATURDAY:** $210 PER SEAT

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**Entertainment Center & Keene Barn Amenities**

- Premium Dining Seating
- Souvenir Tickets for Reserved Dining
- Luxury Décor Package
- Access to Private Restrooms
- Racing Programs Delivered Daily

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**Additional Amenities Available (add-on cost)**

- Onsite Parking Passes*
- Co-branded Breeders’ Cup merchandise options with your company or stable logo

*Limits Apply
Located in the Sales Pavilion, guests will enjoy private dining with buffet, premium cash bar, restrooms and mutuel tellers. Tables are configured as high-top tables with barstools or standard dining tables. Never miss a race from any of the multiple TVs located throughout this dining room or watch it live from the track apron, as ticket includes access into the 1st floor level of the Grandstand area.

*Please note: Includes reserved seat at a table, luncheon and access to the 1st floor level of the grandstand to view live racing from the apron.

**Sales Pavilion Amenities**
- Climate Controlled
- Premium Dining Seating
- Access to Track Apron to View Racing
- Souvenir Tickets for Reserved Dining
- Luxury Décor Package
- Access to Private Restrooms
- Racing Programs Delivered Daily

**Additional Amenities Available** (add-on cost)
- Co-branded Breeders' Cup merchandise options with your company or stable logo

**FRIDAY:** $205 PER SEAT  |  **SATURDAY:** $350 PER SEAT
Situated right outside of the Keeneland grounds at the Thoroughbred Club of America, choose from private dining or lounge options and enjoy a one-of-a-kind Breeders’ Cup party. Includes a gourmet buffet, premium cash bar and cocktail service, private tellers, restrooms and abundant TVs so you can catch every second of the Championships.

*Please note: There is no track view or access with this ticket.

TWO-DAY DINING PACKAGE: $700 PER PERSON (Single seats available)

Thoroughbred Club Dining & Lounge Amenities
- Climate Controlled
- Premium Dining Seating
- Souvenir Tickets
- Luxury Décor Package
- Access to Private Restrooms
- Racing Programs Delivered Daily

Additional Amenities Available (add-on cost)
- Co-branded Breeders’ Cup merchandise options with your company or stable logo

Additional Amenities Available (add-on cost)
Situated between the 16th pole and just past the Finish Line, guests will enjoy open-air box seating including cocktail service to your box. Conveniently located on the 1st floor level of the Grandstand, boxes are elevated with commanding views of live racing. Conveniently located to mutuel tellers, concessions and restrooms.

*Please note: There are NO TVs inside the boxes at Keeneland. These box seats are not under cover.

Grandstand Box Seating Amenities
- Trackside View
- Cocktail Service
- Souvenir Ticket for Reserved Box Seating
- Complimentary Race Day Programs

TWO-DAY BOX PACKAGE (6 GUESTS):
$6,000 PER BOX OR $1,000 PER GUEST

STADIUM-STYLE, RESERVED SEATS, LOCATED IN THE KEENELAND GRANDSTAND. ENJOY EXCELLENT VIEWS OF LIVE RACING FROM YOUR OPEN-AIR, COVERED SEATING. PATRONS WILL HAVE ACCESS TO THE 1ST, 2ND AND 3RD FLOOR LEVELS OF THE GRANDSTAND FOR CONCESSIONS, MUTUEL TELLERS, BARS AND RESTROOMS. SINGLE SEATS ARE AVAILABLE AND PACKAGE PRICE INCLUDES A SEAT FOR BOTH DAYS OF RACING.

Grandstand Reserved Seating Amenities
- Trackside View
- Souvenir Ticket for Reserved Seating
- Complimentary Race Day Programs

TWO-DAY RESERVED SEATING: $500 PER PERSON
CORPORATE SPONSORSHIP OPPORTUNITIES

Breeders’ Cup also offers elevated benefits for groups to ensure their experience is that of a Champion. As an Official Corporate Hospitality Partner of the Breeders’ Cup World Championships, the following opportunities are available:

DESIGNATIONS, RIGHTS & MARKS

• Official Corporate Hospitality partner of the Breeders’ Cup World Championships
• Access to unique content (e.g., marks, archived footage, and images) for approved promotional use:
  - Invitations, Welcome Packets, and Race Day Materials
• Dedicated Breeders’ Cup account executive to assist with planning and execution during the World Championships

EXPERIENCE

ACCESS TO OFFICIAL EVENTS AND ONSITE EXPERIENCES

• Post Position Draw Reception: The official draw for which gate each horse will start the race from takes place at a cocktail reception on Monday before the Championships
• Kick-Off Party: The official party for sponsors and guests along with media and fans featuring entertainment and hosted bar
• Finish Line Celebration: The celebration hosted at the conclusion of the World Championships where winning owners toast their victories and guests enjoy live music and cocktails
• Enclosure: Exclusive viewing area adjacent to the paddock reserved for owners and VIPs featuring cocktail service
• Guided Paddock Tour: Exclusive opportunity to be in the paddock area and witness the horses up close and watch as owners and trainers provide final tips to the jockeys and give them a leg up to head onto the track

ENHANCEMENTS

• Branded Breeders’ Cup event signage and directionals identifying hospitality area
• Branded décor within hospitality space (rugs, pillows, bars, etc)
• Premium, co-branded gifting options
• Event photographer with take-home, souvenir photography
CORPORATE HOSPITALITY REQUEST

LUXURY CHALETS

TRACKSIDE LUXURY CHALET
# of Seats: _______  (Two-Day Pkg: $1,350 per seat)

SADDLING PADDOCK CHALET
# of Seats: _______  (Two-Day Pkg: $1,325 per seat)

GRANDSTAND

GRANDSTAND BOX SEATING (6 guests)
# of Boxes: _______ / # of Seats: _______  
(Two-Day Box Pkg: $6,000/box or $1,000/seat)

GRANDSTAND RESERVED SEATING
# of Seats: _______  (Two-Day Pkg: $500 per seat)

DINING

SILKS LAWN CHALET RESERVED SEATING
# of Seats: Friday: _______/Saturday: _______  
(Friday: $265 per seat, Saturday: $385 per seat)  
*Reserved table dining seat included

KEENE BARN OR ENTERTAINMENT CENTER DINING
# of Seats: Friday: _______/Saturday: _______  
(Friday: $190 per seat, Saturday: $270 per seat)

SALES PAVILION (LIMESTONE CAFÉ)
# of Seats: Friday: _______/Saturday: _______  
(Friday: $205 per seat, Saturday: $350 per seat)

THOROUGHBRED CLUB DINING
# of Seats: _______  (Two-Day Dining, $700/seat)

GRANDSTAND RESERVED SEATING
# of Seats: _______  (Two-Day Pkg: $500 per seat)

GRANDSTAND BOX SEATING (6 guests)
# of Boxes: _______ / # of Seats: _______  
(Two-Day Box Pkg: $6,000/box or $1,000/seat)

A corporate sales representative will contact you within 24 hours of receiving this request. Payment details will be reviewed prior to executing the corporate sales agreement.

COMPANY INFORMATION

Company Name (if applicable) ____________________________
Contact Name ___________________________________________
Address ________________________________________________
City _____________________________ State _______ Zip _______
Country ________________________________________________
Phone __________________________________________________
E-mail __________________________________________________
Signature _______________________________________________
Date ____________________________________________________
Group Coordinator (if different than above contact name) _______
Group Coordinator Phone (if different than above) ______________
Group Coordinator E-mail (if different than above) ______________

Scan and e-mail to groupsales@breederscup.com. Call or fax to 859-514-9428.