



Dear Carolina Cup Program Advertisers,

The Eightieth Anniversary Carolina Cup 2012 Weekend is fast approaching and we are again offering advertising opportunities in our race day program.

On Saturday, March 31, America's best steeplechasers will return to historic Springdale Race Course for the running of the prestigious Carolina Cup Race Day, featuring the 80th annual Carolina Cup steeplechase race. Over 65,000 dedicated race fans will return to the Camden area for this great sporting tradition – an annual 'Rite of Spring' in the Palmetto State and a must for all Southern social calendars.

Enclosed is an advertising order form and rate sheet, along with a copy of your past ad if you are renewing. Please complete the order form and return it to us along with your payment and camera ready artwork by February 24, 2012.

A complimentary official Carolina Cup commemorative poster is available for display in your business. Send us your photo of your Carolina Cup 2012 poster in your business window and we'll post it on our Facebook page with over 7,300 fans!

By supporting the Carolina Cup race day you are supporting more than just horse races; you are supporting charitable organizations throughout this great community. Net proceeds from the races go to KershawHealth. The Camden Junior Welfare League, Camden Jaycees and Camden Booster Club, all local volunteers, benefit from souvenir sales, gate admission sales, and program sales.

The equine industry in South Carolina has an annual economic impact of \$330 million, and the Colonial and Carolina Cups have a \$6.5 million annual impact on the region.

We are grateful for your advertising partnership. Thank you for supporting the Carolina Cup, and bringing generations together to enjoy a fun-filled day of "Horses, History, and Hospitality."

Kind regards,

Beverly Odom
Carolina Cup Racing Association
200 Knights Hill Road, Camden, SC 29020
803-432-6513, beverly@carolina-cup.org

About the Carolina Cup Racing Association

The Carolina Cup Racing Association, a non-profit organization, relies on the Carolina Cup and the Colonial Cup race days to fulfill its mission of operating Springdale Race Course as both an equestrian and tourism center. Springdale Race Course, owned by the state of South Carolina, is a world-renowned, 600 acre European style Thoroughbred racehorse training center that operates year round and is home to Hall of Fame trainers Jonathan Sheppard and Janet Elliot. Famous equine residents have included Flat Top, Storm Cat, Forever Together, Zacchio and Ruffian. Learn more at www.carolina-cup.org



Eightieth Anniversary

CAROLINA CUP 2012

Program Advertising Rates

<u>Rates</u>		<u>Specifications</u>
Full Page	\$ 200.00	3.5" W x 8.25" H
Half Page	\$ 150.00	3.5" W x 4.0" H
Quarter Page	\$ 100.00	3.5" W x 2.0" H

*Full Page ad purchasers receive two complimentary General Admission tickets

*Half Page ad purchasers receive two complimentary General Admission tickets

*Quarter Page ad purchasers receive one complimentary General Admission ticket

Deadline: All program ads must be camera ready and received no later than one month prior to the date of the races. For the 2012 Carolina Cup race meet to be held on Saturday, March 31, 2012, program ads must be received along with payment no later than February 24, 2012. All program ads will be submitted for publication as received. Please email ads to: terry@midlandsprintinginc.com.

Accepted Payment:

Cash

Checks made payable to Carolina Cup Racing Association

Credit cards: MasterCard, Visa, Discover, American Express

Contact:

Ms. Beverly Odom

Carolina Cup Racing Association

200 Knights Hill Road

Camden, South Carolina 29020

Tel 803-432-6513 / 800-780-8117

Fax 803-432-4062

Email: beverly@carolina-cup.org

**ORDER FORM FOR ADVERTISEMENTS
CAROLINA CUP 2012 – EIGHTIETH ANNIVERSARY PROGRAM**

RATES:

Full Page: \$200.00 _____
Half Page: \$150.00 _____
Quarter Page: \$100.00 _____

Please make checks payable to The Carolina Cup Racing Association, and include payment with order. We also accept Visa, MasterCard, Discover. Your order is not subject to cancellation.

SPECIFICATIONS:

Full Page: 3.5" X 8.25"
Half Page: 3.5" X 4"
Quarter Page: 3.5" X 2"

YOUR AD MUST BE CAMERA READY AND WILL BE SUBMITTED FOR PUBLICATION AS RECEIVED. CLOSING DATE IS FEBRUARY 24, 2012. MIDLANDS PRINTING IS AVAILABLE TO DESIGN AN AD FOR YOU, AT YOUR COST.

ADVERTISERS FOR FULL OR HALF PAGE WILL RECEIVE 2 GENERAL ADMISSION TICKETS. QUARTER PAGE ADVERTISERS WILL RECEIVE 1 GENERAL ADMISSION TICKET.

Please insert my advertisement for the Carolina Cup 2012 Program to occupy a _____ page for which \$ _____ is enclosed.

I will provide camera ready copy by 02/24/2012 or direct you to run same ad as in the past.

Name _____

Address _____

Phone _____

Check enclosed _____ Charge to credit card# _____

Visa ___ MasterCard ___ Discover ___ Expiration ___ / ___

Please email ads to: terry@midlandsprintinginc.com