



Dear Colonial Cup Program Advertisers,

The 2010 Colonial Cup Weekend is fast approaching and we are again offering advertising opportunities in our international race day program.

On Saturday, November 13, Veterans Day Weekend, America's best steeplechasers will return to Springdale Race Course for the running of the prestigious Colonial Cup Race Day, featuring the 41st annual \$100,000 Marion duPont Scott Colonial Cup international steeplechase race. Over 12,000 dedicated race fans will return to the Camden area for this great sporting tradition.

This year we are giving 3,000 free general admission tickets to our military and their families. It's our way of saying "thank you" for their service and sacrifice. You may wish to consider a patriotic theme for your advertisement. Camden is the site of a major Revolutionary War battle, and the Colonial Cup is the ideal event and location to honor our heroes.

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 October 13, 2010.

By supporting the Colonial 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 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.

Kind regards,

Carolina Cup Racing Association
200 Knights Hill Road, Camden, SC 29020
803-432-6513

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 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.



Program Advertising

Rates

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

Specifications

3.5" W x 8.25" H
3.5" W x 4.0" H
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 2010 Colonial Cup race meet to be held on Saturday, November 13, program ads must be received no later than October 13, 2010. All program ads will be submitted for publication as received.

The 2010 Colonial Cup will feature a special "Salute to the Military". Ad purchasers for the 2010 Colonial Cup race day may wish to consider a patriotic theme for their ads.

Accepted Payment

Cash
Checks made payable to Carolina Cup Racing Association
Credit cards: MasterCard, Visa

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
www.carolina-cup.org

ORDER FORM
ADVERTISEMENTS IN 2010 COLONIAL CUP 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. 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 OCTOBER 13, 2010. 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 your advertisement for the Carolina Cup Program to occupy a _____ page for which \$ _____ is enclosed.

I will provide camera ready copy by 10/13/10 or direct you to run same ad as in the past.

Name _____

Address _____

Phone _____

Check enclosed _____ Charge to credit card# _____

Visa ___ MasterCard ___ Expiration ___ / ___

Ads may be emailed to printer at mid_tb@bellsouth.net or mid_pc@bellsouth.net