



Dear Colonial Cup Program Advertisers,

The 2011 Colonial Cup Weekend is fast approaching and we are again offering advertising opportunities in our international race day program.

On Saturday, November 19, the weekend before Thanksgiving, America's best steeplechasers will return to Springdale Race Course for the running of the prestigious Colonial Cup Race Day, featuring the 42nd annual \$100,000 Marion duPont Scott Colonial Cup international steeplechase race. Over 15,000 dedicated race fans will return to the Camden area for this great sporting tradition.

This year we are again 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 14, 2011.

A complimentary Colonial Cup commemorative poster is available for display in your business. Send us your photo of the Colonial Cup poster in your business window and we'll post it on our Facebook page with over 7,100 fans!

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,

Beverly Odom
CAROLINA CUP RACING ASSOCIATION

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.

ORDER FORM
ADVERTISEMENTS IN 2011 COLONIAL CUP PROGRAM

Contact: Beverly Odom 803-432-6513 Email: Beverly@carolina-cup.org

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 14, 2011. 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 10/14/11 or direct you to run same ad as in the past.

Name _____

Address _____

Phone _____

Check enclosed _____ Charge to credit card# _____

Visa ___ MasterCard ___ Discover ___ American Express ___ Expiration ___ / ___

Ads may be emailed to printer at:
terry@midlandsprintinginc.com or pc@midlandsprintinginc.com