



Dear Carolina Cup Program Advertisers,

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

On Saturday, April 2, America's best steeplechasers will return to historic Springdale Race Course for the running of the prestigious Carolina Cup Race Day, featuring the 79th annual Carolina Cup steeplechase race. Over 60,000 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 March 4, 2011.

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 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

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.



CAROLINA CUP 2011

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 2011 Carolina Cup race meet to be held on Saturday, April 2, program ads must be received no later than March 4, 2011. All program ads will be submitted for publication as received.

Accepted Payment

Cash

Checks made payable to Carolina Cup Racing Association

Credit cards: MasterCard, Visa, Discover, American Express

Contact:

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