

# Making Wagering Great Again!



## Klaus Ebner

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Woodbine Entertainment Group



# Where we stand

## Woodbine Thoroughbred / Woodbine and Mohawk Standardbred

- **Woodbine Thoroughbred**
  - 133 Race Days
  - Tapeta and Turf Surfaces
  - \$3.5 Million Average handle
  
- **Woodbine/Mohawk Standardbred**
  - 222 Race Days
  - 7/8ths Traprock Ovals
  - \$1.5 Million Average handle



# 2010 - 2011

## Pick 4 Guarantee

- Thoroughbred - \$50,000
- Standardbred - \$35,000
- Guarantee's boosted on marquee events (Queen's Plate, North America Cup, Woodbine Mile, Canadian International)

**Bigger & Better Guarantees**

**PATTISON CANADIAN  
INTERNATIONAL**

OCTOBER 18<sup>TH</sup>, 2015 - POST TIME 1PM

PICK  
**4**

**\$800,000**

**IN TOTAL GUARANTEED**  
PICK 4 POOLS



For More Information Visit [WoodbineEntertainment.com/Betting](http://WoodbineEntertainment.com/Betting)



# 2012

## Bet Minimums Lowered

- Win / Place / Show wagers lowered to \$1
- Exacta and Double reduced to \$1 straight.
- Trifecta, Superfecta and Pick 3 and 4 pools reduced to \$.20 straight



# 2013

## Win Takeout

BET WOODBINE, THE  
**LOWEST**  
**WIN TAKEOUT**  
IN NORTH AMERICA!

**14.95%**

\*Woodbine Thoroughbred only.

Lowest WIN takeout as of April 1, 2013, based on published takeout rates.

Visit <http://www.woodbineentertainment.com/takeoutrates> for Woodbine net takeout rates.

## Jackpot Hi5

**JACKPOT**  
**HI** **5**

**STANDARD BRED**  
**JACKPOT**  
**HI** **5**

**JACKPOT CARRYOVER IS NOW OVER**

**\$600,000\***

**MANDATORY PAYOUT**  
**SATURDAY MAY 17**



# 2015

## Pick 5

ONLY **20¢**

THOROUGHBRED  
**PICK**

**5**

  
**QP '16**  
157<sup>TH</sup> QUEEN'S PLATE  
WOODBINE RACETRACK, JULY 3

**\$50,000**  
Guaranteed Early  
Races 2-6

**\$100,000**  
Guaranteed Late  
Races 6-10

**PICK, BET AND CHEER!**  
TO WIN, SELECT THE WINNERS  
OF 5 CONSECUTIVE RACES.

  
WOODBINE  
LIVE RACING

## Jackpot Pick 6

ALL NEW  
**20¢**

STANDARD BRED  
**JACKPOT**

  
**PICK 6**

  
MOHAWK  
LIVE RACING



# 2016

## Rolling Doubles

**ALL  
NEW**



**THOROUGHBRED  
ROLLING  
DOUBLE**

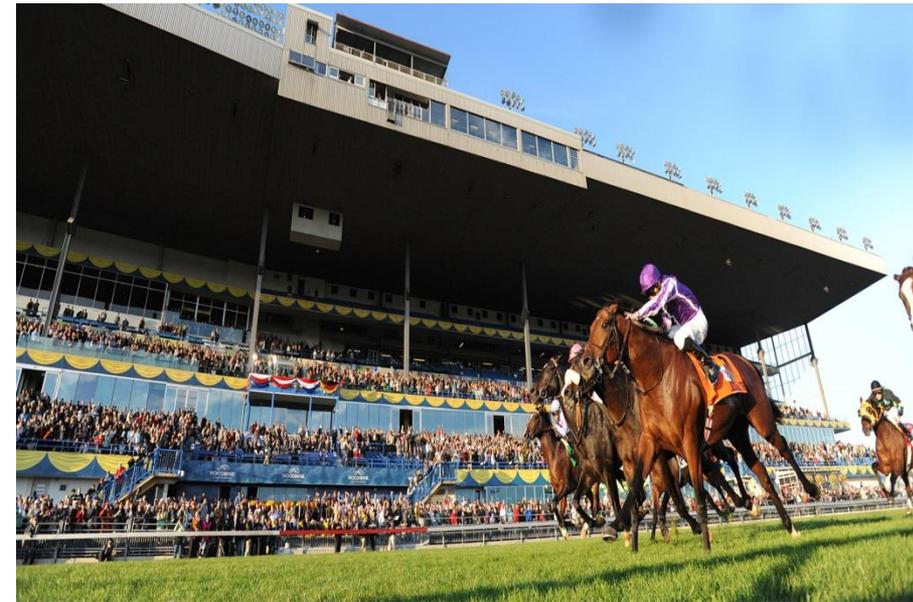
**ONLY \$1 - LOW 15% TAKEOUT**

***PICK, BET AND CHEER WITH WOODBINE'S NEWEST WAGER!***



# Further Observations

- A shift to Turf Racing
- Big fields are key to driving wagering but quality is important.
- Don't force your customers to decide
- Do your homework before going ahead.
- Find your niche



**THANK YOU!**

