

**UNIVERSITY OF ARIZONA
RACETRACK INDUSTRY PROGRAM SYMPOSIUM**



Raj Mutti
Regional General Manager,
BC Racing



INTRODUCTION



- New and Unique Perspective to Racing and Management
 - Fan Experience
 - Technology
 - Entertainment
 - Social
 - Community



INTRODUCTION *cont.*

- A lesson early on from a mentor: “To run any successful business you must be involved in the community”
- Involvement in every major organization in Vancouver Business Community
- Attendance at all Special Events
- Community Involvement



BUILDING A BRAND

- New Brand Creation in 2008
- Nostalgic Marketing and Branding Campaign
- New Radio, TV and Newspaper Ads
 - 120 years of history, tradition and success
 - Sport of Kings
 - Renovation of Hastings with Slots and updated amenities



BUILDING A BRAND

- Hastings key objective became attracting the coveted 24-35 age demographic; this demo is the key to the future of our sport
- This gave us the opportunity to brand ourselves as the most “unique” destination in Vancouver, and a place to be seen
- To achieve acknowledgement from this demo we needed to be where they are:
 - Facebook
 - Twitter
 - iPhone
 - Out and About (Guerilla Marketing)



BUILDING A BRAND

- We stepped outside of “traditional” horseracing marketing and went viral, unique and in-your-face
 - Guerilla marketing campaigns
 - Focused on the “Friday Night Live” series, which was specifically geared towards the younger demographic.
 - Racing under the lights
 - Live DJ
 - F&B Specials
 - Active and Large ‘New to Wagering’ team on-site



BUILDING A BRAND



- Guerilla Marketing Campaigns

Where's Watson?
and friends.

Find one of our three concrete jockey's hidden in and around Vancouver from May 12 - 14, take your photo with it and submit it to fridaynightlive@hastingsracecourse.com for a chance to win a private box for the entire season!

HASTINGS
BRED FOR EXCITEMENT

PNE Gate 6 or 9 • Vancouver, BC
604.254.1631 • hastingsracecourse.com

You can also find us on

FRIDAY NIGHT LIVE
LIVE RACING. LIVE ENTERTAINMENT.
Starts this Friday
First Race at 7:00 pm



Know your limit, play within it.

Problem Gambling Help Line 1-888-795-6111
www.bcresponsiblegambling.ca 19+ to play!



BUILDING A BRAND



- Friday Night Live FNL
 - DJ's, Live Bands, Special Events, F&B Specials
 - "I'd Rather Be at the Track" t-shirts



YOU MUST BE THIS TALL TO RIDE A RACEHORSE

FRIDAY NIGHT LIVE
STARTS APRIL 29TH

HASTINGS
BRED FOR EXCITEMENT

Know your limit, play within it.
Problem Gambling Help Line 1-888-795-6111
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19+ to play!



FRIDAY NIGHT LIVE

LIVE RACING. LIVE ENTERTAINMENT.

Friday Night Live starts May 6th at 7pm

The first 1000 people will receive a free limited edition Hastings T-shirt. Grab a shirt! Wear it back to Hastings on any FNL and receive a free Live Racing Program!

Drink and Food Specials!
Live DJ and more!

HASTINGS
BRED FOR EXCITEMENT

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19+ to play!



BUILDING A BRAND





THE MUSTANG MANE EVENT
February 3 - April 17
Your chance to win a 2011 Ford Mustang Convertible

KEY WEST OFFICIAL PARTNER

LIVE RACING RETURNS APRIL 16
FIRST RACE 1:20PM

HASTINGS
BRED FOR EXCITEMENT

PNE Gate 6 or 9 • Vancouver, BC
hastingsracecourse.com • 604.254.1631

You can also find us on  

LIVE HORSERACING • SLOTS • RESTAURANTS & LOUNGE • FREE ADMISSION

Unique Ads



BC CUP
MONDAY, AUGUST 1

BC's Best Thoroughbreds in 7 Stakes Races
Over **\$400,000** in purse money

 **HASTINGS**
BRED FOR EXCITEMENT



HASTINGS
BRED FOR EXCITEMENT

FIRST RACE 12:20PM
Beer Garden • Prizes • Family Zone
Live Music with Dr. Strangelove

600 SLOTS

PNE Gate 6 or 9 • Vancouver, BC
hastingsracecourse.com • 604.254.1631

You can also find us on  

LIVE HORSERACING • SLOTS • RESTAURANTS & LOUNGE • FREE ADMISSION



BUILDING A BRAND



- Targeted Marketing
 - Radio Campaigns Specifically Targeting a 21-35yr old demographic
 - Virgin and Beat Radio (On-Air DJ's) part of brand
 - Promotions and Events Targeted at attracting this demographic
 - Prestige Cards



GUEST EXPERIENCE

- Racing is a complicated game & isn't for everyone
 - Wagering Ambassadors (young, attractive university students showing people how to bet, how to read the program and building comfort)

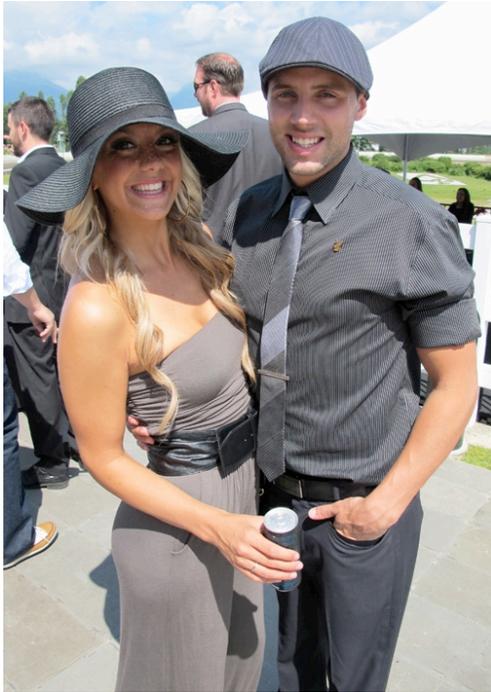


- New To Wagering Area
- How to Bet Videos
- Self Serve How To's



GUEST EXPERIENCE

- Enjoyment & Entertainment
 - Vancouver a good sized international city needed a destination where young people could get away from it all and be someone completely different in their own city



GUEST EXPERIENCE

- Unique Experience for Wide Array of Customers
 - Outdoor or Indoor experience
 - Added services/amenities
 - Differentiate the core horseplayer from our new or casual visitor and differentiate the service level required
 - Upgrade of Food & Beverage services
 - Quality of food, quality/quantity of food offerings, quality of service
 - Tours to Paddock, Announcers Booth, Starting Gate & Winners Circle



SPECIAL EVENTS

- Weiner Dogs
- Gene Simmons
- Pawn Stars



SPECIAL EVENTS

- BC Cup
- BC Derby



BC DERBY & BC OAKS
SUNDAY, SEPTEMBER 11 LIVE RACING AT 12:20PM

THE YEAR'S RICHEST & MOST PRESTIGIOUS RACES
6 Stakes worth over \$500K
Oaks/Derby Double

Wear your Derby Best! Your Chance to win:
A trip to the 2012 Kentucky Derby!
PLUS, Ladies! Wear your best hat to score a Shopping Spree from Fine Finds in Yaletown!

Know your limit, play within it.

Problem Gambling Help Line 1-888-795-6111
www.bcreponsiblegambling.ca

19+ to play!



SPECIAL EVENTS



- Adelfhia Group Event
 - Style, Fashion, Cocktails, Cuisine, Cigars
- Corporate and Private Events
- Stags/Stagettes, Birthdays



SOCIAL MEDIA

- Embrace the Social Media Phenomenon
- **TWITTER** 
 - Multiple Twitter Accounts (GM, Dir. of Racing, Marketing Mgr, Paddock Host, Assistant GM, Mutuel Mgr)
 - Updates and regular tweets on race days, Pick Pool updates, horse updates, clockers corner tips, and general pertinent racing info
- **FACEBOOK** 
 - Promotional Vehicle
 - Incentive offers to regular guests + offers to secure more friends
 - Racing Information (Selections, How to Info, Wagering Info)
- **GROUPON**
 - Discounted offers to a completely new customer base
 - F&B offer, Wagering Vouchers & Reserved Seating Reduced Price

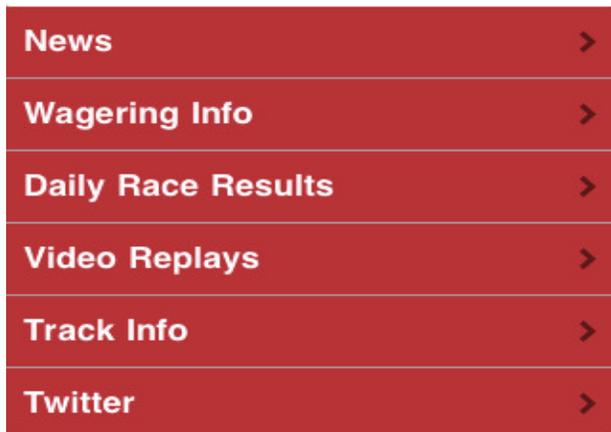


TECHNOLOGY

- iPhone Application Development

- Selections
- Entries, Results, Scratches
- Wagering Calculator
- How to Bet
- Weather
- Directions
- Site Map

Carrier 3:53 PM



TECHNOLOGY

- Development of Complete Mobile Site Underway

- Live Racing Feed
- Wagering Capability
- Race Replays
- Entries, Results, Scratches

The screenshot shows a mobile application interface for horse racing betting. At the top, the status bar displays 'Carrier', signal strength, Wi-Fi, and the time '3:55 PM'. Below this is a red header with 'Wagering' in white, flanked by 'Back' and 'Clear' buttons. A secondary row of buttons offers 'Exactor', 'Triactor', and 'Superfecta' bet types. Underneath is a 'Wager Amount' section with buttons for \$1, \$2, \$3, \$5, \$10, and \$20. A numeric keypad follows, with digits 1 through 12. Below the keypad are two buttons for '1st' and '2nd' place bets. A white box at the bottom contains the following text: '1st:1', '2nd:2,3,7', 'Cost:\$24', and '\$2 Exactor: 1 with 2,3,7'.



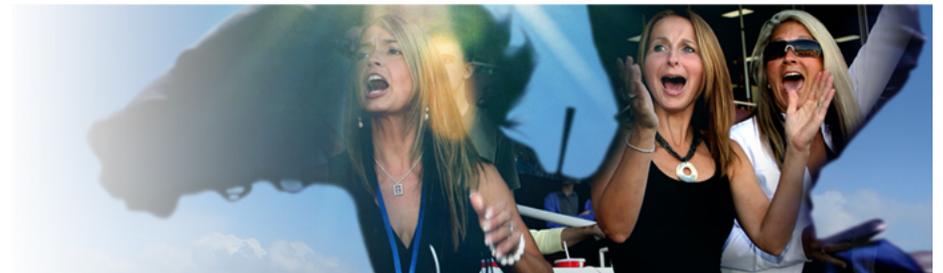
STRATEGIC PARTNERSHIPS

- Clubvibes.com
- Adelpia Group
- Virgin, The Beat, TEAM Sports Radio Stations
- Granville Island Brewing
- BC Lions & BC Lions Waterboys
- Vancouver Canucks
- Tourism Vancouver
- Granville Entertainment Group
- Hospitality Networks (Nightclubs, Restaurants, Hotels)



COMMUNITY GIVING

- Active and responsible member of the local community
 - Onsite Daycare for local community and Hastings Staff
 - Community Days for “Not for Profit” local organizations
 - Learning Centre
 - Groom School
 - Local Hiring
 - Movie Nights
 - Greening of Hastings Park



THANK YOU



SINCE 1889
HASTINGS
BRED FOR EXCITEMENT