



**LONE STAR PARK**  
*at Grand Prairie®*

# PARTNERSHIPS

PAUL MONROE





RINGLING BROS. & BARNUM & BAILEY  
THE GREATEST SHOW ON EARTH

Disney ON ICE  
PRODUCED BY FELD ENTERTAINMENT



# PROFILE

Located in Grand Prairie, TX ★ Approximately 800,000 Annual Attendance



Lone Star Park at Grand Prairie is a major-league, sports entertainment attraction featuring world class live horse racing, big-name concerts, year-round festivals, charitable fund raisers and corporate events.

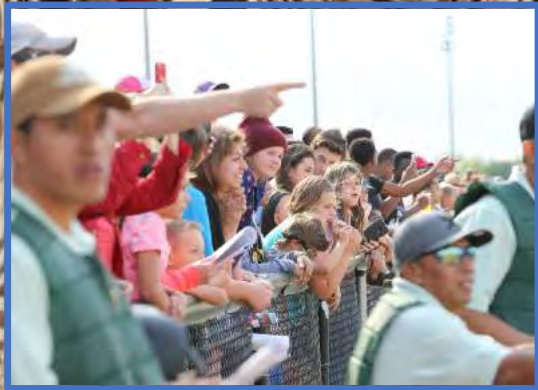


# PROMOTIONS

Extreme Racing ★ April 28 – 29, 2018



LONE STAR PARK  
at Grand Prairie



# PROMOTIONS

Kentucky Derby Hat Contest ★ May 5, 2018



# PROMOTIONS

Lone Stars & Stripes Celebration ★ July 3 - 4, 2018



LONE STAR PARK  
at Grand Prairie





LONE STAR PARK  
at Grand Prairie

# Lone Star Bark



# LONE STAR MUSIC SERIES

LONE STAR PARK  
at Grand Prairie



  
*Lone Star Music*  
★ SERIES ★



# FAN INTERACTION



**Fan Interaction:**  
All elements designed to invite participation & interaction with the Fans.

**Key Components:**

- On-Court Opportunities (i.e. contests, skits, high five lines)
- Video Board Opportunities (i.e. dance cam, fan cam)
- Upper Bowl Activation – Mavs Rowdy Crowd
- In-Arena Giveaways
- Highlighting of all of the above (i.e. video board recognition, PA announcement, spot lighting)
- Fan ritual/tradition – RPL, MFFL, Eminence Front



# FAN EVENTS



## FESTIVAL ATMOSPHERE

Enhanced plaza party, concourse activation, fun-run, live music, Festival de los Mavs



**THE GUITAR HERO Challenge**

**MARCH 20<sup>TH</sup> - APRIL 10<sup>TH</sup>**  
CENTER STAGE ON THE AT&T (SOUTH) PLAZA

GRAND PRIZE WINNER RECEIVES:

- GUITAR HERO III: LEGENDS OF ROCK
- XBOX 360
- TWO TICKETS TO A MAVS PLAYOFF GAME
- AUTOGRAPHED JERSEY
- PLUS PLAY GUITAR HERO LIVE DURING A MAVS PLAYOFF GAME!

FOR CONTEST INFORMATION VISIT [MAVS.COM](http://MAVS.COM)

GameStop  
ACTIVISION

Guitar Hero III: Legends of Rock ©2007 Activision Publishing, Inc. Guitar Hero, Activision and RockBands are registered trademarks of Activision Publishing, Inc. Covered by one or more of the following patents: U.S. Patent Nos. 6,730,827, 6,078,121, 5,225,547, 5,347,968, 6,368,313, 5,360,923, 6,425,622, 6,045,067 and 6,035,881; patents pending; The Guitar Hero III controller. Images are trademarks of Activision Publishing, Inc. All other marks, logos, trade dress, guitar models, controller images and related rights provided pursuant to license agreement from Gibson Guitar Corp. The strings icon is a registered trademark of the Entertainment Software Association. All other trademarks and trade names are the properties of their respective owners. All rights reserved.



# LONE STAR MUSIC SERIES

  
LONE STAR PARK  
at Grand Prairie



# RACE DAY EVENTS

Thoroughbred Season Quarter Horse Season




## EXTREME RACING

Camels, Ostriches and Zebras will hit the track between live horse races – ridden by our very own jockeys – and they'll run their hilarious hearts out for charity, because each animal is paired with a worthy local non-profit.

Enjoy a Family Fun Park on the lawn for the little ones, plus a chance for you to meet all the stars of the show – camels, ostriches and zebras!

**SATURDAY, APRIL 29**

## SUNDAY DISCOUNTS



Seniors 62 years or older receive one (1) free General Admission



Present your Military ID and receive one (1) free General Admission



Present any pepsi can and receive one (1) free General Admission & one (1) free Large Pepsi

## Lone Star Music

★ SERIES ★



Thoroughbred Opening Day



Live Racing



Extreme Racing



Triple Crown Stakes



Lone Star Bark



Lone Stars & Stripes Celebration



Quarter Horse Opening Day



Live Racing



Breeders' Cup

# PARTY AT THE PARK



FRIDAY NIGHTS



LONE STAR PARK at Grand Prairie  
**CLOSES SATURDAY, APRIL 22**  
 21<sup>ST</sup> RUNNING  
**GRADE III**  
**STEVE SEXTON MILE**  
*(formerly the Texas Mile)*  
 Sunday May 7, 2017  
 \$200,000 Guaranteed - Grade III  
 (PLUS UP TO \$11,250 FROM ATBOIA)  
 FOR THREE YEARS OLD AND UPWARD  
 No Nomination Fee

Nomination forms available at [www.lonestarpark.com/Horsemen/ThoroughbredStakesNominations](http://www.lonestarpark.com/Horsemen/ThoroughbredStakesNominations)  
 The Steve Sexton Mile honors the memory of Lone Star Park's former General Manager and race owner Steve P. Sexton Foundation.

*Kentucky Derby Day*



KENTUCKY DERBY 143  
 CHURCHILL DOWNS  
 MAY 6, 2017

*Saturday, May 6*



**142nd**  
**preakness**  
 PIMLICO, BALTIMORE, MAY 20, 2017

**BELMONT STAKES**  
 RACING FESTIVAL

# PARTNERSHIPS

Category Exclusivity ★ Partner Status ★ Intellectual Property Rights



LONE STAR BARK  
at Grand Prairie



# VALUATION MODEL



<b>GM Southwest Dealer Program</b>	VALUE	Why Feld?
TERMS		
Property Sponsored	Red 131st	<b>Sense of ownership</b>
<b>Sponsor Cost</b>	<b>\$180,000</b>	<b>Regional opportunity</b>
Net Cost		<b>Build brand loyalty and awareness</b>
Regional 8 Markets	Regional	<b>Inclusion throughout all Feld marketing activities</b>
Estimated Number of Sponsors at that Level	One	<b>Multiple activation opportunities</b>
Contract Term (minimum number of years)	Two	<b>Vendor extensions</b>
Promotional Time Frame	4-6 weeks	<b>Proven successful program</b>
		<b>High profile</b>
<b>BENEFITS</b>		
Promotional Rights		
License to Use Logo in Advertising/Promotions/Packaging	intangible	
Category Exclusivity	intangible	
Internet promotion (e-cards and hyperlinks)	intangible	Points of Negotiation
Allow special Packaging with Ringling Bros. logo	intangible	
Right to Promote Ticket Offer (\$3 off 2-3 performances per market)	\$414,204.00	additional tickets
Personal Appearances by Performers (one appearance per market)	\$120,000.00	additional hospitality (tbd)
Intermission event	\$8,562.50	
2,000 red nose premiums for each market (8 markets)	\$960.00	
Display/Sampling/Sales		
Product Sampling (face-to-face/at door)	\$48,806.25	
Product Display/Exhibit	\$3,425.00	
Company Mascot at Event's) (concourse or at doors)	\$3,425.00	
logo mention on t-shirts worn at off-site events or at doors	\$1,712.50	
Ticket stuffers 3" x 5"	\$1,800.00	
Insert in Goody Bag /seat stuffers/bounce back promotion	\$185,463.75	



# VALUATION MODEL – VALUE PER IMPRESSION:



SPONSORSHIP PACKAGES	Value per impression	Explanation
<b>BENEFITS</b>		
Promotional Rights		
License to Use Logo in Advertising/Promotions/Packaging		intangible
Category Exclusivity		intangible
Allow special Packaging with Ringling Bros. logo		intangible
Right to Promote Ticket Offer		(1 show per market) \$5off attendance for one show. {poster = \$3off 3 performances per market}
Logo placement on premium item - Selected Performances	0.02	one show per market
Personal Appearances by Performers (assume 8 appearances)	\$15,000	high-end performers avg appearance fee, includes autograph materials, security, transportation
Intermission event	0.05	per performance / 50% attendance
<b>Display/Sampling/Sales</b>		
Product Sampling (face-to-face/at door)	0.15	assume sample to 95% audience face-to-face
Product Display/Exhibit	0.02	assume similar to signage for 50% audience
Company Mascot at Event's) (concourse or at doors)	0.02	assume similar to signage for 50% audience
logo mention on t-shirts worn at off-site events or at doors	0.01	assume similar to signage for 50% audience
Ticket stuffers 3" x 5"	0.03	distributed through Ticketmaster 60K
Insert in Goody Bag /seat stuffers/bounce-back offer	0.57	.19 for bag, .30 premium item + .08 distribution value x 95% attendance
<b>Measured Media</b>		
Ads on TV Broadcast - Logo Placement & Mention		see media value chart
Ads on Radio Broadcast - Mention		see media value chart
Hispanic - Exclusive Radio Promotion	\$15,000	:10 tags, on-site remote, cross-promotio ticket offer and sweepstakes
Christian - Exclusive Radio Promotion	\$15,000	:10 tags, on-site remote, cross-promotio ticket offer and sweepstakes
Ads in Print - Logo Placement & Mention		see media value chart
Ads on Transit - Logo Placement		see media value chart
Create and produce TV broadcast material	\$463	Feld estimated costs
Create and produce Radio broadcast material	\$394	Feld estimated costs



# SIGNAGE

Marquee ★

Infield LED ★

Backlit Signage ★

TV's



# VALUATION MODEL – VALUE PER IMPRESSION CONTINUED



<b>Recognition in Publication, Collateral Merchandise</b>		
Giant Poster Piece-Full Color/Full Page Dedicated to Sponsor (6Cx21")		see media value chart
Commemorative Ticket-Four Color with logo placement and couponable	0.25	limited to Commemorative ticket sponsor (waiting on cost of printing)
Giant Poster Piece-Logo Placement in Giant Poster Piece		see media value chart
Create and Produce all Printed Material excluding Special Packaging	\$450	Feld estimated costs
<b>Signage - Point of Sale / Sponsor Recognition</b>		
Signage / ID - On site at arena in concourse	0.0025	10 stanchion signs or 5 banners per arena 50% attendance
Signage / ID - Off site	0.05	avg 10K impressions per market
Ringling Bros. Window Card/One Sheet Logo Placement	\$380	estimate per 100 - non-mounted with client logo
Ringling Bros. Special Creative e.g Stand-ups, Floor Decals, Large Banners, Stickers		additional investment
<b>Tickets / Hospitality</b>		
VIP Package for upper management		avg 50 people/F&B \$30 each + \$25 ticket each + \$10 parking + \$20 gifts (number of # markets) (Hispanic includes performer appearance)
Standard Tickets (number T.B.D.)		avg ticket \$15 each x number of tickets (2,500 title/1,000 all others)
Employee Admission Discount (percent of discount T.B.D.)		% times number of tickets sold \$5off
Meet-n-Greet Party for up to 150 - Includes food and beverage, decorations, performer visit		150 people/F&B \$10 each (hot dogs, cokes) + \$5 photo + \$5000 appearance fee + \$15 ticket (number of markets)
Back Stage Tour - Educational, See Our Exotic Animals, Show Props, Meet Performers		\$5K per market
Tickets distributed for Sweepstake Offer		avg 100 tickets per market at \$15 each
<b>Sponsor Services</b>		
Press Release Announcing Sponsorship	\$2,500	per market (\$10K for regional packages)
Implementation of Sponsorship	\$2,500	per market (\$10K for regional packages)
redemption rate on coupons		
Lanyard bid		
Printing cost of commemorative ticket - Williams, Weldon & Lick		

# HOSPITALITY

Silks ★ Veranda ★ Suites



# BAR & BOOK

Simulcast Racing ★ Open 363 days a year ★ Sports Bar



# VALUATION MODEL – MEDIA VALUATION



Media Value Analysis															
Market	Number of Performances	Anticipated Attendance	Average attendance per performance	Total Impressions	Avg CPP TV	Value	15%	Avg CPP radio	Value	15%	CPI newspaper	Value of logo print ads	10%	Value of Poster logo	Total Newspaper (ads + poster)
Fort Worth	8	45,400	5,675	45,400							\$150.00	\$30,000.00	\$3,000.00	\$900.00	\$3,900.00
Dallas	18	162,100	9,006	162,100	\$493.87	\$98,774	\$14,816	\$275.50	\$16,530	\$2,480	\$175.00	\$35,000.00	\$3,500.00	\$1,050.00	\$4,550.00
Houston	12	137,800	11,483	137,800	\$354.81	\$70,962	\$10,644	\$212.00	\$12,720	\$1,908	\$225.00	\$45,000.00	\$4,500.00	\$1,350.00	\$5,850.00
San Antonio	9	47,900	5,322	47,900	\$118.00	\$23,600	\$3,540	\$69.00	\$4,140	\$621	\$175.00	\$35,000.00	\$3,500.00	\$1,050.00	\$4,550.00
College Station	3	19,200	6,400	19,200	\$63.00	\$12,600	\$1,890	\$69.00	\$4,140	\$621	\$35.75	\$7,150.00	\$715.00	\$214.50	\$929.50
Waco	3	19,200	6,400	19,200	\$63.00	\$12,600	\$1,890	\$24.00	\$1,440	\$216	\$72.93	\$14,586.00	\$1,458.60	\$437.58	\$1,896.18
Oklahoma City	6	35,000	5,833	35,000	\$65.00	\$13,000	\$1,950	\$24.00	\$1,440	\$216	\$26.02	\$5,204.00	\$520.40	\$156.12	\$676.52
Austin	6	38,000	6,333	38,000	\$136.63	\$27,326	\$4,099	\$43.00	\$2,580	\$387	\$180.20	\$36,040.00	\$3,604.00	\$1,081.20	\$4,685.20
TOTAL	65	504,600	56,453	504,600		\$258,862	\$38,829		\$42,990	\$6,449		\$207,980	\$20,798	\$6,239	\$27,037
C Markets - Added-value if included															
Abilene, Amarillo, Lubbock	4	9000		9,000	\$26.94	\$5,388									
Albuquerque	7	20000 Additional		20,000 29,000											
<b>Formulas</b>															
TV Values = Avg CPP x 2 pp spot x 100 spots															
Radio Values = Avg CPP x .6 pp spot x 100 spots															
Newspaper Value = Avg CPI x 200															
Poster logo = Avg CPI x 6"															
Poster sponsor = 126" x avg cpi for each market															

# MARKETING

TV ★ Radio ★ Out of Home ★ Direct Mail ★ Social Media ★ E-mail Campaigns



2.8 Million Impressions Per Month

2017 RACING SEASON

Skip the betting lines! **LSP\*BET** Betting in the Palm of Your Hand

BAR & BOOK

GENERAL INFORMATION

STAY CONNECTED

GROUP EVENTS

STAR PLAYER REWARDS

\$79 SUITE DEAL - GREAT view of the race & fireworks! Call (972) 297-1197 for details

FREE ADMISSION

FREE ADMISSION

FREE ADMISSION

FREE ADMISSION

JULY 3 & 4

**Lone Stars & Stripes Fireworks Celebration!**

2 DAYS OF LIVE RACING, LIVE MUSIC, GIVE AWAYS

Lone Star Music SERIES

PRESENTS

RANDY ROGERS BAND  
Friday, July 7

PAT GREEN  
Friday, July 21

LIVE AFTER THE FINAL RACE  
FREE with \$5 General Admission

LIVE RACING & EVENTS PRESENTED BY **Lite**



Belmont Stakes  
Saturday, June 10

Simulcast Live • 1st Live Race 1:35pm

LONE STAR PARK at Grand Prairie Celebrates 20 Years



The Dallas Morning News



# CATEGORIES | CREATE/EXPAND NEW OPPORTUNITIES



Identify 5-10 potential sponsors within each consumer product brand category, with priority emphasis on key categories (in Yellow):

- Retailers
- Pharmacy
- Convenient Store (C-Store)
- Grocery Stores
- Quick Serve Restaurants (QSR)
- Local Restaurants
- Consumer Food
- Consumer Beverage (non- alcoholic)
- Beer
- Wine
- Spirits / Liquor
- Apparel & Footwear
- Jewelry Watches
- Toys
- Personal Grooming / Skincare/Beauty / Cosmetics
- Pharmaceuticals
- Healthcare Provides/Hospitals
- Insurance
- Home Improvement
- Household Products
- Pest Control
- Home Security Services
- Airlines
- Hotels / Resorts / Casinos
- Texas Lottery
- Tourism
- Computer Software
- Consumer Electronics
- Tech Accessories
- MobileDevices
- Telecom / Wireless Providers
- Technology
- Mortgage Providers
- Consumer Banking
- Wealth Management
- Credit Cards
- TaxPrep
- Shipping / Courier
- Staffing Services
- Automotive
- Tires
- Automotive Services
- Gasoline & Lubricants
- Retail Energy
- Oil & Gas
- Waste Management
- Aerospace/Defense
- Military
- Education / Universities
- Non-Profit Organizations

**Search**      **DMA**

nielsen  
Help: 855-807-9272 or client.support@nielsen.com

Database: Indianapolis, IN 2016 Release 1 Total (Feb 2015 - Jun 2016)  
Base Definition: Total Adults 18+

Wendy's

Restaurants

- Quick service restaurants used for breakfast past 30 days
- Quick service restaurants used for dinner past 30 days
- Quick service restaurants used for lunch past 30 days
- Quick service restaurants used for other reason past 30 da
- Quick service restaurants used past 30 days

	Base Total	Events attended/places visited past 12 months Indianapolis Colts football game	Pro teams (WAL) - NFL Indianapolis Colts
Base Total	2,280,483	299,486	1,464,162
Target Pop	100.0%	100.0%	100.0%
Index	100	100	100
Row %	100.0%	13.1%	64.2%
<b>Median</b>			
Household income (HHLD)			
Target Pop	51,702.58	69,965.31	57,854.99
Target %	2.3%	23.4%	4.0%
Index	100	1030	174
Row %	100.0%	135.3%	111.9%
Market value of owned home (HHLD)			
Target Pop	141,027.23	168,695.70	149,536.75
Target %	6.2%	56.3%	10.2%
Index	100	911	165
Row %	100.0%	119.6%	106.0%
Age of respondent			
Target Pop	46.89	40.22	48.36
Target %	0.0%	0.0%	0.0%
Index	100	653	151

Categories      Data & Export to Excel

- Access to the entire DFW market data to see how your fans interact with the other teams/properties in your market.
- Consumer insights on your attendees.
- Know what foods your attendees are eating and what restaurants they have visited in the last week to 30 days.
- Find out what activities that your attendees enjoy doing to make sure they will be engaged with events and promotions being run.

**CASUAL CUSTOMER**

Adults 25 – 49 Years of Age  
\$50,000+ Household Income  
Family-Oriented  
Households of 2 or more

**CORE CUSTOMER**

Adults 35 – 54 Years of Age  
\$75,000+ Household Income  
College and Post Grad  
Serious in Wagering





## MAXIMIZE SCARBOROUGH DATA



Lone Star Park has a higher index than the Mavericks, Cowboys and Stars when it comes to attendees drinking Coke. If you want to get in front of Coke drinkers, Lone Star Park ranks 2nd behind the Rangers when looking at the pro teams and LSP.

- Coca-Cola ranks 1st in the soft drink category when looking at what your attendees drink most often
  - 2nd - Dr. Pepper
  - 3rd - Pepsi
  - 4th - Sprite
- 20% or 1 in every 5 people who have attended Lone Star Park said that they drink Coke MOST often
- Attendees are 12% MORE likely to drink Coke and 62% MORE likely to drink Sprite when compared to the general DFW public
- Coca-Cola Zero leads the "diet soft drink" category for most consumed by your attendees
- In the last 7 days 29% of your attendees have had a Sprite and 26% have had a Coke





**LONE STAR PARK**  
*at Grand Prairie®*

## CONTACT INFO

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#LONESTARPARK