



 **HOOSIER PARK**
RACING • CASINO

**CREATING A POSITIVE RACINO
EXPERIENCE: MAKING RACING AN
INTEGRAL PART OF THE EXPERIENCE**

A CENTAUR GAMING DESTINATION

CENTAUR GAMING – HOOSIER PARK'S PARENT COMPANY

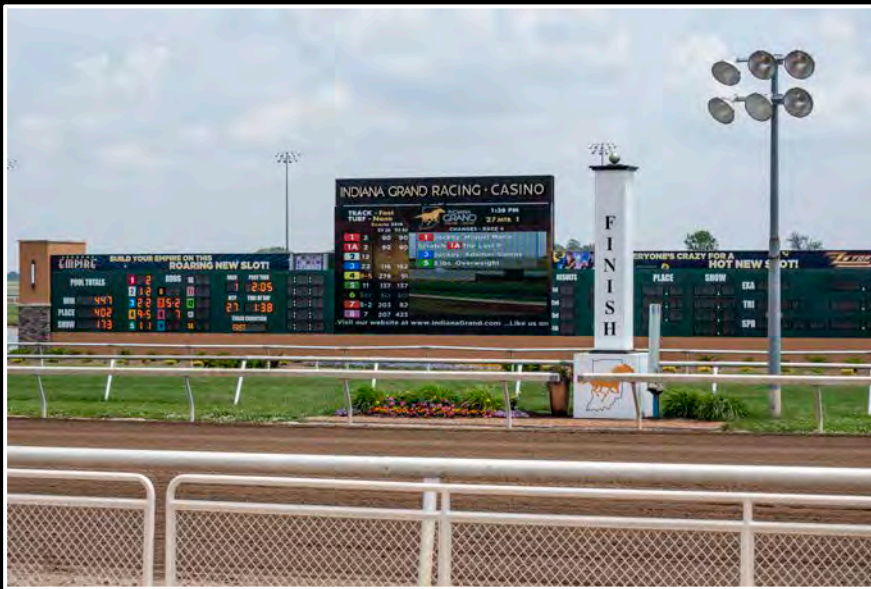
Centaur Gaming



CENTAUR GAMING – HOOSIER PARK'S PARENT COMPANY

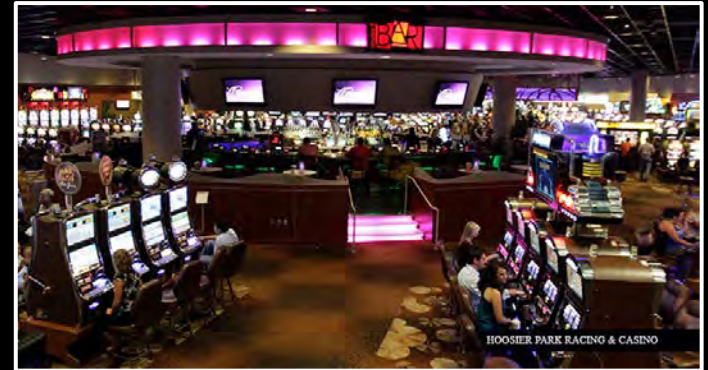
Centaur Gaming

Indiana's only racetrack operator in the state



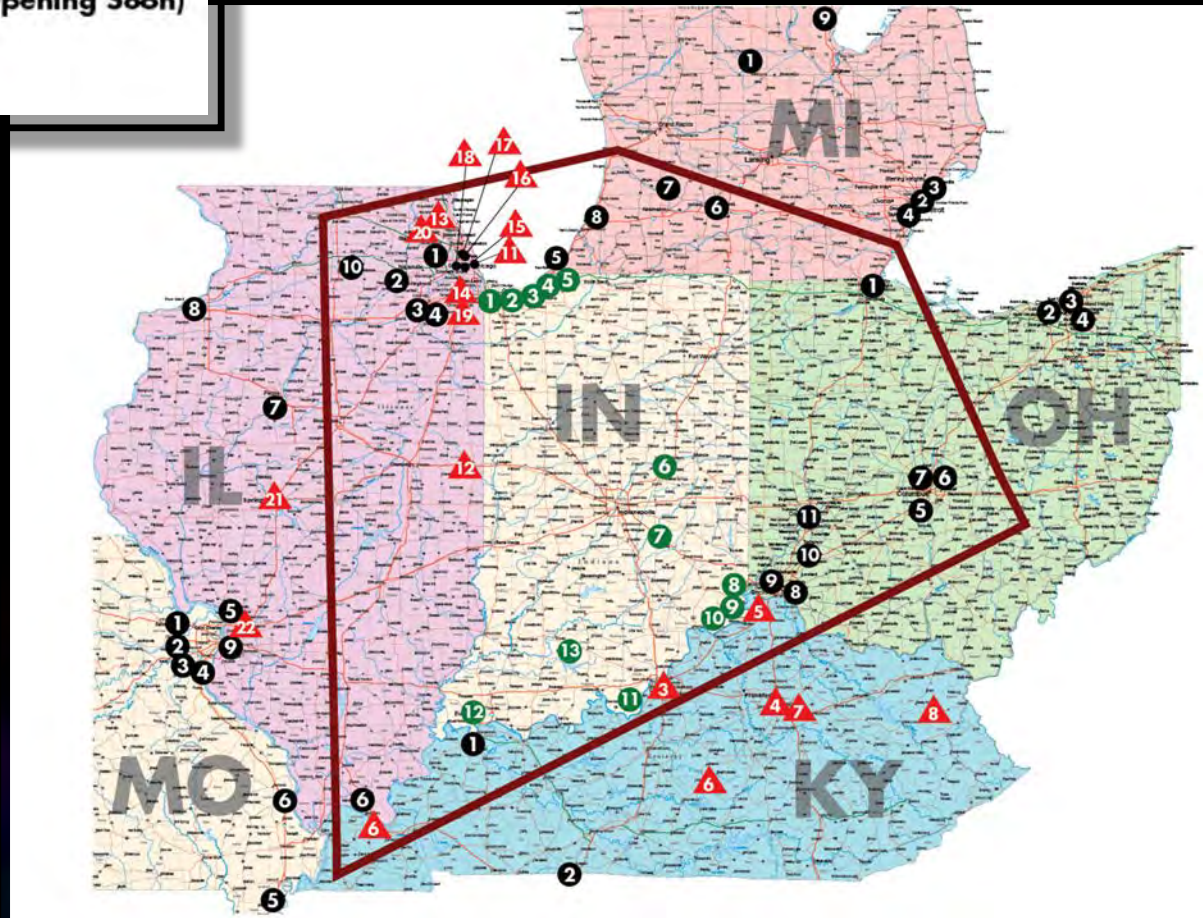
CENTAUR GAMING – HOOSIER PARK'S PARENT COMPANY

Centaur Gaming

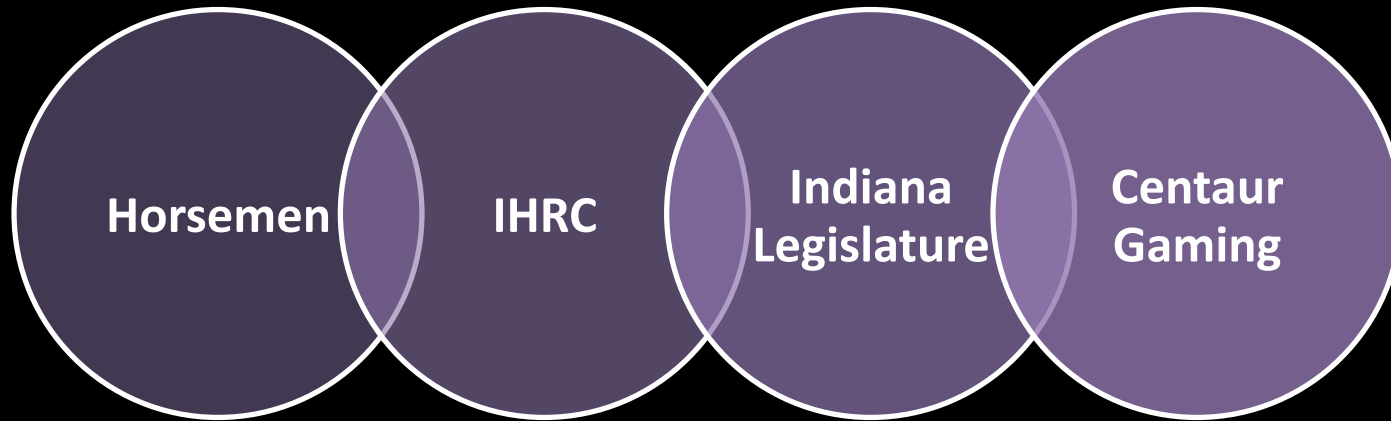


COMPETITIVE LANDSCAPE

- Primary Competitive Properties
- Indiana Gaming Facilities
- Gaming Facilities (*Denotes Opening Soon)
- Potential Gaming Facility



PARTNERSHIPS & REGULATORY LANDSCAPE



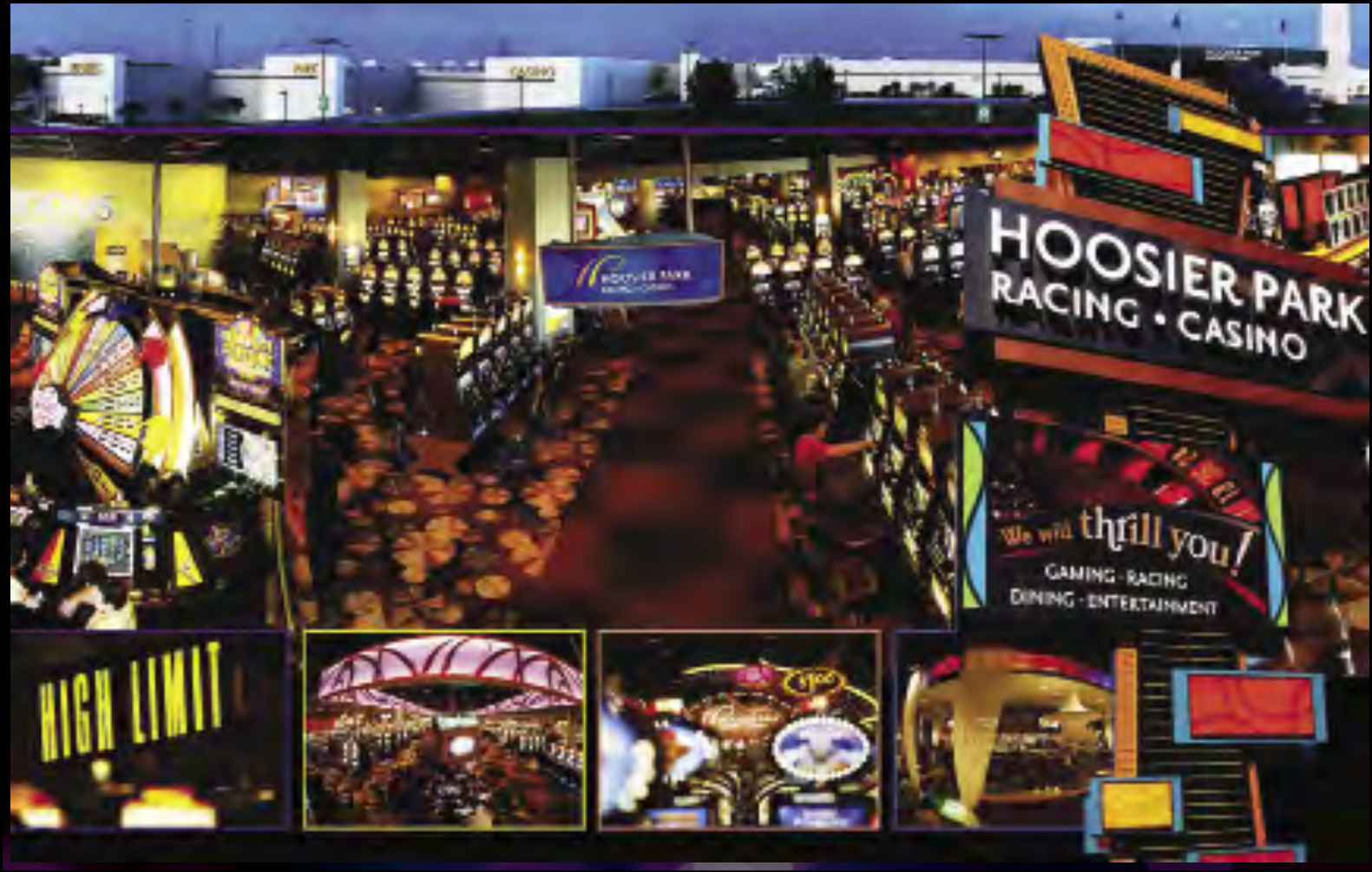
One Breed/One Track

Favorable Legislation

Aggressive Marketing

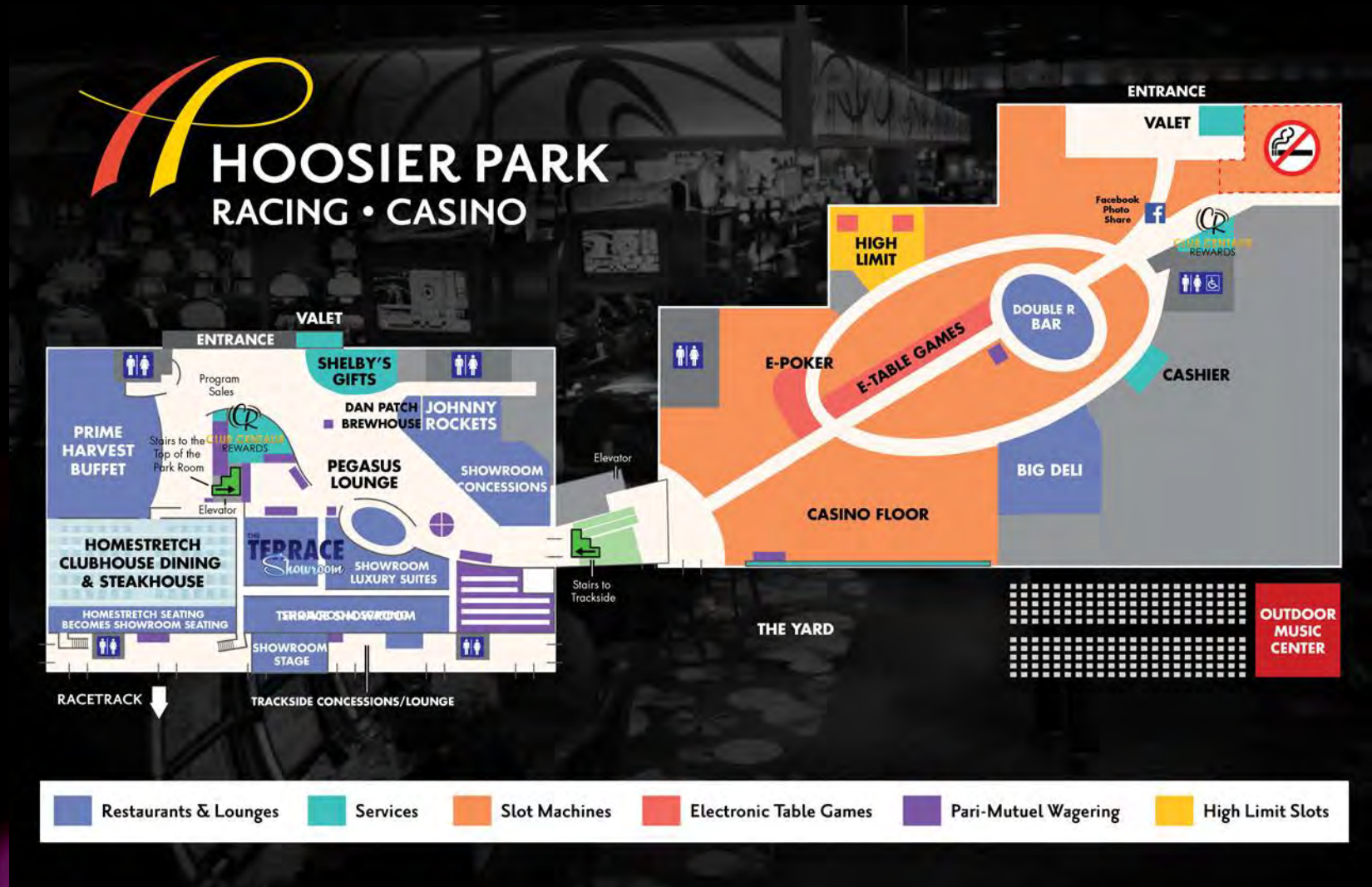
TRAILBLAZERS FOR INTEGRATION

Hoosier Park Racing & Casino – The Facility



TRAILBLAZERS FOR INTEGRATION

Hoosier Park Racing & Casino – The Facility



TRAILBLAZERS FOR INTEGRATION

One Fully Integrated Team



TRAILBLAZERS FOR INTEGRATION

**Seamless
Operation**

**GAMING & RACING –
Integrated Departments**

Human Resources

Food & Beverage

Finance & Purchasing

Facility Operations

Security & Surveillance

Marketing

MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

2,000 Slots &
E-Table Games On An
Expansive Single-Level
Casino Floor

GAMING

Live Standardbred
Racing

Simulcast Racing
from Around
the World

RACING

HOOSIER PARK
RACING & CASINO

8 Restaurants
and Lounges
Including a World-Class
Steakhouse and Award
Winning Buffet

DINING

Indoor
Terrace Showroom

Outdoor Summer
Concert Series

ENTERTAINMENT

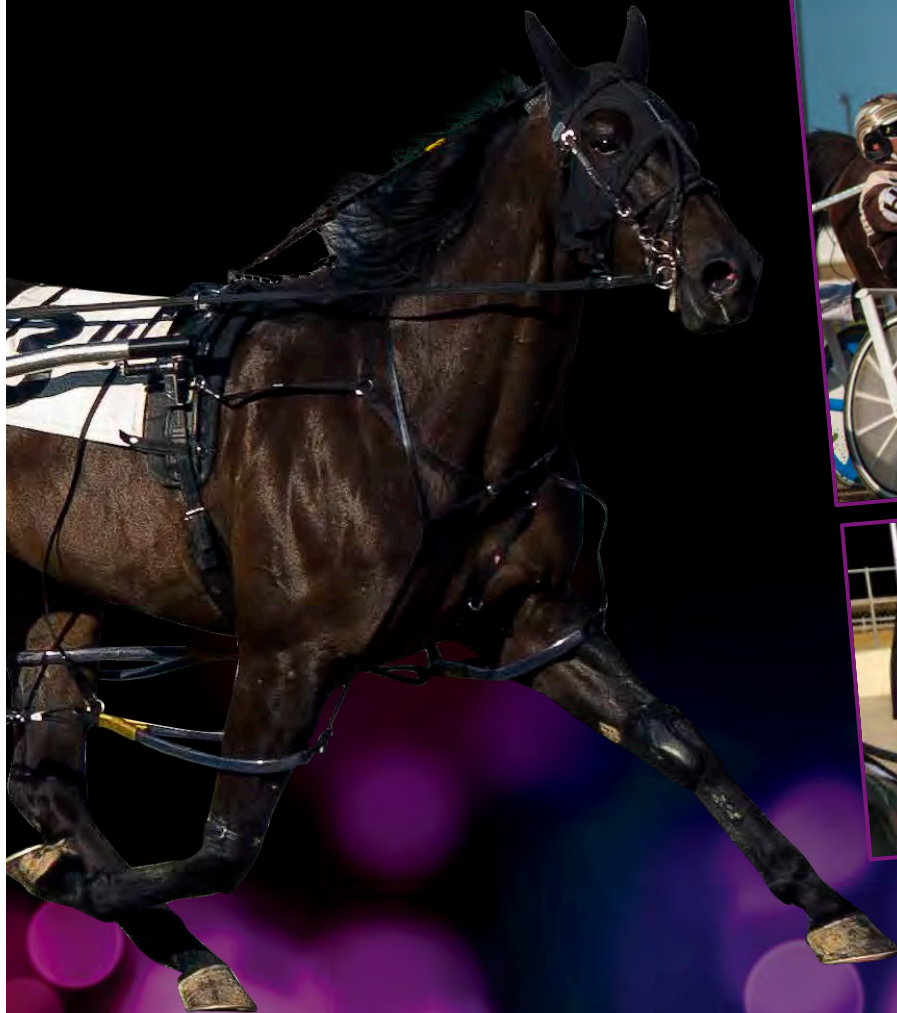
MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

GAMING



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

RACING



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

DINING



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

ENTERTAINMENT



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

One Card Solution



CLUB CENTAUR
REWARDS

MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Promotions for Everyone!



VICTORY VERANO PRIZE-WINNING REGAL LACROSSE LAYUP ENCORE PERFORMANCE ENCLAVE UPSET

16 Brand New 2014 Buicks GUARANTEED!

FLEET SIXTEEN
Battle for the Buicks

WIN A BUICK EVERY THURSDAY, FRIDAY, SATURDAY AND SUNDAY • MARCH 6 THRU 30

Enter each day from 10 am to 9:59 pm. At approx. 10:15 pm each night, one guest will win that night's Buick, \$25,000 in Casino Cash or \$15,000 cash - GUARANTEED.

Plus if present at the time of the drawing, the winner will get an EXTRA \$1,000 in Casino Cash!

Sponsored By:  Caesars Rewards



Luck into Leisure

IT'S LEISURE TIME FOR 10 BIG WINNERS EVERY FRIDAY AND SATURDAY!

• May 9 thru June 28 •



RAM BAM
Thanks, Man!

Earn 1,000 Points for your chance to WIN A BRAND NEW 2014 RAM 1500!

Now through July 31

Qualifiers enter on Friday, Aug. 8 from 12:01 am to 9:59 pm. Then at approximately 10:15 pm, one lucky guest will win a 2014 Ram 1500!

GUTS-GLORY

RAM

FREE GIFT FRIDAYS!
COLLECT THEM ALL!



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Creating Celebrities – Bringing Fame to Horse Racing



FAB FIVE
STANDBRED DRIVERS



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Developing Driver Brands & Personalities



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Developing Driver Brands & Personalities



JOE PUTNAM
★★★ TRUE BLUE



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Developing Driver Brands & Personalities



MIKE PETERSON
MO-PETE



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Developing Driver Brands & Personalities



"Bad Boy"
JASON DILLANDER



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Developing Driver Brands & Personalities



 HURRICANE
ED HENSLEY

MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Developing Driver Brands & Personalities



TRENT STOHLER
& The Bachelor



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Developing Driver Brands & Personalities



THE WOLF
PETER WRENN

MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Developing Driver Brands & Personalities

Slick Rick
RICKY MACOMBER



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Building the Celebrity Driver Story



ALL-STAR
STANDARD BRED DRIVERS

2013 ALL-STAR DRIVER CHAMPION RACE

• SATURDAY, SEPT. 7 •

MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Creating National Interest - 2014 Champion Driver Series

HOOSIER PARK RACING & CASINO

2014 CHAMPION DRIVER SERIES

Driven to WIN!

HOOSIER PARK DRIVERS COMPETE TO BE THE 2014 CHAMPION DRIVER AND TO WIN THE ULTIMATE TROPHY - A NEW 2014 CHEVY CORVETTE STINGRAY COUPE!

STARTING MARCH 28 • CHAMPION RACING ON JULY 19 & SEPT. 27

The top ten drivers from March 28 - July 12 will rev it up in Round #1 - a five-race competition on July 19. Drivers will earn points based on the outcome of each race. At the conclusion of Round #1, the top eight finishers will take home a share of \$5,000 in cash prizes and the guarantee of placement in Round #2 on Sept. 27.

The challenge continues as the final eight are joined by TWO MORE drivers from the final top 10 through Sept. 20 to complete the field in Round #2 - a five-race competition on Sept. 27. The winner of Round #2 will take home a share of \$10,000 in cash prizes and the guarantee of placement in Round #3 on Sept. 27 for a brand new 2014 Chevy Corvette Stingray Coupe.

Plus, You Could Win \$10,000!

Race fans, get in on the action and cash in the big ticket of \$10,000 in CASH! Get an entry for every point earned on Hoosier Park live racing March 28 - Sept. 20.

On Sept. 27, come in to activate all your entries beginning at 10 am. One winner will be selected at the conclusion of the champion races to win the ultimate trophy - a 2014 Chevy Corvette Stingray Coupe!

2014 CHAMPION DRIVER SERIES

POST DRAW LUNCHEON

CHAMPIONS FOR CHARITY

Saturdays thru Nov. 15

PLEASE JOIN US AT HOOSIER PARK RACING & CASINO FOR A SPECIAL POST DRAW LUNCHEON TO KICK OFF THE FIRST SERIES OF CHAMPION DRIVER RACES ON SATURDAY, JULY 19.

Thursday, July 17, 2014 • 11 am - 1 pm
Homestretch Clubhouse at Hoosier Park Racing & Casino

Please RSVP by calling Cortney Bridwell at (765) 609-4813 no later than Monday, July 14.



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Creating National Interest – East Meets West



**EAST MEETS
MIDWEST**
DRIVERS' CHALLENGE

**Watch the top five rated drivers from
the East face off against the top five
rated drivers from Hoosier Park.**

Management reserves all rights. Must be 21 years or older to enter casino. Gambling problem? Call 1-800-9-WITH-IT.

MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Standardbred Driver Charity Commitment



Alternatives, Inc
Second Harvest Food Bank
DARE
Indiana School for the Deaf
St. Jude's Children's Research Hospital
Wish for Our Heroes
YMCA
St. Vincent's Anderson Children's Clinic
Anderson Impact Center
Animal Protection League
United Way
Shriner's Hospital for Children
Indiana Coalition Against Domestic Violence
Outfitters, Inc.
New Vocations Adopt-a-Racehorse
American Cancer Society
Second Harvest Food Bank
St. John's Children's Clinic
United Way
Shriner's Hospital for Children

MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Standardbred Driver Charity Commitment

CELEBRITY DRIVER RACE FOR CHARITY GALA



SATURDAY, AUG. 9, 2014

Top of the Park from 2 to 8 pm

Join us at Hoosier Park Racing & Casino for a thrilling day featuring our annual Celebrity Driver - Race for Charity exhibition race dedicated to you!

Watch the champion Standardbred drivers as they team up and race with local fan favorites like former Colts and Super Bowl Champs Justin Snow and Hunter Smith, Formula 1® Champion Eric Bachelart and Peter Lurie of HRTV. The winning charity will take home a share of \$10,000!

Enjoy elegant dining, refreshing cocktails, racing excitement and a whole lot of fun.

Plus, catch explosive fireworks at approximately 10 pm!

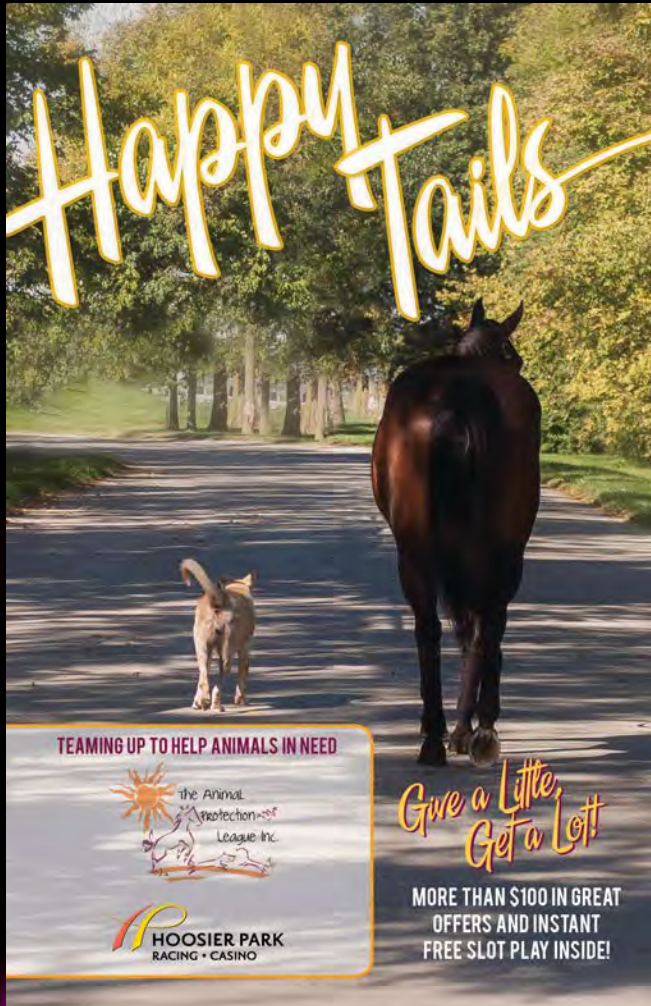
 **HOOSIER PARK
RACING • CASINO**

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Gambling problem? Call 1-800-9-WITH-IT.



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Charity Programs & Special Days at the Track



A promotional graphic for 'Happy Tails' at Hoosier Park Racing & Casino. The top half features the words 'Happy Tails' in a large, yellow, cursive font against a background of a tree-lined path. In the foreground, a dark brown horse and a light-colored dog are walking away from the viewer down the path. The bottom left corner contains the text 'TEAMING UP TO HELP ANIMALS IN NEED' above the logo for 'The Animal Protection League, Inc.' and 'HOOSIER PARK RACING + CASINO'. The bottom right corner features the slogan 'Give a Little, Get a Lot!' in a stylized font, with 'MORE THAN \$100 IN GREAT OFFERS AND INSTANT FREE SLOT PLAY INSIDE!' written below it.



A photograph of Andy Shetler, a jockey, sitting on a white porch with several dogs. He is wearing a blue helmet and a blue and white shirt. To the right of the photo is a text box with a purple header that reads 'ANDY SHETLER THE NEW YORKER'. The text below describes his charitable work with the Animal Protection League, mentioning his 40-year-old colt, 'The New Yorker', and his efforts to support the league through various means.



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Creating Fun – The On-Track Experience



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Live Racing-Specific Promotions to Build Excitement

You Can't | If You Don't
WIN SHOW



2X POINTS

MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Big Weekends – Fan-Tastic Fridays & Family Fun Saturdays

FAN-TASTIC FRIDAYS

\$1 BETS
LIVE PROGRAMS
HOT DOGS
DRAFT BEERS



FAMILY FUN DAYS

EVERY SATURDAY

It's ALL
about
the fun!



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Annual Themed Events – Building on Family Fun



FARM TASTIC
a White River Heritage Antique Association Exhibit

Saturday, Sept. 20 • 5 to 10 pm

FREE FOR ALL!



Join us in the Yard for a cornucopia of fun!

- Tractor Exhibits & Competitions
- Great Giveaways
- Family Activities
- Live Harness Racing
- Down-Home Favorites & More

PLUS, FRESH & FREE SWEET CORN & WATERMELON - 5 TO 10 PM

Photo: The Anderson Center for the Arts. All rights reserved. Call: 800-9-WITH-IT.



JOIN US FOR A FOOD TRUCK THROWDOWN!
SATURDAY, SEPT. 20

**FOOD TRUCK
THROWDOWN**

LIVE UNITED
All Proceeds Benefit 

 **HOOSIER PARK
RACING • CASINO**
a Cantaur Gaming Destination

I-69, Exit 226 in Anderson, IN
(800) 526-7223 • HoosierPark.com

Management reserves all rights. Must be 21 or older to enter casino. Gambling problem? Call 1-800-9-WITH-IT.



 **PAY LESS
SUPER MARKETS**

Octoberfest

SATURDAY, OCT. 18

Proceeds benefiting

 **The ANDERSON
CENTER FOR THE ARTS**

MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Race-Centric & Retail Advertising



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Advanced Public Relations Efforts

Racing Daily Form **PA HARNESS WEEK** **NEW**

Friday, Apr 11, 2014

Home **DRF Bets** Handicapping & PPs Entries Results News Blogs Video

DRF Trending Oaklawn | Keeneland | Derby Watch | Road to the Derby

DRF.Com > Hoosier Park: Captaintreacherous tops stakes-filled card in Monument Circle

10/30/2013 2:18PM

Hoosier Park: Captaintreacherous tops stakes-filled card in Monument Circle

By Jay Bergman

Print Recommend 15 Tweet 6 +1 0 Comments 3 Email

Indiana's Events and Attractions Magazine

travelIN

indiana's great OUTDOORS

indiana state parks • summer camps • public art • barn, quilts trails • racing

From Start to Finish

Photo of a horse race with jockeys and spectators.



THB **Zappos**

TheHeraldBulletin.com

Afternoon Update

Changes around every turn at Hoosier Park

By Rick Teverbaugh
The Herald Bulletin

ANDERSON — Even if the weather hasn't exactly cooperated, harness racing returns to Hoosier Park tonight with changes in place at nearly every turn.

The changes do occur in every turn on the seven-eighths mile racing surface, which received an extensive overhaul in spite of a made the changeover

...some banking and it is nds of the track. This has fit for the horses and will ment to fans who d place wagers.

Will. Kiss. History.

Sign me up >

May 3, 2014 13.1 miles

MINI MARATHON

Anderson, IN 63°F

CLICK FOR MORE WEATHER

CLICK HERE to Schedule your FREE Service Call WITH PAID REPAIRS

Weather Spots

FIND & SAVE

Click Here Store Circulars

Click Here COUPON Deals

Click Here Newspaper Ads

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Rialtors
Minnetrista
Prudential Indiana Realty Group
St. Vincent Anderson
Brewery Partners

INVESTMENTS: ENHANCING THE RACING EXPERIENCE

Updated Graphics Packages

TRACK - FAST

EXACTA \$7,983
EX 3& EX &3

1	52	50	136
2	32	38	149
3	5-2	-	-
4	2	8	12
5	11	22	45
6	24	52	126
7	9	19	40
8	8-5	9	10

HOOSIER PARK RACING • CASINO

5:33 PM
MTR 1



RACE TWO NO SCRATCHES...TRACK IS FAST...HOOSIER PARK RACING & CASINO FIRST POST... RACE 1

NIGHT DRIVE



EMILY GASKIN



00:30:00

STEVE CROSS



00:31:20



**Twitter
Feeds**

MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Social & Viral Media – Leading the Way



The Harness Hustle

<https://www.youtube.com/watch?v=Q8rjVs3Q1S4>

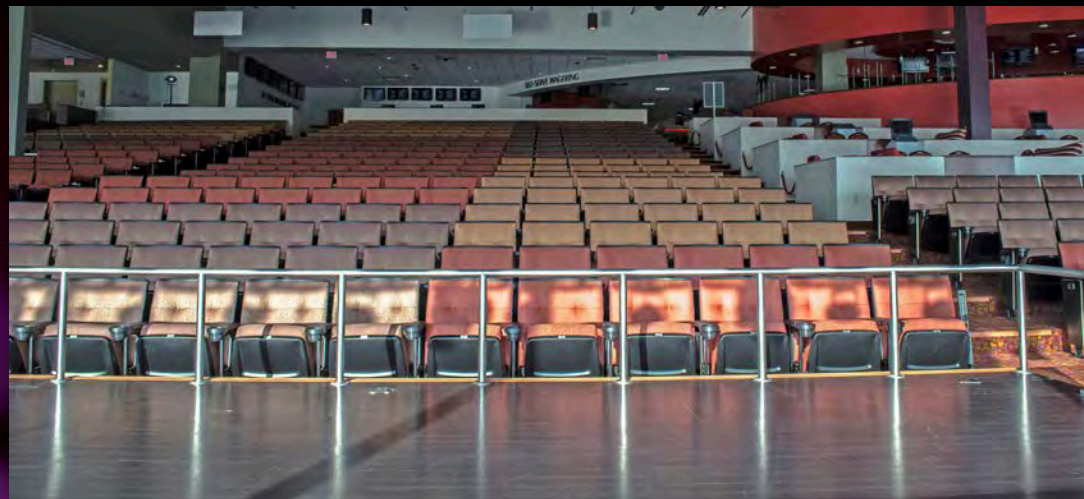


Twitter Talk

<https://www.youtube.com/watch?v=Z8IE-Dos5nQ>

INVESTMENTS: ENHANCING THE RACING EXPERIENCE

Terrace & Grandstand Renovation



INVESTMENTS: ENHANCING THE RACING EXPERIENCE



DAN PATCH

AN INDIANA BREWHOUSE



MARKETING THE EXPERIENCE: GAMING, RACING, DINING & ENTERTAINMENT

Fast Bet Mobile – Pioneering in Indiana



INVESTMENTS: ENHANCING THE RACING EXPERIENCE

Trakus

Follow Your Horses with Trakus -
Easy Race Graphics for Bettors!



HOOSIER PARK RACING • CASINO
WE WILL THRILL YOU!

HOME CASINO RACING ENTERTAINMENT DINING PROMOS CLUB CENTAUR GIFTS GROUPS INFO

Select Race Number >>> 1 2 3 4 5 6 7 8 9 10 11 12 13 14

Hoosier Park Race 14
Purse \$16,000
November 16, 2014
1 Mile Dirt
Harness

View Trakus T-Charts™ (Fractional Times)

Trakus T-Cast Driver View Aerial View Side View

	Start	1/4	1/2	3/4	Finish
1A SAND TILLY LACE	10 ³ 1/4	9 ¹⁶	10 ¹² 3/4	9 ¹¹	1(Neck) 1:53.86
1 BLISSFULL ROMANCE	8 ¹ 3/4	10 ¹⁷ 3/4	8 ⁸ 1/4	8 ⁸	2(Neck) 1:53.89
4 MADDY'S FANTASY	1 ¹ (1/4)	1 ¹ (3/4)	1 ¹ (2)	1 ¹ (1/4)	2 ¹ 1/2 1:54.36
5 HANNAH ABBOTT	5 ¹	5 ⁷ 1/4	4 ⁴ 3/4	5 ⁶ 1/2	4 ³ 1:54.45
6 BROOKLETSSUPRSONIC	2 ¹ /4	2 ³ 1/2	4 ³ 3/4	4 ⁵ 3/4	5 ³ 1:54.48
3 DP ANGEL	7 ¹ 1/2	7 ¹²	7 ⁹	8 ¹⁰ 1/4	6 ³ 1/4 1:54.53
9 NUTMEGS YANKEE	9 ²	8 ¹⁴	9 ¹⁰ 3/4	10 ¹¹ 3/4	7 ¹ 1/2 1:54.58
2 PLATINUM SPIRIT	4 ³ /4	6 ⁹ 3/4	4 ⁷	7 ⁸ 1/2	8 ⁵ 3/4 1:55.05
7 OHMYBELLE	3 ¹ /2	4 ⁵	2 ²	3 ⁵	9 ¹¹ 1/4 1:56.10
8 HOUSE OF PLEASURE	6 ¹	2 ¹ 3/4	3 ² 1/4	4 ⁴ 1/4	10 ¹² 1/2 1:56.56

Race Notes:

Search for horse:

No horses match that search.

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INVESTMENTS: ENHANCING THE RACING EXPERIENCE

Track Renovations



INVESTMENTS: ENHANCING THE RACING EXPERIENCE

New State-of-the-Art Drivers Lounge



HOOSIER PARK RACING & CASINO

GOAL: Become the Premier Standardbred Track in the Country



HOOSIER PARK RACING & CASINO

"They're trying to attract all types of people, and I'm all about promoting the sport. It's been good to me and it's certainly given a lot to me."

Joe Putnam, Standardbred Driver/Trainer

"It's good for the track to try to promote the sport and I'm all for it," Peterson said. "I'll try anything once; at least they're trying. Tell me another track that is doing anything like this."

Mike Peterson, Standardbred Driver/Trainer

You could say that Hoosier Park is borrowing from the best, with a mix of NASCAR and the WWE.

James Platz, ISA Magazine

"I'm not saying one little track can change the world," she concluded, "but wouldn't it be nice if we could?"—By James Platz

*Hoosier Park VP & GM of Gaming
Jahnae Erpenbach*

Hoosier Park Racing and Casino's "Fab Five" celebrity harness drivers made their first public appearance Saturday, April 18 prior to each of the 38 Special concerts. Joe Putnam, Jason Dillander, Trace Tetrick, Mike Peterson, and Ricky Macomber Jr. make up the "Fab Five" and will represent the track in numerous promotions and events.

Standardbred Canada Online