

# Handicapping Tournaments

Attracting Valuable Patrons to Your Track



Jim Goodman  
Keeneland Association



KEENELAND 

## Keeneland Tournaments

- Weekly simulcast feeders to year-end Tournament of Champions
- Weekly live meet \$10 tournaments
- DRF-NTRA Qualifiers with mythical bankroll
- Live money contests





## Weekly simulcast feeders to year-end Tournament of Champions

- Averaged 100 contestants per tournament
- Top ten advance to World Series qualifier
- Reached total of 500 players



## Weekly Live Meet \$10 Tournaments



- Wednesdays of live race meets
- Averaged 300 per tournament
- Top ten advance to World Series qualifier

## DRF-NTRA Qualifiers with Mythical Bankroll



- Strong competition due to proliferation of online opportunities
- Priced reasonably with 3 spots to NHC



## Live Money Contests

- Substantial growth in demand for high-roller live money contests
- Grade One Gamble – April
- BCBC/NHC Qualifier – October
- Sold out on first day – grown from 36 to 70 players in 5 years
- BCBC generated \$270,000 in handle





## BCBC/NHC Qualifier 10/13/13

<b>INCOME</b>			
Entry Fees (70 @ \$1000)			\$70,000.00
<b>EXPENSES</b>			
Prize Money (1-6)			\$24,000.00
NTRA Championship Entry Fee			\$16,567.00
Total Income			\$121,750
Total Expenses			\$107,567.00
<b>NET INCOME / LOSS</b>			<b>\$14,183.00</b>
Income (5)			\$2,000.00
Expenses (5)			\$2,000.00
Gifts for Players			\$2,000.00
Labor: 6 clerks			\$900.00
Total Expenses			\$107,567.00

## Residual Benefits of holding Handicapping Tournaments



- Getting the right kind of players to the race track
- Positive word-of-mouth among the network of tournament players
- Support of NHC and BCBC