

***NTRA***



# NTRA

Keith Chamblin  
Senior Vice President



# National Thoroughbred Racing Association

## Marketing

- High quality, award-winning TV, radio and print advertising
- Customer Service Programs
- Fan Education brochures & videos
- Web 2.0 programs





MAKE YOUR  
RESERVATIONS TODAY!

HOME

RACING

TRACKS

VIDEO

HORSEPLAYERS

NEW FANS

COMMUNITY

BUY STUFF

INDUSTRY & PROGRAMS

Update › Play NTRA Fantasy Horse Racing right from your desktop ... [Click here to learn how!](#)



Top Stories

Videos

Photos

Racing Schedules



## Fans Get Chance To Say Goodbye

Zenyatta paraded for her fans one last time at Keeneland in Lexington, Kentucky before retiring to nearby Lane's End farm.

› Full Story



Headline News

- › Mike Smith receives Big Sport of Turfdom award
- › Carryover of \$95K not easy pickings
- › N.Y. Senate fails to pass OTB bill; OTBs to cl...
- › Santa Anita purses getting boost
- › Zenyatta and her fans enjoy one last dance
- › Transcend holds for gate-to-wire score in Japa...
- › Baffert wins No. 2,000
- › Zenyatta's California fans give her a warm sen...
- › Washington Bridge makes it three in row by tak...
- › Zardana needs best effort to repeat in Bayakoa



› More News

# National Thoroughbred Racing Association

NTRA.com

- 16.5 M page views annually
- News, video race replays, information, blogs
- Live Webcasts of major races
- Fantasy racing game
- Online memorabilia store
- Facebook, Twitter, Flickr, etc
- #1 portal listed on Google



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## National Promotions

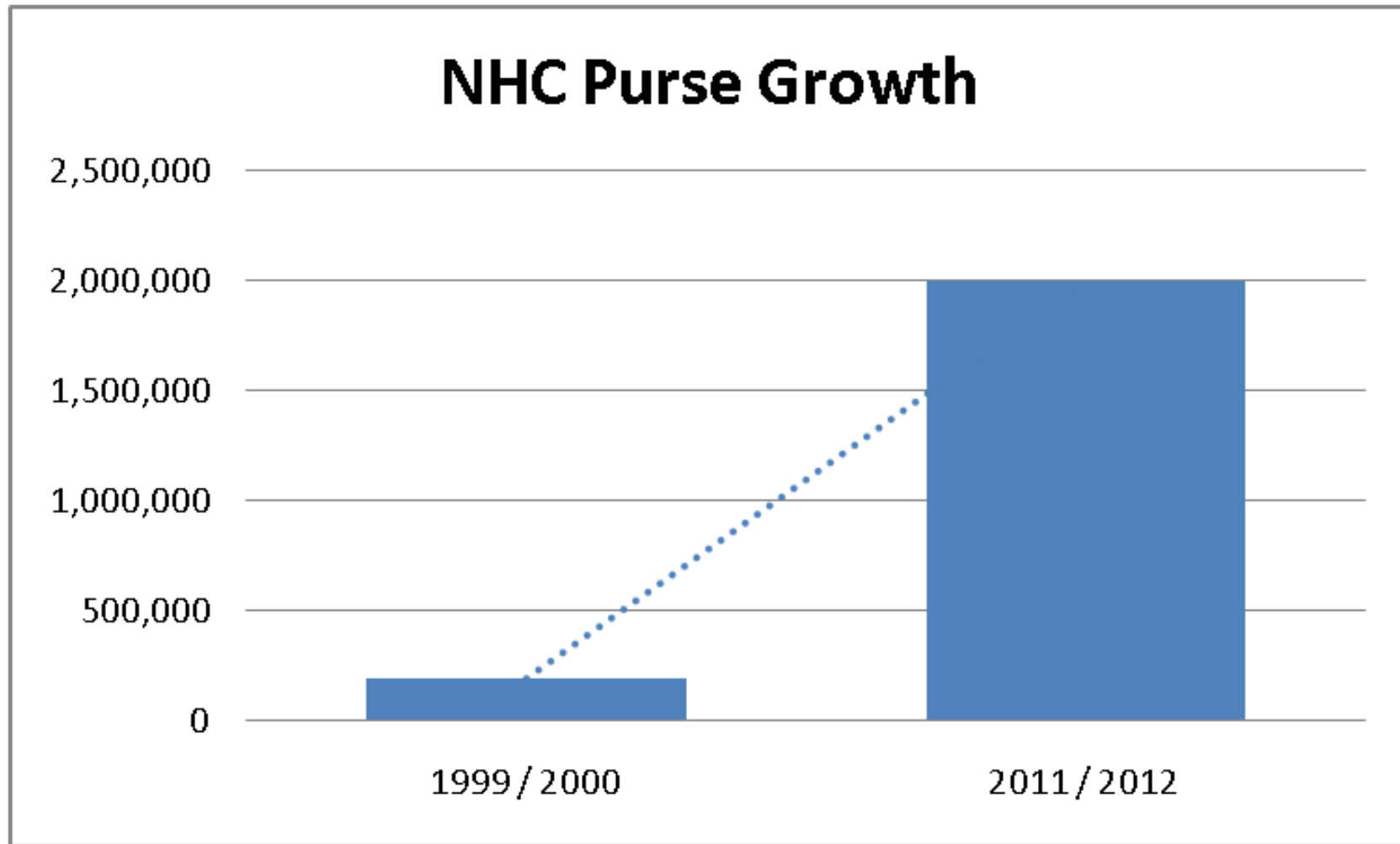
- online
- direct mail
  - Million Dollar Mystery Mutuel Voucher



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## NHC Changes for 2011-12:

- Purse--\$2 million estimated
- Grand prize--\$1 million
- Field expanded to 500
- Participation open to all organizations
- Players must pay one-time, annual fee of \$45 to be eligible to compete for the "hottest seat in Vegas"



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Key Reason for the Changes:

Unlock the potential of the NHC as a  
marketing platform to grow  
participation in horse racing



# National Thoroughbred Racing Association

Stanley Bavlish

2007 National Handicapping  
Champion



# National Thoroughbred Racing Association

“Celebrate the Player!”



# National Thoroughbred Racing Association

John Dellavolpe



**SocialSphere™**