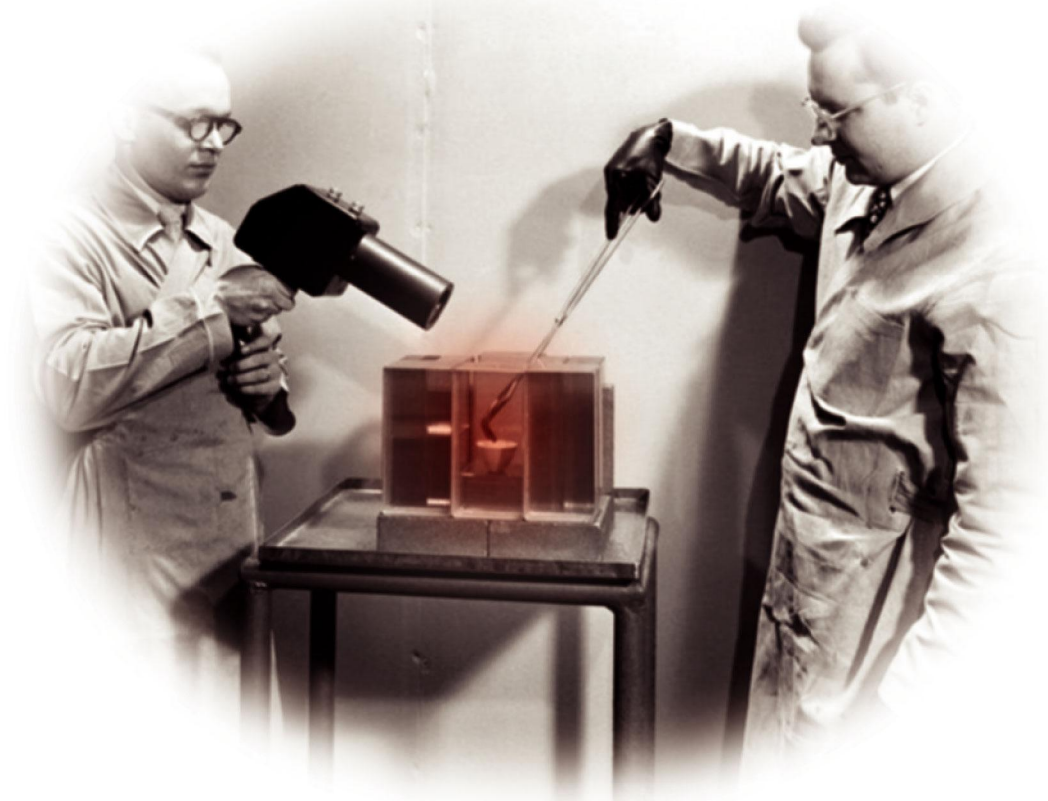


# How to Grow Revenue & Purses.



# A Problem:

Lack of relevant research in the business side of our industry.



# A Solution:

- **The Race Track Industry Program Endowed Chair and Masters Program**
  - One of the most prestigious academic positions- funded in part by an endowment and by “matching” funds from the University of Arizona.



## Focus and Purpose of an **Endowed Chair**

- High level and relevant industry research
  - Department Masters program
    - Adviser to current faculty
    - Adviser to graduate students
- Doctorate professor would have expertise in economics, finance, statistical modeling, or marketing



Goal: ~~\$1.5~~ \$1.0 Million

**Initial Win**

**1.0 million**

**\$50,000**

**\$111,250**

**Potential Place**

**\$50,000**

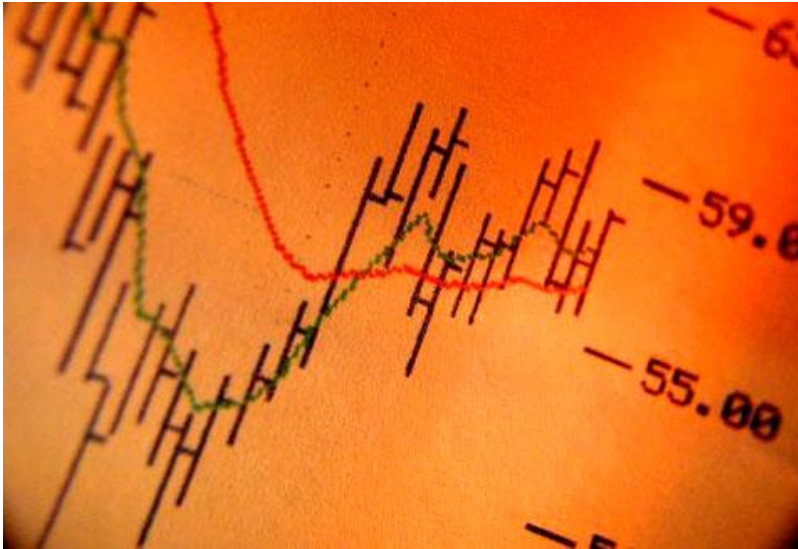
**\$161,250**

**Total Show**

**\$211,250**



# Benefits to the Industry's Future:



- Full time research focused on recommendations from industry leaders. For example:
  - Putting the next generation of racing fans in seats
  - Economic impact studies
- RTIP graduates with exceptional business & research skills entering the racing industry.

## Benefits to The **Industry**

- Higher-level research on racing business
- Higher level of students entering the job market

## The R.O.I.

### Today

|                                 |                   |
|---------------------------------|-------------------|
| Racing handle                   | \$ 15,000,000,000 |
| Blended average takeout – 21%   | \$ 3,150,000,000  |
| Deduction to state – 2%         | \$ 300,000,000    |
| Current revenue to the industry | \$ 2,850,000,000  |

---

### Tomorrow

If the results of the research increase handle  
by just 1/10<sup>th</sup> of one percent ...

|   |                   |
|---|-------------------|
| Racing handle                                 | \$ 15,015,000,000 |
| Blended average takeout – 21%                 | \$ 3,153,150,000  |
| Deduction to state – 2%                       | \$ 300,300,000    |
| Potential revenue to the industry             | \$ 2,852,850,000  |
| 1 year result/gain in revenue to the industry | \$ 2,850,000      |

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**Net Payback to the Racing Industry over five years**

**\$ 14,250,000**

# Benefits to RTIP's Future:



- Salary line from the state – industry's money leveraged with “matching” funds
- Masters program
- Expanded curriculum
- Student research level raised
- Higher level of academic status of the program
- Collaboration with other colleges & departments on campus



## Level of Buy-In:

**\$500,000** } Full benefits.  
**\$100,000** } This means you have  
a seat at the table.

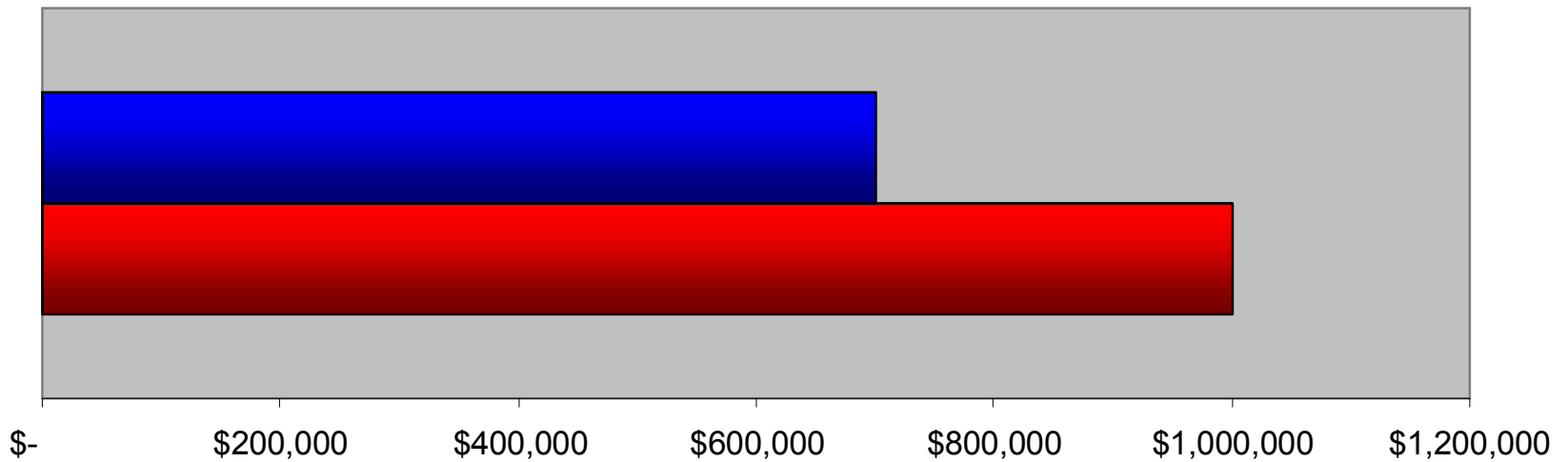


**\$50,000** } Recognition at RTIP  
**\$25,000** } events and in publications  
as well as invitations to  
research presentations

# Where are we? What do we need?

RTIP Endowed Chair Funding

■ Goal ■ Pledged donations



# RTIP Endowed Chair Donors

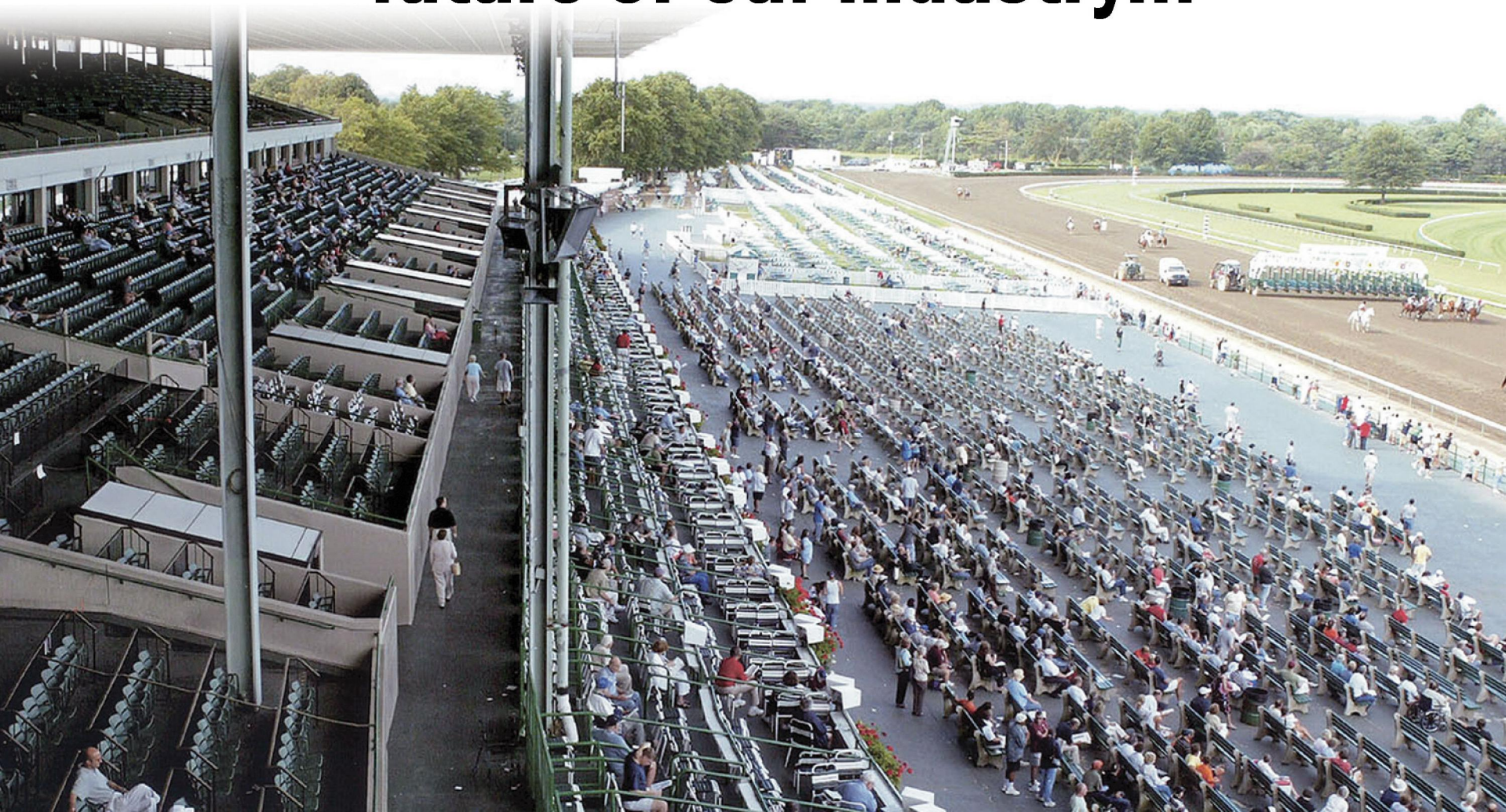


•John K. Goodman

•Mace Siegel (JMS Racing Stable)

*“The Future Ain’t What It Used To Be.” – Yogi Berra*

**If you are serious about the  
future of our industry...**



*“The Best Way to Predict the Future is to Invent It.”* – Alan Kay

**...please contact me.**

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**Tuesday 12:15-1:45 PM**



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