



Corporate Social Responsibility


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Corporate & Social Responsibility

It's good business . . . it allows us to connect with the public

- Horse racing is no longer part of the day-to-day lives
- Tying in with charities and community events makes going to the races more socially acceptable



Our philosophy is to seek sponsorships with like-minded companies and organizations and leverage those partnerships to make a positive impact in the community and the horse industry.

SPONSORS & STRATEGIC PARTNERSHIPS

Maker's Mark



Toyota




University of Kentucky



Windstream





Keeneland promotions not only increase attendance and handle, but strengthen the brand, educate our patrons about the industry and support our mission.

RACE MEET PROMOTIONS

Military Appreciation Day



Make-A-Wish Day



Horses and Hope




Industry Support



Charity Day at the Races

- United Way
- Hindman Settlement School
- Ronald McDonald House
- Urban League





Many central Kentuckians feel a sense of “ownership” of Keeneland and its grounds. Throughout the year we share Keeneland with the community by lending our grounds for 5K run/walks, and our facilities for fundraisers and community events.

COMMUNITY EVENTS AND FUNDRAISERS

Charity Runs and Walks



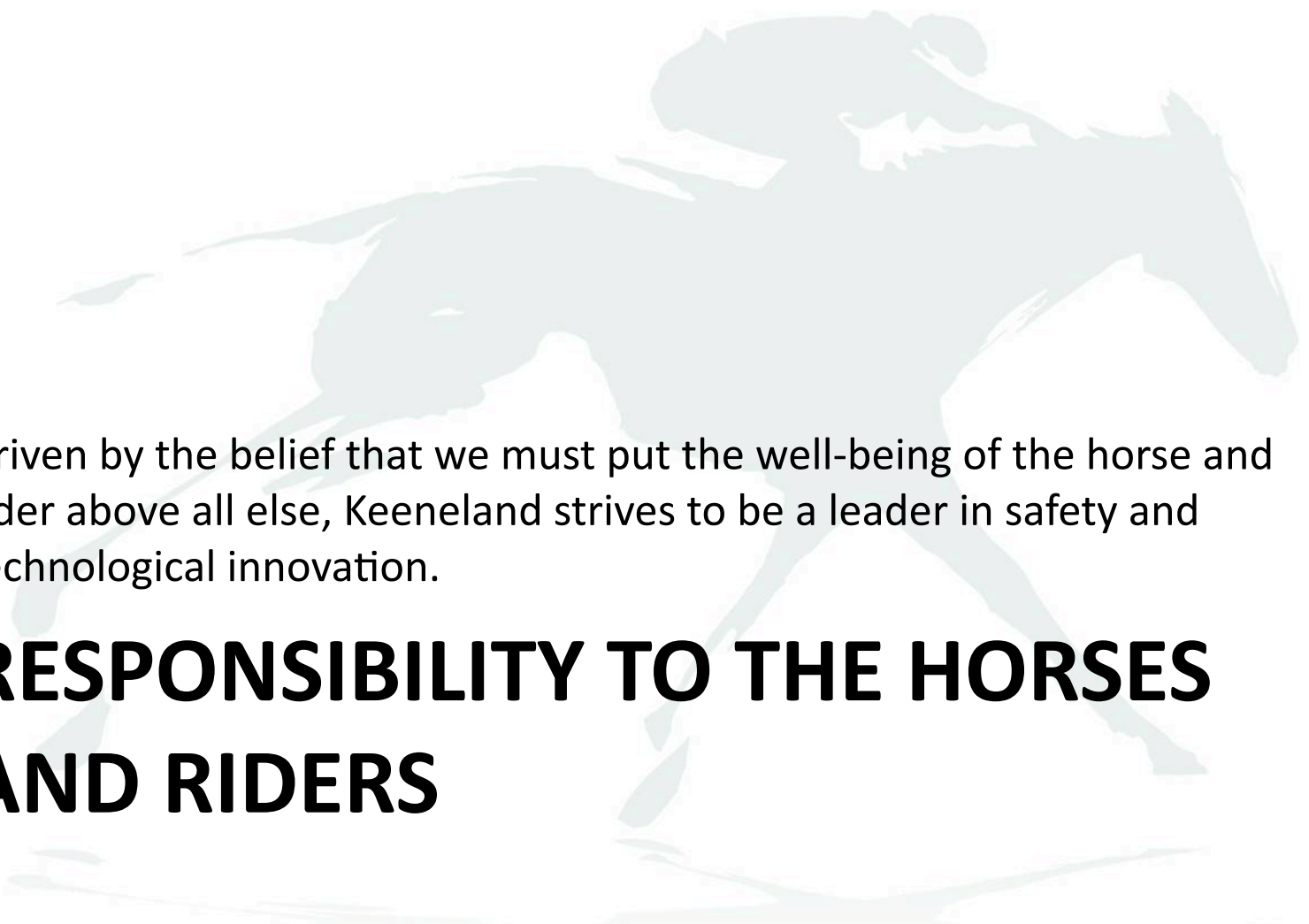
Keeneland Facilities for Fundraisers



Taste of the Bluegrass to benefit God's Pantry Food Bank

Bluegrass Wine Auction to benefit Lexington Cancer Foundation





Driven by the belief that we must put the well-being of the horse and rider above all else, Keeneland strives to be a leader in safety and technological innovation.

RESPONSIBILITY TO THE HORSES AND RIDERS

The Surface

- It is about making it safer for the horse and rider, whatever the surface
- No single solution



Connecting with the Fans

Building trust through improved safety



Jockey Health Network

- Keeneland is the first track to require all jockeys to be enrolled in the Health Network
- State-of-the-art first aid/trauma center



Areas Needing Our Focus

Starting Gates



Safety Rails

Areas Needing Our Focus

Helmets



Safety Vests

Questions/Comments

