



The Symposium on  
Racing & Gaming

Thirty-Third Annual

December 6, 2006

The Westin La Paloma,  
Tucson, Arizona

# Event Marketing: Is it Worth it?

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**Rafferty & Associates**

# **Event Marketing**

## **Is it Worth it?**

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**Yes, it is worth it!**

- **It is all about trial and events draw new customers to your property.**
- **It sets the tone. It demonstrates that your place is the place to be. You are fun and exciting!**
- **Customers want invitations. They want social opportunity.**
- **It feeds your brand.**
- **It is fun!**

# **Event Marketing**

## **Is it Worth it?**

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### **What are special events?**

#### **The Classics**

**Concerts and Shows**

**Tournaments**

**Drawings, Giveaways and Promotions**

**Festivals: Food-Wine-Retail**

**New Year's Event**

**Derby Day**

#### **Customized Events**

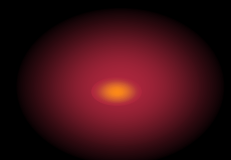
**Polka Wednesdays**

**West Virginia Derby**

**Charles Fey Birthday Celebration**

**Bill Cosby's Charities Concerts**

**The Mohegan Sun Wine Fest '07**



# Event Marketing

## Is it Worth it?

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**It is all about trial!**

**Peter Drucker once wrote “The sole purpose of a business enterprise is to create a customer.”**

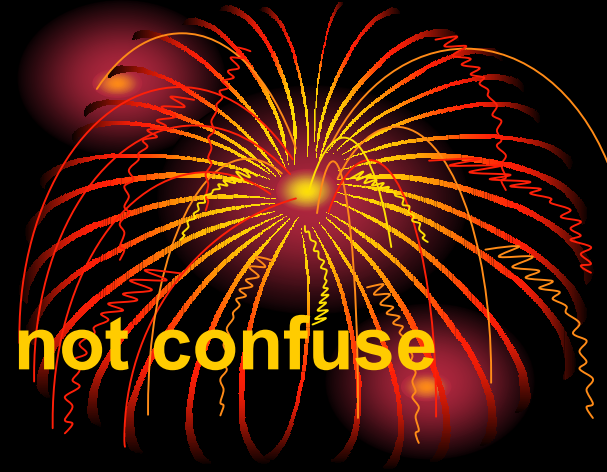
**Which of the four headlines would capture the core essence of this Symposium?**

- A. The Racetrack Industry will only pull itself out of it’s stagnant performance with the intense capital infusion that comes with slots.**
- B. Racetrack Management in America Must Get Out of the Caretaker Model.**
- C. I wish I lived in Tucson.**
- D. The Racetrack Industry has a bright future because the baby boomers are going to love going to the track when they are all 90 years old**

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**Another great Drucker saying: “Do not confuse activity with accomplishment.”**

- **Many of us are worn down by these big, capital intense structures that yearn to be filled.**
- **We must become active, creative marketers.**
- **Doing events is first and foremost doing something. We must act and we must act now.**
- **We must stop wasting time on:**
  - **Complaining about the tax rates.**
  - **Saying we tried that before.**
  - **Complaining that the slots get all the marketing dollars.**
- **The only tests that count:**
  - **Did we make money?**
  - **Did we drive headcount?**

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**Events set the tone for the property.**

**Racinos/Racetracks should capture the part of the consumer's mind that relates to:**

- **Places where people are friendly**
- **Places where there is action**
- **Places where you can win big**
- **Places to have fun**

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**Your customers enjoy getting invited, whether they can come or not.**

- **Do not underestimate the power of an invitation to a special event.**
- **Entertainment programming in America is firmly targeted at young people and that is a great opportunity for us.**
- **Customers will respond if given a good offer, at exactly the right time and at exactly the right place. Programming the calendar is the key....but that is a whole different topic.**

**My experience is that customers appreciate the invitation.**

**Make it personal! Make it fun!**

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**Your brand needs the help.**

**What does the name of your property stand for?**

- **The Racing Industry has long relied on two basic elements:**
  - **Win here.**
  - **The majesty of the horses and the beauty of the dogs.**
- **We need more...The customers are voting with their feet.**
- **Events are a way to better utilize these great places that we operate.**
- **Adding great events, even if it is only 10 or 12 a year, can change the game.**



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**Make it fun.**

If your boss or owner called you tomorrow and said,



**“In 2007, let’s try something different; let’s just have fun.”,**

how would you change your 2007 business plan?