



Off To The Races

On-Track Promotion

Overview

HRTV, (cable operator) and (local racetrack affiliated with HRTV*) partner to promote the launch of HRTV in the local market. The promotion provides the operator with a unique opportunity to come face-to-face with the HRTV viewer - to speak with them about signing up to get HRTV and to demonstrate new products and services.

Local racetrack to provide:

- Designated space inside the track for booth set-up
- Signage area
- Prize for on-track sweepstakes (i.e. *VIP Day At The Races* – package for winner and 3 friends: free admission, program, parking, lunch).
- Ad in the daily program
- Race entitlement
 - Cable operator name in program for race
 - Cable operator sales staff photo with the winning horse
- Track announcer mentions throughout the day promoting the event and encouraging patrons to stop by booth.

Cable Operator will provide:

- Booth elements and staff
- Special offers, premiums
- Local advertising (via cross-channel advertising, radio, billstuffers and print)
- Sweepstakes entry forms (list to be shared with track marketing)

HRTV will provide:

- A quantity of HRTV hats for giveaways – used as incentives for sign-up
- HRTV brochures for hand-outs and HRTV pens

**Please contact Sara Tasnady, HRTV's Director of Marketing, to coordinate efforts with the local racetrack. Sara Tasnady can be reached at 516-414-4056 or via email at ctop@optonline.net.*



A Day At The Races

Other Promotions



- ✚ **Customer Appreciation Days** – monthly program where the local track designates (*cable operator*) *Day At The Races*. Those customers who present their cable bill at the entrance will receive free admission.
- ✚ **A Day at The Races** – local track provides passes (co-branded with cable operator logo). Operator gives away passes to new customers and those customers who upgrade their service.
- ✚ **Employee Appreciation Day** – treat your employees to a day at the races. Provide a local incentive contest for employees.
- ✚ **Win, Place and Show** – an internet-based sweepstakes where customers/users answer questions about horse-racing. The top (3) winners will receive a prize – HD television, premiums. free upgrades.