



INNOVATORS' CIRCLE 2016

Racing to the Future

**Do you enjoy the excitement and interaction of ABC's hit TV show Shark Tank?
Have you heard of pitch competitions like TechCrunch DISRUPT?**

Innovators' Circle brings the excitement and stimulus for great ideas to the racing industry. Participants compete for cash prizes by delivering the best pitch in addition to the opportunity to demonstrate their skills, ideas and products to top executives of the racing and gaming world. The contest is designed to bring together both participants who are well-versed in the racing business as well as newcomers who have exceptional ideas or products that can be beneficial to horse racing.

Innovators' Circle was created to "break the mold" and bring change to a stale and stagnant environment. Sometimes it just takes an outsider's eye to see what's needed to drive an industry forward.

The event is held in conjunction with the largest horse racing conference in North America, the Global Symposium on Racing & Gaming, from December 5-7 at Loews Ventana Canyon Resort in Tucson, Arizona.

The inaugural event drew 89 entries from 5 continents!

Sponsor Opportunities

GOLD SPONSOR \$20,000

- Option for a seat at the judge's table for the contest with access to "buy into" the contestants' ideas
- Access to all contestants' entries and the option to judge entries for the contest
- Option to appoint an on-stage judge at the grand finals (limited availability)
- Opportunity to offer an additional unique award (prize provided by the sponsor) creating further interaction with the contestants; exclusive judging rights are held by the gold sponsor (limited availability)
- A page on the Innovators' Circle website will promote the special award and an announcement of the prize will be made at the event
- Recognition on Innovators' Circle website and at the event
- Company logo included on all digital and print media distributed prior to and at the event
- Recognition on the Sponsor's page in the event program

SILVER SPONSOR \$15,000

- Option for a seat at the judge's table for the contest with access to "buy into" the contestants' ideas
- Access to all contestants' entries and the option to judge entries for the contest
- Option to appoint an on-stage judge at the grand finals (limited availability)
- Recognition on Innovators' Circle website and at the event
- Company logo included on all digital and print media distributed prior to and at the event
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BRONZE SPONSOR \$7,500

- Recognition on Innovators' Circle website and at the event
- Company logo included on all digital and print media distributed prior to and at the event
- Recognition on the Sponsor's page in the event program

INNOVATORS' ALLEY SPONSOR \$10,000

(One available)

- Title sponsor of the designated room for all Innovators' Circle contestant displays
- Includes the option to utilize one exhibit space in Innovators' Alley to promote your product/company
- Recognition on Innovators' Circle website and at the event
- Company logo included on all digital and print media distributed prior to and at the event
- Recognition on the Sponsor's page in the event program

All Sponsors receive:

One complimentary event registration (Gold, Silver or Innovators' Alley sponsors only), flyer or item provided by you included in attendee bags, 20% discount on any sponsorship package, and 20% discount on exhibit space in the Grand Ballroom exhibit area.

For more information:

InnovateRacing.com

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