



**Media Contact:**

Dan Tordjman  
Dan@equestricon.org  
917-572-7075

**Breeders' Cup, NYRA, Over 30 Racing Organizations Announced in 'First Wave' of Equestricon 2017 Sponsors and Partners**

SARATOGA SPRINGS, NY. (March 1, 2017) – Just days after launching ticket sales for Equestricon 2017, event organizers built upon their momentum by releasing a list of more than 30 key sponsor and partner commitments for the inaugural international racing convention, fan festival and trade show.

The list of supporting entities, representing leading organizations from all corners of the industry, includes Signature Event Partners **Breeders' Cup, New York Racing Association (NYRA), Daily Racing Form (DRF), America's Best Racing (ABR), National Museum of Racing and Hall of Fame**, and Equestricon's official charity partner **Thoroughbred Aftercare Alliance (TAA)**.

"We're thrilled to support, promote and assist the passionate team at Equestricon in making this inaugural fan convention a huge success," said Peter Rotondo, Vice President of Content for Breeders' Cup.

Organizers named more than 25 additional organizations in what it describes as a "first wave" of announcements highlighting entities that have pledged support to its first fan-facing convention, festival and trade show to be held in Saratoga Springs, August 13-15. The initial list includes:

**Whitney Sponsors**

The Stronach Group  
Horse Country  
West Point Thoroughbreds  
Centennial Farms

**Lake Placid Sponsors**

National Thoroughbred Racing Association (NTRA)/NHCTour  
Fasig-Tipton  
Stonestreet Farm  
Sagamore Farm  
Sagamore Spirit  
Exacta Systems  
AmWager  
Kirkwood Stables  
Parting Glass Racing

---

AUGUST 13-15, 2017 SARATOGA SPRINGS, NY

#EQeon17 | Equestricon.org | info@equestricon.org



@equestricon



Equestricon



@horseconvention



### **Additional Sponsors**

Lelands Auctions  
Luxair Jets  
Arlington Park  
Kentucky Downs  
Jockey Talk 360  
Hoosier Park  
Indiana Grand  
Thoroughbred Owners and Breeders (TOBA)  
Horseplayers Association of North America (HANA)  
Equibase/STATS Race Lens  
StarLadies Racing  
Kenwood Racing  
Herringswell Stable  
Maryland Horse Breeders Association

The complete initial list of Equestricon partners and sponsors can be found at [equestricon.com](http://equestricon.com). Also newly listed on the site are more than two dozen exhibitors — covering a range of racing products, services and other businesses — that are confirmed as participants of the event.

“We are humbled and absolutely thrilled about the support we’ve received from so many key players in the industry,” said Equestricon co-founder Justin Nicholson. “Every bit of support goes a long way in making this event exactly what we’ve designed it to be — the fans deserve that, as well as the horseplayers, prospective owners and everyone else who’ll be at Equestricon.”

As the official charity partner of Equestricon, the TAA and its accredited organizations will be widely involved in the convention. Organizers indicated more announcements regarding its support for TAA were forthcoming.

Additional information on becoming a sponsor of Equestricon 2017 can be found here: [www.equestricon.com/sponsors](http://www.equestricon.com/sponsors)

*Equestricon™ is the first international horse racing convention, trade show and fan festival. Founded by Dan Tordjman, Kathryn Sharp and Justin Nicholson, Equestricon™ is designed to bring the horse racing industry together in an atmosphere of entertainment, engagement and education. The inaugural Equestricon™ will be held in Saratoga Springs from August 13-15, 2017. The General Session for Equestricon™ 2017 will be held at the Saratoga Springs City Center August 14-15. The Thoroughbred Aftercare Alliance (TAA) is the official charity partner of Equestricon™. For more information, please visit [equestricon.com](http://equestricon.com).*

###

---

AUGUST 13-15, 2017 SARATOGA SPRINGS, NY

#EQeon17 | [Equestricon.org](http://Equestricon.org) | [info@equestricon.org](mailto:info@equestricon.org)



@equestricon



Equestricon



@horseconvention