



RUS MidAtlantic Inc.  
15050 Nottingham Road.  
Upper Marlboro, MD 20772

June, 2017

Dear Sponsor,

RUS MidAtlantic is a non-profit trade association\* whose mission is to promote racing under saddle for trotters as well as strengthen harness racing by increasing the fan and ownership base of the Standardbred sport. The vision we have at RUS MidAtlantic is to complement traditional harness racing by adding something new and exciting to the harness racing industry. We believe racing under saddle, known as monté racing and highly successful in Europe is such a vehicle. For more information about RUS MidAtlantic, please visit our website at <https://www.rus-midatlantic.org>.

RUS is a great opportunity to show off the versatility of the Standardbred in its ability to compete in two racing disciplines as well as their versatility which will help promote careers for these horses after racing.

Last year, RUS races were held at Rosecroft Raceway, Meadowlands, and Ocean Downs. This year we have dates to return to these raceways in addition to making our debuts at The Great Frederick and Shenandoah County Fairs. These races can only take place with the generosity of our sponsors.

Your sponsorship will enable RUS Mid Atlantic to continue entertaining new harness racing fans in Delaware, Maryland, New Jersey and Virginia as well generate interest in ownership, ensuring the future of the sport. Our longer-term goal of seeking wagering on RUS races wherever harness racing is conducted will be built upon these races and generate interest in fans from all breeds of racing, thus strengthening the Standardbred industry.

In the past, we have fundraised for each event individually. Rather than going to each of our sponsors multiple times, we have decided to bundle the races as a package, thus allowing us to offer more effective sponsorship opportunities and expose your brand to more people than in the past. Benefits vary by level of sponsorship and include mention in programs, website, and ongoing mention in all publications – including social media. For your convenience, I have attached a listing of the sponsorship levels and benefits.

We look forward to promoting racing under saddle and your organization through your sponsorship.

If your organization would like to participate in Racing Under Saddle as a sponsor, you may contact me at [stephaniej@rus-midatlantic.org](mailto:stephaniej@rus-midatlantic.org) or (732)-546-1925.

Thank you for your consideration,

*Stephanie Jacobs*

Stephanie Jacobs, President, RUS MidAtlantic, Inc.

\*- RUS MidAtlantic has applied for 501(c)6 status from the IRS. As a trade association, contributions are not tax-deductible though they may be a valid business expense. Consult your tax advisor for further information.