For More Information:

RILLITO RACE TRACK
4502 N 1st Ave, Tucson, AZ 85718
(520) 745-5486 • (520) RILLITO

Program and Sponsorship Sales
Contact: Dr. Ed Ackerley
ACKERLEY ADVERTISING
445 S Alvernon Way Tucson, AZ 85711
(520) 850-7058 • ed@ackerleyadvertising.com

RILLITO PARK FOUNDATION

THE UNIVERSITY OF ARIZONA

College of Agriculture & Life Sciences

Rillito Park Racetrack History

Originally opened in 1943, Rillito Park Racetrack is considered the birthplace of modern, formalized Quarter Horse racing. Other advancements, including the introduction of the photo finish and the straightaway "chute system"—a standard for Quarter Horse racing today—remain a part of Rillito's legacy.

Rillito Racetrack was built on Rukin Jelks' stud farm. With the help of another man, Melvin H. Haskell, Jelks created a track in his backyard for him to race his personal horses. With the right people and more horses, official racing was brought to the track. Jelks and Haskell experimented with stakes races, graded races, futurities and weighted handicaps—elements of races that exist to this day. Famous horses such as Shue Fly, Piggin String and Hard Twist raced at Rillito during its early years and the track experienced measured success in the first several decades of its existence.

Thoroughbred racing was brought to the track in 1953 with the introduction of a 5/8-mile oval to the existing straightaway. After some tumultuous years in the 1980s, the Pima County Horsemen's Association, led by Howard King, opened the track for Pima County Fair Racing in 1988. That year, the large crowds Rillito had been known for came back. The racetrack faced some trying times during the 1990s and 2000s, but in 2011 cooperation with the county ensured that horse racing would continue at the famous track.

Today, the Rillito Park Foundation manages the racetrack along with other park facilities including the Jelks Stud Farm house and pavillions for the farmers' market.

RILLITO FOUNDATION

Internship Program

Rillito Foundation Internship students enjoy a dynamic opportunity that allows them to experience the industry in a hands-on setting. The internship provides volunteer, paid and academic credit opportunities to enhance career opportunities. Industry professionals guide interns in an interactive, dynamic setting with real challenges and real outcomes. Students gain valuable experience while working on courses. Jobs are paid internships and provide diverse, action-packed learning including: Farmer's Market & Track Management; Retailing & Hospitality; Food & Beverage Service; Veterinary, Training & Grooming; Broadcasting & Handicapping; Video & Simulcasting; Public & Community Relations; Race Day & Entertainment; Marketing & Advertising; Social Media & Publishing; Sponsorship & Sales; Operations & Security; Parking & Admissions & more. For more information contact Dr. Ed Ackerley (520) 850-7058.

RILLITO PARK FOUNDATION

THE UNIVERSITY OF ARIZONA

College of Agriculture & Life Sciences

Rillito Park Foundation

The Rillito Park Foundation was formed in 2011 to provide a solution to an impasse between local soccer and horse racing interests that has stymied the future of Rillito Park for years. RPF believes that through a public/private partnership with Pima County government, private donations and investments can enhance county assets to provide amenities the public deserves, while preserving Tucson's heritage for future generations.

With over 90 acres located in the foothills of the Catalina Mountains, Rillito Park consists of Rillito Racetrack, the J. Rukin Jelks Stud Farm historic site, soccer fields and the Rillito Pavilions. The Park also serves as a festival site year-round. In 2012, Rillito Park was listed on the National Register of Historic Places. For more infromation, visit www.rillitoparkfoundation.org.

RILLITO PARK FOUNDATION

Track Layout

For more information, please contact:

Rillito Race Track
4502 N. 1st Avenue
Tucson, AZ 85718

520-RILLITO (745-5486)

www.rillitoracetrack.com

N E W S R E L E A S E

FOR IMMEDIATE RELEASE: November 2, 2018

RILLITO RACE TRACK SETS DATES FOR LIVE RACING 2019

TUCSON, Ariz. — **Rillito Race Track** live Quarter Horse and Thoroughbred racing action continues at Rillito Race Track for the Winter Meet 2019. The Rillito Park Racetrack 2019 race dates approved by the Arizona Department of Racing begin in February 9 and run every weekend through St. Patrick's Day at the historic site, famous as the birthplace of modern day Quarter Horse racing. The facility is also home to the **University of Arizona College of Agriculture and Life Sciences Internship Program** with as many as four-dozen students helping produce race events. Rillito is also hosts **P.R.I.S.E. the Paribet Racing Industry Student Experience** training up to 30 students per season in jobs related to horse racing careers. 2019 Race Dates:

Sat Feb 9	Opening Weekend - Pima County Fair Racing
Sun Feb 10	Opening Weekend - Pima County Fair Racing
Sat Feb 16	Military & First Responders - Pima County Fair Racing
Sun Feb 17	Arizona VIPs
Sat Feb 23	University of Arizona Days - Pima County Fair Racing - El Moro De Cumpas Trials
Sun Feb 24	University of Arizona Days
Sat Mar 2	Rillito History Day
Sun Mar 3	Mardi Gras Celebration
Sat Mar 9	Western Heritage Days - Country Concert
Sun Mar 10	Western Heritage Days
Sat Mar 16	Hispanic Heritage - El Moro De Cumpas
Sun Mar 17	St. Patrick's Day

RILLITO-PARK
RACE TRACK EST 1943

Post times for Saturday and Sunday racing is 1:30pm. Rillito Race Track will again air simulcasts for pari-mutuel wagering available from tracks around the country. Bert W. Martin Foundation and the Warden Family provided the major funding of Rillito Park Foundation. For more information about the winter race meet, table reservations and sponsorships, visit www.rillitoracetrack.com or call 520-RILLITO.

Rillito Racing Inc. has an agreement with Pima County to operate the track under the auspices of Rillito Park Foundation through 2021. The park is on the National Register of Historic Places. The facility is the site of horse racing, the Jelk's Farm Stud House, the largest farmer's market in southern Arizona, soccer fields, special events and festivals and is in the Pima County Park system. For more information contact: Dr. Ed Ackerley Ackerley Advertising (520) 850-7058

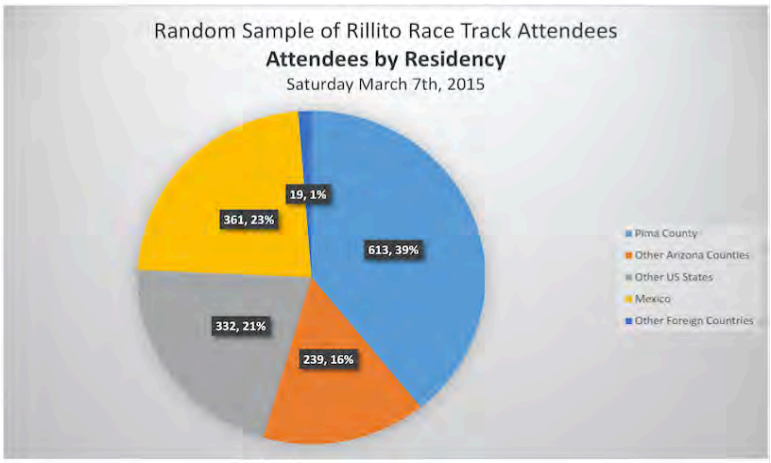
RILLITO PARK FOUNDATION

THE UNIVERSITY OF ARIZONA

College of Agriculture & Life Sciences

RILLITO • PARK

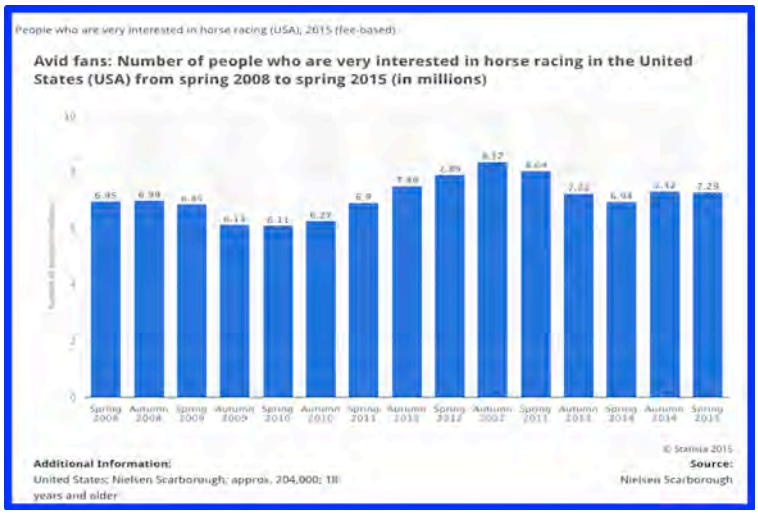
RACE TRACK EST. 1943



Residency	Total Count	Percentage of Sample
Pima County	613	39.2%
Other Arizona Counties	239	15.3%
Other US States	332	21.2%
Mexico	361	23.1%
Other Foreign Countries	19	1.2%
Total Respondents	1564	100.0%

"Where else can one stand between a family up from Sonora, who doesn't speak a word of English; and a couple of Snowbirds, who just arrived in Tucson, wondering where in the world they are - and all are cheering for the same horse to win?"

Notes:
1. The Sample was taken during peak arrival hours during the Saturday March 7th, 2015 Rillito Race Meet Day.
2. The Sample was organized and taken by students of the University of Arizona Race Track Industry Program, working as interns for the Rillito Race Track.



2018 RILLITO RACE TRACK ATTENDANCE

Live Race Days.....12

Total Attendance.....47,375

Total Wagering.....$1,638,419.00

Average Wager.....$36.03

HORSE RACING DEMOGRAPHICS *

- 15 billion dollars is spent annually in the industry
- 88 million focused individuals with captive attention…and a vested financial interest

THE FANS

Horse Racing Fans visit sports wagering casinos 8 times per year while the average American visits only 6 times per year. 41% stay an average of 4 hours

THE AUDIENCE

EDUCATION	Horse Racing Fan	Population
Some College	21%	20%
College	34%	32%

INCOME		
$70-$100K	12%	11%
$100-$150K	9%	8%
$150K +	5%	4%

LEISURE TIME		
Go to movies	69%	59%
Go out to dinner	62%	52%
Go to bars/night clubs	32%	20%
Go to sport events	63%	30%

* http://www.ontnetwork.com/demographics.html

The Rillito Park Foundation is an Arizona 501(c)3 non-profit dedicated to the preservation, restoration, and betterment of Rillito Park. We believe that private action fused with public support is the best instrument to achieve these goals. We believe that Rillito Park should be managed and developed through a public and private partnership with Pima County. Through this process, the Park's true potential to serve for the enjoyment of all can be realized for now and in the future.

***www.RillitoRaceTrack.com* Tucson, AZ**

RILLITO • PARK

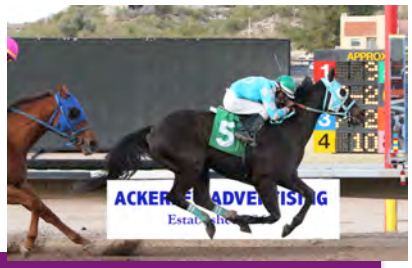
RACETRACK

2019 WINTER MEET

PROGRAM ADS (Season – all races)

Color Full Page Ad	8.25” x 10.5”	$1,400
Color Half Page Ad	8.25” x 5.25”	$800
Color Quarter Page Ad	4.25” x 2.5”	$425
B&W Full Page Ad	8.25” x 10.5”	$700
B&W Half Page Ad	8.25” x 5.25”	$375
B&W Quarter Page Ad	8.25” x 2.5”	$200

Partial season rates pro-rated



TRACK BANNERS AND SIGNS

Track Rail Fence Foamcore Banner *(interior rail facing stands)*	$1,500
Annual Clubhouse Wall Banner *(south facing toward parking lot)*	$1,000
Annual 1St Avenue Wall Banner *(west facing toward First Ave)*	$500
Annual Track Sign *(south facing –track interior)*	$300
Race Season Interior Fence Banner *(main entrance fence)*	$250

TOTE BOARD VIDEO ADS

Season :30-second video on tote board *(before/after races)*	$500

PA SPONSORSHIP ANNOUNCEMENTS

Season :15-second PA announcement sponsorships	$500

WEBSITE BANNER AD

Annual Website Banner *(www.rillitoparkfoundation.org)*	$400

**Note: Production is NOT included. Production can be provided for a fee.*

CONTACT:

Dr. Ed Ackerley (520) 850-7058 Ed@AckerleyAdvertising.com

Payment due and payable in advance. 15% Commission to recognized advertising agencies.

RILLITO PARK
RACETRACK

2019 WINTER MEET

RACE SPONSORSHIPS

WIN SPONSOR ……..$25,000

•Title sponsor for two major stakes races, interior track sign, season banners, double-truck color ad in program, commercials on video board, admission tickets to the clubhouse, parking passes and inclusion in all season advertising.

PLACE SPONSOR ……$15,000

•Includes title sponsor for one race, season banner, full page color ad in program, admission tickets to the clubhouse, parking passes and inclusion in select season advertising.

SHOW SPONSOR ……$10,000

•Season banners, half page color ad in program, admission tickets to the clubhouse, parking pass.

MEMORIAL RACE SPONSOR ……$300

•Sponsor one race on one race day. Title sponsorship of that race in program and on PA announcements.

SPONSORSHIP SIGNS

STARTING GATE SIGN ……$20,000

•Logo atop starting gate, admission tickets to clubhouse and parking passes.

PADDOCK SIGN ……$5,000

•Logo atop Paddock, admission tickets to clubhouse and parking passes.
• Individual paddock stall signs available for $1000 each (season)

WATER TRUCK WRAP ……$5,000

•Water Truck wrap (circles track between each race), admission tickets to clubhouse and parking passes.

BETWEEN RACES FAN EXPERIENCE ……$2,500

•University of Arizona student run fan experience between races, admission tickets to clubhouse and parking passes.

CORPORATE IDENTITY

20 x 20' VENDOR AREA ……$300

• 20' x 20' area on near the grandstands for merchandising tent and permission to sell goods (based on approval).
• $300 per day or $500 per weekend, or all races in the season $2500 (paid in advance).

VEHICLES/LARGE DISPLAY ……$300

• Per vehicle per day – at various locations in the park based on availability.

CORPORATE OUTINGS ……$20pp

• Corporate outings including admission, buffet, reserved tables and corporate party area. Starting at $20 per person.

CUSTOMIZED PACKAGES

VARIOUS OPPORTUNITIES ……$custom

•The track has multiple opportunities for sponsorship including student scholarships, naming of barns, buildings and activities throughout the year. This can include corporate outings, tables in the clubhouse on race days, admission tickets, parking passes, trade for food and beverage. The opportunities are many and varied. A custom package can be developed to meet your needs. Contact Maya Hendrickson for more information.

CONTACT:

Dr. Ed Ackerley (520) 850-7058 Ed@AckerleyAdvertising.com

Payment due and payable in advance. 15% Commission to recognized advertising agencies.

RILLITO • PARK

RACETRACK

A DAY AT THE RACES!

Host a corporate or private event at Rillito Park Clubhouse.

JOIN THE PARTY TICKETS

A $20 value for $15 per guest

Includes $10 Clubhouse Admission and
$10 Meal Deal (sandwich, side and beverage)

CORPORATE EVENTS

Event packages from 20-200 guests.
On race day, enjoy reserved clubhouse seating,
printed programs, catering and beverages.
Call for details.

CONTACT:

Dr. Ed Ackerley (520) 850-7058 Ed@AckerleyAdvertising.com

Rillito Park Foundation • The Jelks Stud Farm 1090 East River Road Tucson, AZ 85718

MEDIA ADVISORY

November 20, 2018

UA and Rillito Park Foundation Partner to Create Career-Readiness Opportunities for Students

- **What**: Signing Ceremony for MOU between Rillito Park Foundation and UA College of Agriculture & Life Sciences (CALS)
- **When**: 1–2 p.m. Tuesday, November 27, 2018
- **Where**: Forbes building main lobby; 1140 E. South Campus Dr., Tucson, AZ
- **Available for Interview:** Supervisor Richard Elias, District 5; Shane Burgess, UA Vice President for Agriculture, Life and Veterinary Sciences, and Cooperative Extension; and students from the College of Agriculture & Life Sciences

TUCSON, Ariz. — College of Agriculture and Life Sciences' students interested in the preservation, enhancement, and sustainable economic development of Pima County's historic resources will soon have the opportunity to intern with the Rillito Park Foundation. Through a significant new partnership with the CALS, the Rillito Park Foundation will provide 30 internship opportunities ranging from business to animal care to facility operations.

According to **Lee Dueringer**, interim director of the College of Agriculture and Life Sciences Career Center, the internship program will allow university students to participate in a variety of real-life, career-enhancing experiences with the foundation. Student jobs will include positions in focus areas including the farmers market, sustainability, management, retailing, hospitality, food & beverage service, veterinary care, animal training, grooming, broadcasting, handicapping, video production, simulcasting, public and community relations, event management, entertainment, marketing, advertising, social media, publishing, sponsorship, sales, operations, security, parking, admissions and more.

The internship program was conceptualized by **Shane Burgess**, University of Arizona Vice President for Agriculture, Life and Veterinary Sciences, and Cooperative Extension and was shepherded through the process of final recognition by **Ed Ackerley** of Ackerley Advertising, a faculty member at the Eller College of Management and an ex-officio Board Member of the Rillito Park Foundation.

The Rillito Park Foundation's mission is to enhance Rillito Park through a variety of economic development activities, including southern Arizona's largest farmers market, and to sustainably revitalize a historic community landmark which includes The Jelks Stud Farm and Jelks House, Museum of the Western Horse and Rider and Pima County Parks. The facility also hosts field sports and soccer, special events, concerts, community kitchen and the historic race track.

###

Contact:

Lee Dueringer

College of Agriculture and Life Sciences

University of Arizona

(602) 827-2209

newsinfo@email.arizona.edu

Ed Ackerley

Ackerley Advertising

(520) 850-7058

ed@ackerleyadvertising.com

Established in 1885, the University of Arizona, the state's super land-grant university with two medical schools, produces graduates who are real-world ready through its 100% Engagement initiative. Recognized as a global leader and ranked 16th for the employability of its graduates, the UA is also a leader in research, bringing more than $606 million in research investment each year, and ranking 21st among all public universities. The UA is advancing the frontiers of interdisciplinary scholarship and entrepreneurial partnerships, and is a member of the Association of American Universities, the 62 leading public and private research universities. It benefits the state with an estimated economic impact of $8.3 billion annually.

Rillito Park Foundation has an agreement with Pima County through 2021. The park is on the National Register of Historic Places. The facility is the site of horse racing, the Jelk's Farm Stud House, the largest farmer's market in southern Arizona, soccer fields, special events and festivals and is in the Pima County Park system. For more information visit www.rillitoparkfoundation.org or call 520-RILLITO.

RILLITO PARK FOUNDATION

THE UNIVERSITY OF ARIZONA

College of Agriculture & Life Sciences