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, Piggie 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 1/4-mile oval to the existing straightaway. After some tumultuous years in the 1980s, the Pima County Horsermen’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 pavillons for the farmers’ market.

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 information, visit www.rilltoparkfoundation.org.

Track Layout

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.

For more Information, please contact:

Rillito Race Track
4502 N. 1st Avenue
Tucson, AZ 85718
520-RILLITO (745-5486)
www.rillitoracetrack.com
FOR IMMEDIATE RELEASE:  

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:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sat Feb 9</td>
<td>Opening Weekend - Pima County Fair Racing</td>
</tr>
<tr>
<td>Sun Feb 10</td>
<td>Opening Weekend - Pima County Fair Racing</td>
</tr>
<tr>
<td>Sat Feb 16</td>
<td>Military &amp; First Responders - Pima County Fair Racing</td>
</tr>
<tr>
<td>Sun Feb 17</td>
<td>Arizona VIPs</td>
</tr>
<tr>
<td>Sat Feb 23</td>
<td>University of Arizona Days - Pima County Fair Racing - El Moro De Cumpas Trials</td>
</tr>
<tr>
<td>Sun Feb 24</td>
<td>University of Arizona Days</td>
</tr>
<tr>
<td>Sat Mar 2</td>
<td>Rillito History Day</td>
</tr>
<tr>
<td>Sun Mar 3</td>
<td>Mardi Gras Celebration</td>
</tr>
<tr>
<td>Sat Mar 9</td>
<td>Western Heritage Days - Country Concert</td>
</tr>
<tr>
<td>Sun Mar 10</td>
<td>Western Heritage Days</td>
</tr>
<tr>
<td>Sat Mar 16</td>
<td>Hispanic Heritage - El Moro De Cumpas</td>
</tr>
<tr>
<td>Sun Mar 17</td>
<td>St. Patrick’s Day</td>
</tr>
</tbody>
</table>

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
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

<table>
<thead>
<tr>
<th>Horse Racing Fan</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some College</td>
<td>21%</td>
</tr>
<tr>
<td>College</td>
<td>34%</td>
</tr>
</tbody>
</table>

INCOME

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Horse Racing Fan</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>$70-$100K</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>$100-$150K</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>$150K +</td>
<td>5%</td>
<td>4%</td>
</tr>
</tbody>
</table>

LEISURE TIME

<table>
<thead>
<tr>
<th>Activity</th>
<th>Horse Racing Fan</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go to movies</td>
<td>69%</td>
<td>59%</td>
</tr>
<tr>
<td>Go out to dinner</td>
<td>62%</td>
<td>52%</td>
</tr>
<tr>
<td>Go to bars/night clubs</td>
<td>32%</td>
<td>20%</td>
</tr>
<tr>
<td>Go to sport events</td>
<td>63%</td>
<td>30%</td>
</tr>
</tbody>
</table>

HORSE RACING DEMOGRAPHICS *

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

2018 RILLITO RACE TRACK ATTENDANCE

Live Race Days...........................................12
Total Attendance.......................................47,375
Total Wagering........................................$1,638,419.00
Average Wager..........................................$36.03

THE RILLITO PARK FOUNDATION

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
2019 WINTER MEET

PROGRAM ADS (Season – all races)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (inches)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Full Page Ad</td>
<td>8.25” x 10.5”</td>
<td>$1,400</td>
</tr>
<tr>
<td>Color Half Page Ad</td>
<td>8.25” x 5.25”</td>
<td>$800</td>
</tr>
<tr>
<td>Color Quarter Page Ad</td>
<td>4.25” x 2.5”</td>
<td>$425</td>
</tr>
<tr>
<td>B&amp;W Full Page Ad</td>
<td>8.25” x 10.5”</td>
<td>$700</td>
</tr>
<tr>
<td>B&amp;W Half Page Ad</td>
<td>8.25” x 5.25”</td>
<td>$375</td>
</tr>
<tr>
<td>B&amp;W Quarter Page Ad</td>
<td>8.25” x 2.5”</td>
<td>$200</td>
</tr>
</tbody>
</table>

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.
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** ....................................................................................................... $20 pp
• 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 Foundation** • The Jelks Stud Farm 1090 East River Road Tucson, AZ 85718
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.

###
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.