



2008 Diamond Level Partnership

- **Recognized Corporate Partner of Canterbury Park with over One Million Visitors Annually**
- **A minimum of forty (40) 12'x50' digital messages on Infield Daktronics Digital Message system every live race day \$40,000**
- **3'x30' Finish Line Advertisement at Canterbury Stretch displayed year round \$20,000**
- **8'x8' Billboard at Sixth Furlong Chute \$10,000**
- **Branding opportunities in Canterbury Park Entertainment District \$40,000**
- **Naming rights to the "Canterbury Report" every race day on Channel 45 \$25,000**
- **Naming rights to one major promotional giveaway \$30,000**
- **Naming rights to one Group "A" Event during Live Racing \$20,000**
- **Two 30 second commercial spots every day on National Simulcast, Infield Big Screen and all 800 in-house TV's during Live Racing \$17,000**
- **One 30 second commercial spot every day on Canterbury Report (Channel 45) during Live Racing \$10,500**
- **One 15 second PA announcement every day during Live Racing \$5,000**
- **Two 7'x3' Indoor Corridor Signs displayed year round \$9,000**
- **Full page color ad in Live Racing Program (350,000 copies) \$14,000**
- **Paddock Pavilion entrance sign displayed during Live Racing \$6,000**
- **Minnesota Festival of Champions Championship Sponsor \$5,000**
- **Up to \$4,000 non-alcoholic hospitality \$4,000**
- **Company advertisement featured on Pocket Schedule panel (400,000 copies) \$8,000**
- **Company logo featured on Facility Brochure (200,000 copies) \$5,000**
- **Company logo and link featured on Canterbury Park's website (450,000 hits annually) \$500**
- **60 "Canterbury Platinum Packets" \$4,920**
- **1500 general admission tickets to Live Racing \$7,500**
- **Reserved seating for six to all Live Racing Events in the Park Restaurant (based on availability) \$1,200**
- **One threesome and one hole sponsorship for 7th annual Canterbury Park Partners Golf Tournament \$600**

Diamond Level Promotional Value: \$290,720

Diamond Level Partnership Investment: \$95,000