

## **Promotion Ideas**

### **Century Mile and Downs**

#### **Old Home Week West**

- 1) Invite Vance Cameron to co announce with Murray, legend in Maritimes race calling
- 2) Partner with Calgary and PEI Seafood restaurants, create an awesome Seafood Buffet and sell tickets. Also contact local distributor of Keith's and Moosehead to do a beverage promo
- 3) Create special races, potential Open series where you qualify for the final and race that day. Blue Cup and Saucer to play off the Gold Cup
- 4) Every race named after a Maritimes track or special race and get blankets made for each race. Potential charity connection, Harness the Hope PEI
- 5) Potentially Partner with Track on 2 so you can take advantage of the people who come out for two events on a Saturday and Sunday
- 6) Potential Partnership with Tourism Alberta and Tourism PEI to promote events and with Red Shores Raceway
- 7) Promo items, shirts, hats etc to giveaway
- 8) Some kind of handicapping contest....potentially beat the pro

#### **Big Sporting Events**

- 1) Major sports days, NFL Super Bowl, NHL Stanley Cup, MLB World Series Jersey days. Partner with a local supplier and have give aways of both teams Jerseys on the closest race day to the game
- 2) Name races after team star players, winning driver draws for a jersey after a certain amount of races
- 3) Drivers potentially wearing jerseys over colours.....potential kick off to seasons to promote different jerseys and teams

#### **Driver Days**

- 1) Name each race after a current driver. Use a local promo company to design shirts or jerseys with colours of each driver. Have them hand out swag after the race
- 2) Century Downs driver championship Day, partner one fan and one 4H club or Rural club member as a team
- 3) Charity driver series, 8 drivers with charities over the season
- 4) Double seater days, jog on a double seater between races

### **Ontario Track Cross Promotion**

- 1) Potentially a promo for NA Cup or other Big Mohawk days. Bring Ken Middleton or other announcer out plus an Ontario driver or two
- 2) Name races after Big Ontario races

### **Latino Days**

- 1) Similar to Old Home Week. Partner with Local restaurant, big buffet. Name races after famous Latin American races
- 2) Blankets for races either based on either country names or Big races

### **ASHA Veterans Day**

- 1) Name races after famous drivers of the past. Potentially have the drivers attend or family members. Blanket for winners

### **World Women's Driver Challenge**

- 1) As described in another document

### **California Days**

- 1) Invite Gary Seibel to announce and Chris Shick or others to rep
- 2) Develop races based on their stakes
- 3) Promo series, possibly for conditioned claimers as their racing is more meat and potatoes racing. Call it the CalAlta Cup
- 4) California menu and buffet

### **HRA Day At Each Track**

- 1) Promote HRA and what it does, set up a booth at each of the 5 tracks, CM, CD, Lethbridge, Grand Prairie and Track on 2
- 2) Extra 300-400 added to each purse
- 3) HRA Day blankets presented to each winner and groom package for each winning groom
- 4) Potential lunch and pre races backstretch Q + A period
- 5) Different Board members and Staff members at each track