

Cross Border Women's Drivers Challenge

Concept – Create a new type of driver's challenge. There are currently many men's contests around the North American Standardbred tracks, but few for women.

Value created - Connect with various industry stakeholders including but not limited to Standardbred Canada and the US Trotting Association to show off and attract more eyes to the fantastic Century Mile facility and showcase the talent of female driver's across North America

Charitable Aspect – Partner with a different charity per year or stick with the same one. Initial charity would be the Canadian Cancer Society in support of breast cancer

Possible Additions – Special hosts and interviewers for the day targeting potentially Sugar Doyle, Wendy Ross from the USTA or other representative, Century and ASHA reps

Field – The target for the inaugural event would be to have a field of women's drivers from across Canada and the United States. Potential breakdown could be:

Two from Western Canada

Two from Ontario

One from the Maritime Provinces

Three from the United States

Format – A three race points based driver's challenge with posts being drawn from three sections. Top point winner to win championship and top prize, mementos for all participants. Point distribution:

1st 12

2nd 10

3rd 8

4th 6

5th 4

6th 3

7th 2

8th 1

Race Day Format

Opening Ceremonies

Introductions – Take the opportunity to introduce dignitaries, industry members, special guests, driving contestants and potential our driver's colony participating on the night

National Anthems – Singing or playing of Canadian and American National Anthem and any other needed.

Explanation of the Format – Quickly explain format

Race Schedule – Based on 11 race card

Race 1	Regular Race table/booth set up for Driving participants to meet the public
Race 2-5	First four races of the Driver's Challenge
Race 6	Driving participants signing pictures
Race 7-10	Last 4 races of the Driver's Challenge
Race 10	Final Race of Driver's Challenge with gathering in winner's circle presentation
Race 11	Regular Races

In between races of the driver's challenge, participants can meet and great fans, be interviewed and potentially help with Race calls, handicapping and analysis of races. Also potential to partner each driving participant with a female 4H member or Olds College program student, although I think that program has been discontinued.

Prizes – Trophy and potential special racing colours from the event to the winner, jackets with logos and crests from the event for everyone.

Potential Fan involvement – Name in entry box when people arrive, after the first race names drawn to match each driving contestant. Prizes to the fans associated with the top three. Potentially Mall gift certificates, Century Gift Certificates, other gift cards. Also draw three names to ride in the starting car as official race starters.

Other Potential Contests – Driver’s colony drivers matched with women to pull in race bikes, potential for Mascots race if local one can be arranged. ASHA versus Century Handicapping challenge etc. Lots of things we can come up with to make the day fun for everyone and involve many people

Other Activities – 50/50 with money going to the charity, potential on track silent auction, potential para-mutual bet on the challenge etc. I am sure everyone can think of extra ideas

Agenda for Driver’s Participants

- Fly in Tuesday sometime to Calgary, stay at hotel by Century Downs
- Wednesday morning potential White Hat ceremony from Calgary Chamber of Commerce, if not possible then meet at the hotel and board bus
- Bus up to Lake Louise for lunch and sightseeing
- Bus back to Banff for an afternoon/night on the town for shopping, dinner and pub activities. Hopefully have Century marketing group and ASHA reps to show them around. Overnight at a hotel along the main street in Banff
- Thursday bus to Leduc, check in at hotel and then go to Century Mile backstretch for BBQ, meet the trainers and drivers and do a Facebook live draw for their drives. Have the races drawn and numbers and have the driver’s draw their horse.
- Friday morning Bus to West Edmonton Mall for shopping and experience. Back by 2:00 for time to relax and then at the track by 5:00 to prepare for the challenge.

Costs

- | | | |
|-----------|--|-------------|
| • Flights | 5-6 people @ \$1500.00 per person | \$10,000.00 |
| • Hotels | 1 night in Banff, 3 nights close to Century 8 @ \$600.00 | \$ 5,000.00 |
| • Hotels | Extra people and potential flights | \$ 3,000.00 |
| • Busses | To Banff and Lake Louise, Leduc and West Ed | \$ 3,000.00 |

- | | | |
|-----------|---|-------------|
| • Prizes | Potentially drivers colours, jackets and mementos | \$ 3,000.00 |
| • Dinners | Lunch and dinner in Banff, backstretch party | \$ 3,000.00 |
| • Other | Additional unforeseen costs | \$ 3,000.00 |

So total cost with contingencies built in would be approximately 30k. Would be negotiated and split between Century, HRA marketing, and ASHA.

Ways to offset costs:

- Ask each participant to find 2 Silent auction items, plus find them from many other sources. Hold an online auction a week or two the event and raise money for a split between charity and the event costs
- Find Sponsors for jackets, prizes and mementos. Not huge dollar items so many options

This is a general overview of the event. To make possible we need buy in from all associations and being able to find dates and participants. If decided to move ahead, a committee will be formed, and a couple meetings had with duties assigned.

Thanks for listening!!

Don

