



AMERICA'S
BEST RACING



Ken Adelson

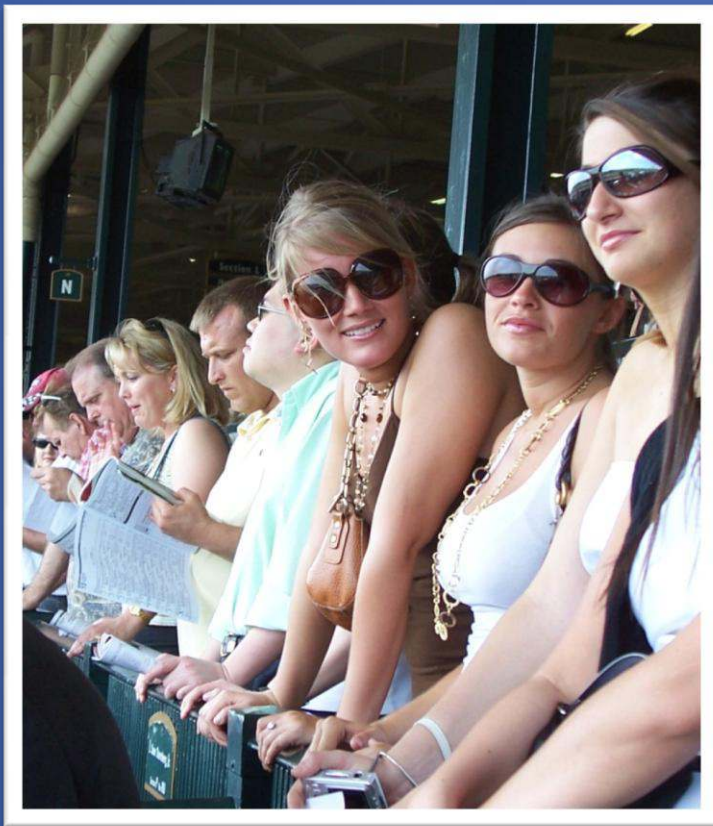
Executive Producer

Television and Digital Content

The Jockey Club



Fan Base



4%



**AMERICA'S
BEST RACING**



America's Best Racing is a multi-media new fan development and awareness-building platform, initiated by The Jockey Club, designed to increase the profile and visibility of North America's best Thoroughbred racing events, with a primary focus on the sport's lifestyle and competition.



FASHION

GAMBLING

LIFESTYLE

RACING

LEGENDS

CELEBS

EVENTS/TRAVEL

INSIDER



BILL SHOEMAKER: A HORSE'S BEST FRIEND



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FASHION

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Fascination With Fascinators



GAMBLING

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More Than One Way To Hit a
Grand Slam



LIFESTYLE

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Meet the Ambassadors: Chip
McGaughey



RACING

see more



Racing Term of the Day: Chalk



ROAD TO THE KENTUCKY DERBY

Date 2012	Race	Viewers	Network
March 24	Spiral Stakes	50,000	NBC Sports Network
March 31	Florida Derby	150,000	NBC Sports Network
April 7	Santa Anita Derby Wood Memorial Stakes	1,200,000	NBC
April 14	Blue Grass Stakes Arkansas Derby	250,000	CNBC

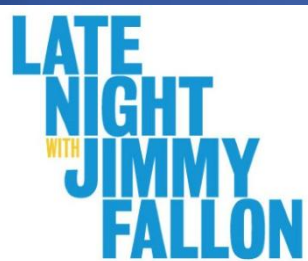
ROAD TO THE KENTUCKY DERBY

Date 2013	Event	Time (ET)	Network
March 23	Road to the Kentucky Derby Preview Show	6 – 6:30 p.m.	NBC Sports Network
March 30	Florida Derby Louisiana Derby	6 – 7 p.m.	NBC Sports Network
April 6	Wood Memorial Santa Anita Derby	6 – 7:30 p.m.	NBC Sports Network
April 13	Toyota Blue Grass Stakes	4:30 – 6 p.m.	NBC
April 13	Arkansas Derby	6 – 7 p.m.	NBC Sports Network

Insider series of videos



NTRA Communications



WALL STREET JOURNAL



THE
HUFFINGTON
POST

Bloomberg



Forbes

YAHOO! Sports



thebiglead



Blogger Campaign

A family day at the Del Mar race track

Written on September 4, 2012 by [Andrea Fellman](#) in [Travel](#)

[Pin it](#)

Traveling with kids doesn't always have to mean getting on a plane and [flying across the country](#), it can be as simple as discovering a new park, visiting a local museum or driving to the beach for the day. We tend to do a lot of traveling in and around Southern California on the weekends, we love exploring what's in on our own backyard. If you are looking for something to do with the kids in Los Angeles, a day trip down to San Diego to watch the horse racing at the [Del Mar Race Track](#) can certainly be a full day adventure, especially if you take the train!



RECENT PINS



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Racing 101 Fan Hub



Entries Plus from Equibase

- Interactive Visual Way to Look at a Race
 - Available from Equibase Entries
- Every Race at Every Thoroughbred Track



MAJOR LEAGUE



HORSE RACING

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JOIN THE EXCITEMENT OF

FANTASY HORSE RACING

Major League Horse Racing combines the skill of fantasy sports and the fun of social media with the excitement of horse racing.

The more socially active you are the more you earn toward your fantasy wagers. Win great prizes every week – Best of all it's free to play!

GET STARTED



1

Sign Up

Complete a simple one-step registration and be on your way

2

Participate

Earn **Game Bucks** for your social activity!

3

Play

The more you earn the more you can bet on the weekend races!

ABRV

Mobile marketing platform
Staffed by six brand ambassadors
Visiting racing and non-racing events



Bringing it together





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