

"Growing the Fan Base"

A presentation to the National HBPA Friday, August 15, 2014







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THE IDEA

"Let's recognize and honor a horseplayer — and horseplayers in general — each year at the Eclipse Awards."

Steve Crist, *DRF*Tim Smith, NTRA
(1997)





THE CHALLENGE?

How?





OUR ANSWER?

Organize a series of handicapping tournaments leading to a lucrative National Championship where the winner will receive a large monetary prize and an Eclipse Award as the "Handicapper of the Year"

THE RESULTS?

16 years of sustained growth:

- 2000: \$192,000 total purse money, \$100,000 first prize
- **2006: \$500,000**
- **2010 \$1,137,850**
- -2012 \$1,750,000, \$1,000,000 first prize
- 2015 \$2,500,000-est.





NHC - 16 Years of Growth

2000: \$192,000 total purse money, \$100,000 first prize

- 58 tournaments at tracks
- 160 finalists at NHC Las Vegas

2015: \$2,500,000-estimated

- 152 tournaments at tracks and online
- 575 finalists at NHC in Las Vegas





Choices for Customers

- Free tourneys
- \$10-\$25 weekly tourneys
- \$10,000 BC Betting Challenge





Evolving NHC

- All on-track 1999-2005
- Online tourneys added in 2006
- Tour and points system added in 2008
- Moved to ballroom in 2012
- Third day, Final 50 and Final Table added this past January





HOST SITES

Treasure Island – 2012-15









Why is Tournament Play Popular?

For Players:

- Fun, Social
- Prestigious (ego-driven, Eclipse Award, Champions ring)
- Rich rewards (airfare/4 nights in Las Vegas, life-changing payout)





Why is Tournament Play Popular?

For Host Tracks:

Opportunity to connect with high-value customers

Flexibility

 Most tournaments are cost effective and profitable (i.e., they drive wagering)





Celebration of the Horseplayer!



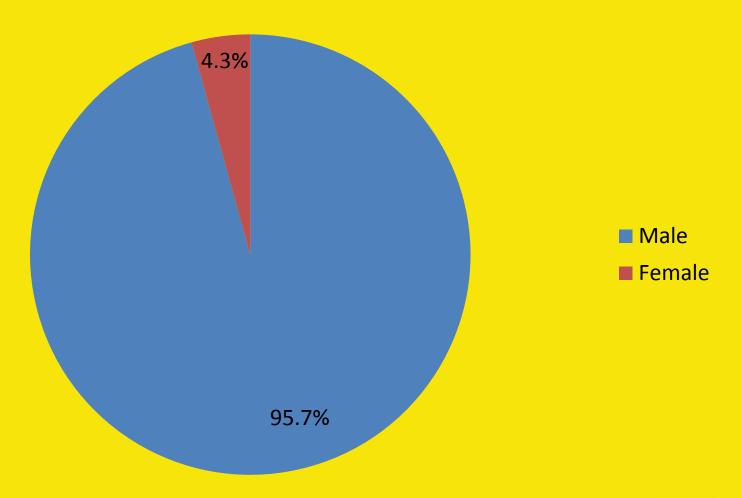


Why are tournaments important to owners and trainers?





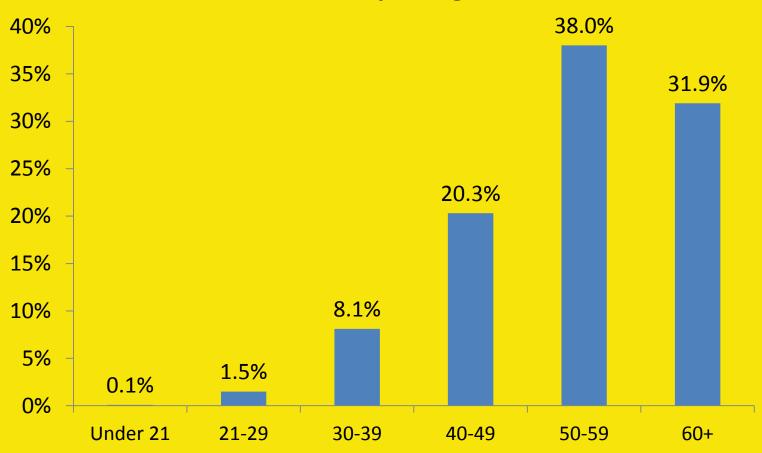
What is your gender?







What is your age?

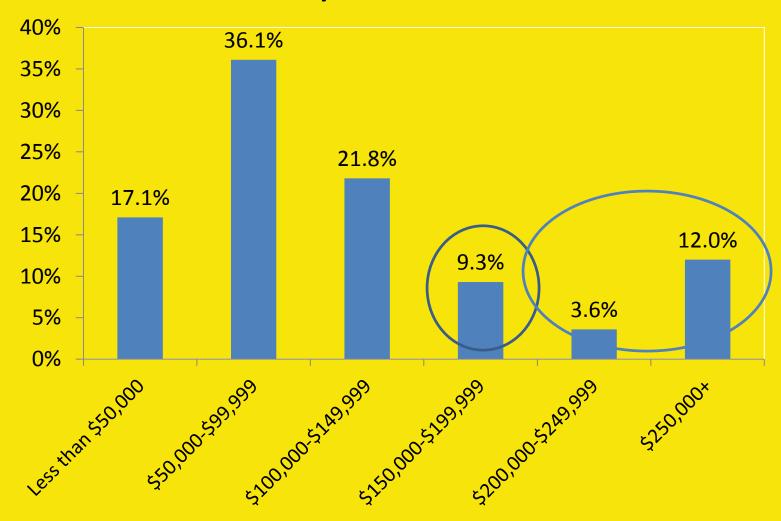




•The average age of a Tour Member is 52.



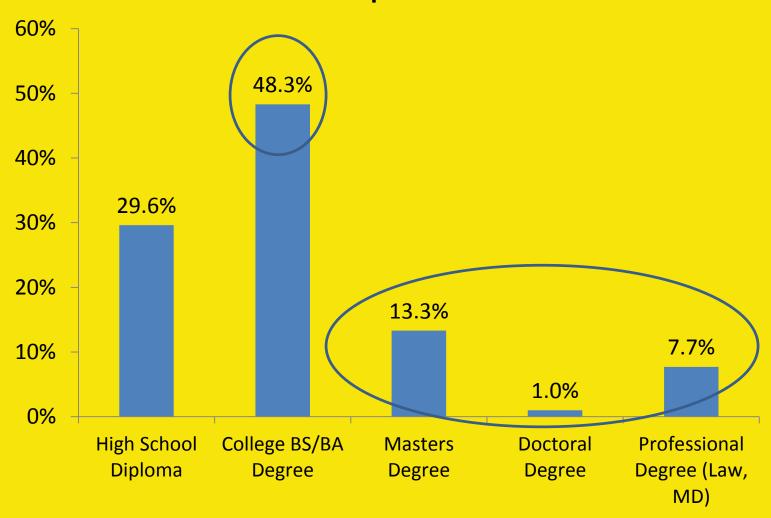
What is your annual income?







What is the highest level of education you have completed?



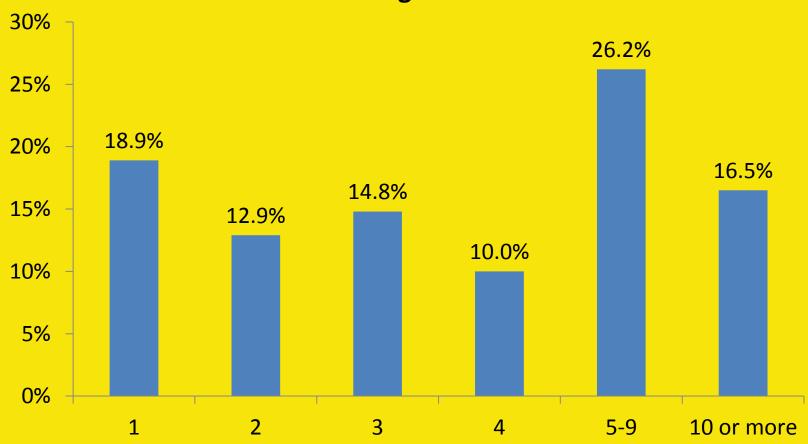


Nearly 50% college degree.

22% have a Masters, Doctoral
or Professional degree



How many NHC tournaments did you compete in during 2012?







How much do you wager on the races on a typical day/visit?

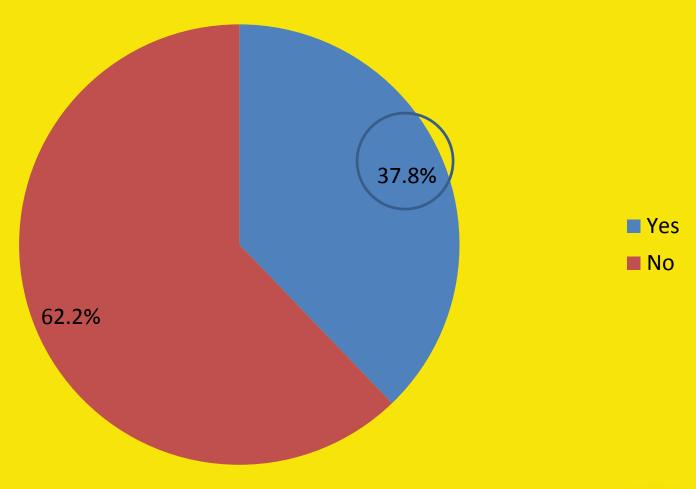


Per capita daily wagering-\$377





Have you ever owned Thoroughbred racehorses?







Who is the NHC?

- Males, age 52
- Well-educated
- Affluent
- Like to travel and have the time and money to do so
- Like to gamble (nearly \$400 per day/visit on horses)
- Potential horse owners





Why Boomers Matter

- 90 million people in U.S. are over the age of 50
- 40% of U.S. adult consumers will be ages 50-75 by 2015
- The 50-plus consumer is the most affluent consumer group today (\$2.4 trillion in annual income spending \$2 trillion on goods and services each year).
- More than 50% of discretionary income in the U.S. belongs to Boomers.





Millennials

- 25% of the U.S. population (i.e. 80 million)
- \$1 Trillion in consumer spending in the U.S annually and are primary influencers of Trillions more
- Techno-savvy and connected 24/7/365
- Confident and independent



1,600+ New NHC Tour Members

- 14.5% Under 35
- 20.7% 35-44
- 32.3% 45-54
- 21.3% 55-64
- 11.2% 65 and older





Win-Win-Win

- Horseplayers
- Host sites
- NTRA has a valuable property and the industry has a National Handicapping Championship













Please Support

Clarifications to IRS
 Withholding/Reporting (i.e. Sign the Petition at Change.org)

 Uniform National Medication Program



