



BRANDYWINE
CONSERVANCY



RADNOR HUNT RACES
RACING
FOR OPEN SPACE

May 18, 2024

Radnor Hunt - Malvern, PA

RadnorHuntRaces.org

About Radnor Hunt Races

With everything from amazing tailgates, fancy hats and bow ties to the parade of antique carriages and thoroughbreds racing for the finish, Radnor Hunt Races is a day filled with elegance, excitement, and fun. Race day is about steeplechase racing, it's about fashion, and it's about tradition! Most importantly, it's about 10,000 friends and family supporting the protection of open space and clean water in our region.



Brandywine Conservancy

In 1980, then Race Chair and philanthropist Elizabeth “Betty” Ranney Moran and conservationist and Brandywine Conservancy founder George “Frolic” Weymouth formed the partnership between the Races and the Conservancy as the race’s sole beneficiary, highlighting the connection between equestrian pursuits and open space.

Since then, net proceeds from corporate tents and sponsorships; tent and tailgate reservations; and souvenir, program, and ad sales have supported the Conservancy’s land and water protection efforts.

To date, the Race for Open Space has raised more than \$5.5 million in support of the Conservancy’s open space and clean water programs and over 70,000 acres are permanently protected, including the Radnor Hunt racecourse itself and the surrounding lands.



Race Day Activities

- Opening Ceremonies
- Youth Pony Races
- Sidesaddle Race
- Thoroughbred Races
- Antique Carriage Parade
- Fox Hounds Parade
- Tailgate Competition
- Fashion Competition

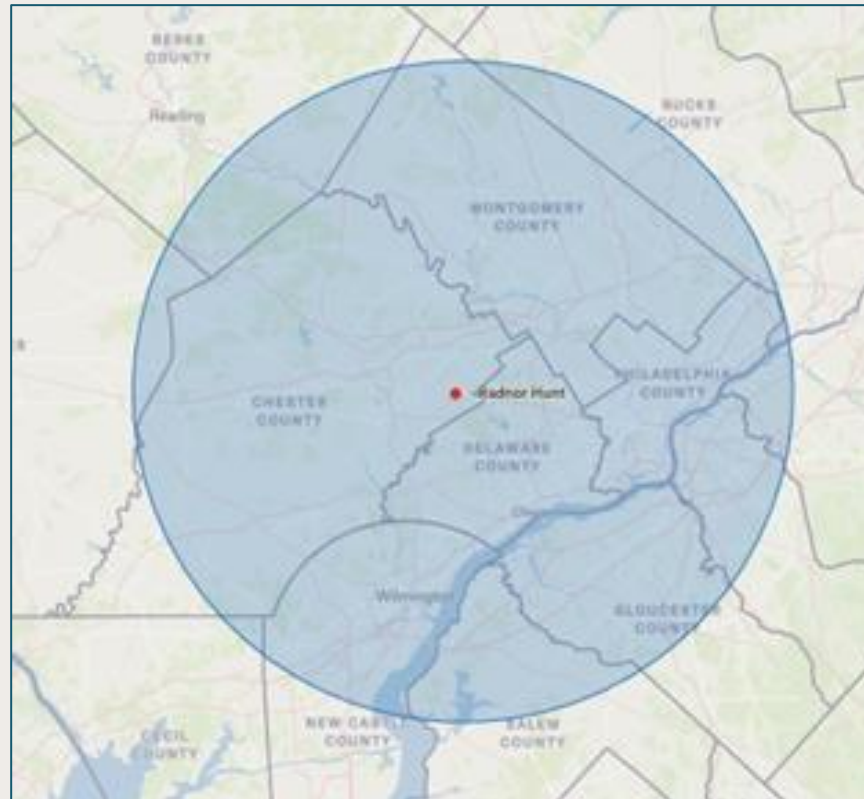


Race Day Attendees

Overall

Steeplechase attendees are well-educated and affluent, with more than 90% of race fans having a college, graduate, or professional degree and 72% having incomes of over \$100,000 per year.

(Steeplechase Study, Center for Spectator Sport Research at the University of MA, Amherst, 2017)



Local (from 2023 Races)

- 95% of attendee sales came from the Philadelphia metro area.
 - About 65% of attendees had been to Radnor Hunt Races in the past and 50% of attendees returned from the 2022 Races.
 - Approximately 28% of attendees had never been to the Radnor Hunt Races or any other Brandywine Conservancy events before 2023.
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Audience Reach

Website

RadnorHuntRaces.org saw nearly 15,000 unique user visits and close to 20,000 website views in 2023.

Social

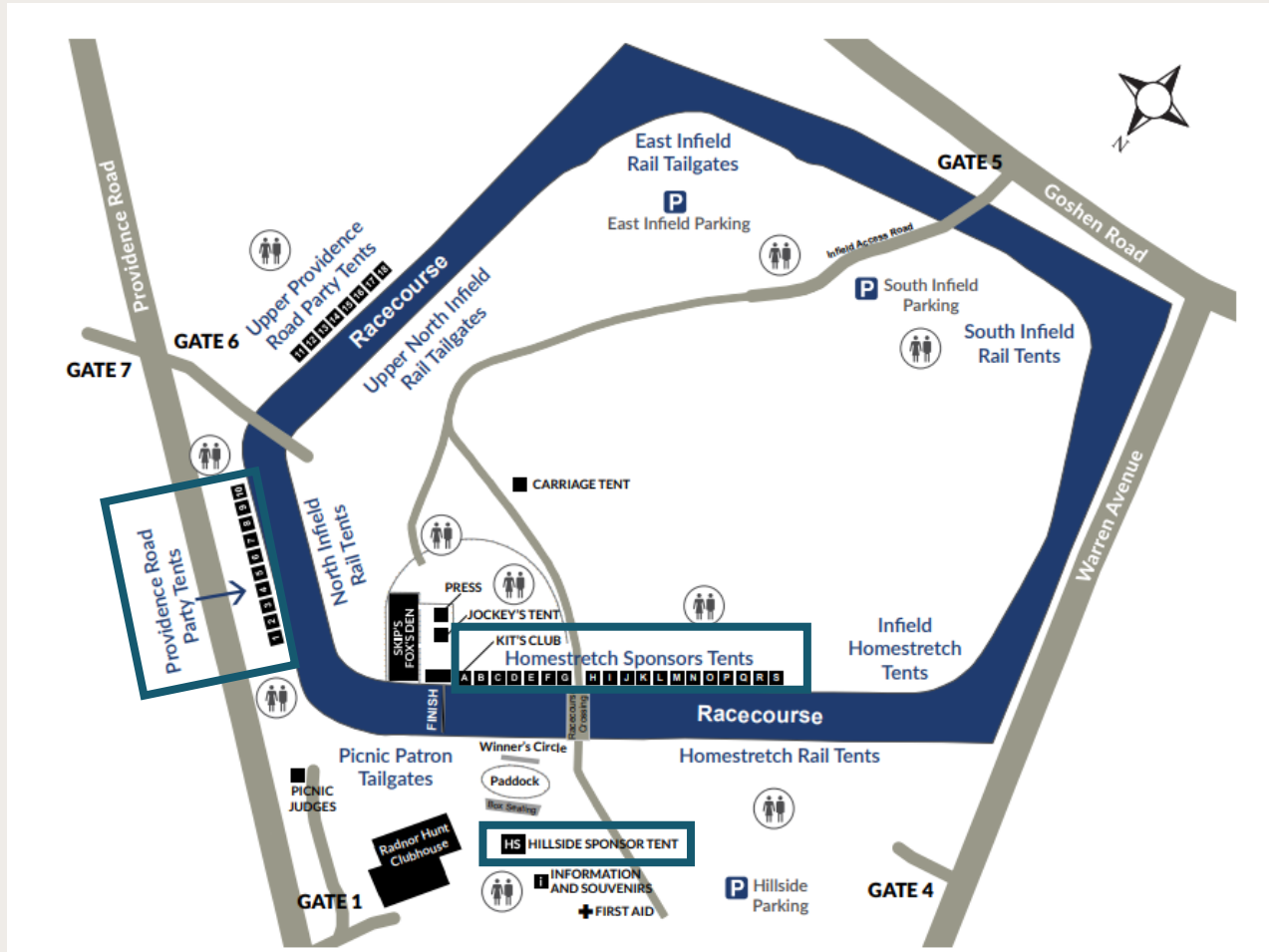
Over 125 posts were created across Radnor Hunt Races Facebook and Instagram between February and June 2023. From those, more than 375,000 impressions were made and over 50,000 users engaged with those posts.

Emails

Six dedicated emails were sent out to the Radnor Hunt Races distribution list with over 3,500 unique email addresses.

Radnor Hunt Races was featured in more than ten Brandywine event emails, which reached over 30,000 unique contacts.

The W. Burling Cocks Memorial Racecourse



2023 Radnor Hunt Races Event Map

Nestled in the rolling hills of Malvern, Chester County, lies a picturesque parcel of land that is home to Radnor Hunt and the annual Radnor Hunt Races.

Corporate Tent Levels *Premium*

Recognition	\$75,000 Presenting	\$50,000 Gold	\$25,000 Silver	\$15,000 Bronze
Acknowledgement on RHR website	X	X	X	X
Acknowledgement in dedicated event eBlasts	X	X	X	X
Inclusion in Press Release	X	X	X	X
Social Media mentions (before and after Races)	X	X	X	X
Acknowledgment in the Brandywine Conservancy Annual Report	X	X	X	X

Race Day	\$75,000 Presenting	\$50,000 Gold	\$25,000 Silver	\$15,000 Bronze
Full-color ad in the race program	Full page; inside front cover	Full page; back cover	Full page; one of the first five pages of ad section	Full page
Tent Size	40' x 50' tent	30' x 60' tent	30' x 30' tent	30' x 30' tent
Tent location <i>(see Hillside Sponsor Tent and Homestretch Sponsor Tent outlined on previous page event map)</i>	Premium location on hillside, closest to club	Premium location on hillside	Premium location on hillside	Premium location above crosswalk, overlooking the Finish line, closest to Stewards' Tower
Admissions	250 ribbons 125 parking	200 ribbons 100 parking	150 ribbons 75 parking	120 ribbons 60 parking
Corporate banner hung on Stewards' Tower	X	X		
Corporate banner hung along the rail	X	X	X	X

**including but not limited to the above benefits. Please contact us for full list of Corporate Tent benefits.*

Corporate Tent Levels *Supporting*

Recognition	\$10,000 Supporting (6)	\$7,500 Supporting (7)	\$5,000 Supporting (8)
Acknowledgement on RHR website	X	X	X
Acknowledgement in dedicated event eBlasts	X	X	X
Inclusion in Press Release	X	X	X
Social Media mentions (before and after Races)	X	X	X
Acknowledgment in the Brandywine Conservancy Annual Report	X	X	X

Race Day	\$10,000 Supporting (6)	\$7,500 Supporting (7)	\$5,000 Supporting (8)
Full-color ad in the race program	Full page	Half page	Half page
Tent Size	30' x 30' tent	20' x 20' tent	20' x 20' tent
Tent location <i>(see Homestretch Sponsor Tent and Providence Road Party Tent outlined on previous page event map)</i>	Premium location above crosswalk, overlooking the Finish line	Location below crosswalk overlooking the Start	Location along Providence Road
Admissions	100 ribbons 50 parking	70 ribbons 35 parking	50 ribbons 25 parking
Corporate banner hung along the rail	X	X	X

**including but not limited to the above benefits. Please contact us for full list of Corporate Tent benefits.*

Race Day Giving

Picnic Area

\$10,000

Includes signage in the Picnic Area, banner along the homestretch rail, name included in race day announcements, full-page color ad in the race day program, and two rail picnic spots.

Owners, Trainers, Riders, and Officials Hospitality

\$7,500

Includes signage in the Owner, Trainer, Rider and Officials tent, banner on the homestretch rail, name included in the race day announcements, half-page color ad in the race day program, and two tickets to all-inclusive Skip's Fox's Den.

Paddock

\$7,500

Includes banner on the rail near paddock, name included in race day announcements, half-page color ad in the race day program, and two tickets to all-inclusive Skip's Fox's Den.

Winner's Circle

\$5,500

Includes signage in the Winner's Circle, name included in race day announcements, half-page color ad in the race day program, and one Traditional Box (with four patron ribbons and two parking passes).

Winning Owners, Trainers, and Riders Gifts

\$2,500

Includes banner on the homestretch rail, name included in race day announcements, and half-page color ad in the race day program.

Jump Banners

\$2,500

Includes banner on one out of six possible jumps, name included in race day announcements, and half-page color ad in the race day program.

Pony Races

\$1,500

Includes name on saddle cloths, name included in race day announcements, and half-page color ad in the race day program.

**selection of giving options listed above. Please contact us for full list of options.*

The Radnor Hunt Races offers an unparalleled opportunity to promote your brand, entertain clients, and support the protection of our region's precious natural resources.

For more information:

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