



501(c)3 Charitable Organization
Incorporated 2010

Mission Statement:

Facilitate placement of Thoroughbred ex-racehorses in second careers by increasing demand for them in equestrian sports and serving the farms, trainers, and organizations that transition them.

Building bridges to second careers

Increasing demand for Thoroughbreds

Who We Serve

- 150,000 owners of off-track Thoroughbreds
- 2 million potential owners of off-track Thoroughbreds
- Professional and amateur re-trainers
- Re-sellers
- Nonprofit aftercare organizations
- Racing owners and trainers
- Riding discipline associations
- Horse racing advocates



Programs and Services

- Horse Expos and Local Educational Events
- Social Media
- Online Educational Content as articles, videos, and podcasts
- Retired Racehorse Resource Directory
- Off-Track Thoroughbred Magazine
- Membership
- Logowear
- OTTB Calendar
- Bloodline Brag
- Horse Listings
- Thoroughbred Makeover and National Symposium



Horse Expos and Local Events

- Trainer Challenge
- 100-Day Challenge
- Thoroughbred Makeover Previews
- Thoroughbred Makeover Rematches
- East Meets West
- Thoroughbreds For All
- Thoroughbreds and Wine For All
- Regional Makeover qualifiers?



Past RRP Events

Rolex Kentucky 3-Day
Event/Hoedown at Hagyard

Horse Expos

2015 Thoroughbred Makeover &
National Symposium

Thoroughbreds For All Kentucky

Thoroughbreds For All Saratoga

2014 Thoroughbred Makeover: A
Marketplace & National Symposium

2013 Thoroughbred Makeover &
National Symposium

100-Day Thoroughbred Challenge

Thoroughbreds For All Fair Hill

RRTP Trainer Challenge

Social Media and Reach

- 153,000 Facebook followers, average engagement 150,000 weekly
- 2,500 You Tube subscribers and 1.5 million video views
- 20,000 Email subscribers
- 75,000 monthly web site visits
- 20,000 annual event spectators
- 500,000 equestrians reached via press



Online Educational Content

Training

Racetrack Life

Care and Nutrition

Soundness

Evaluating Prospects

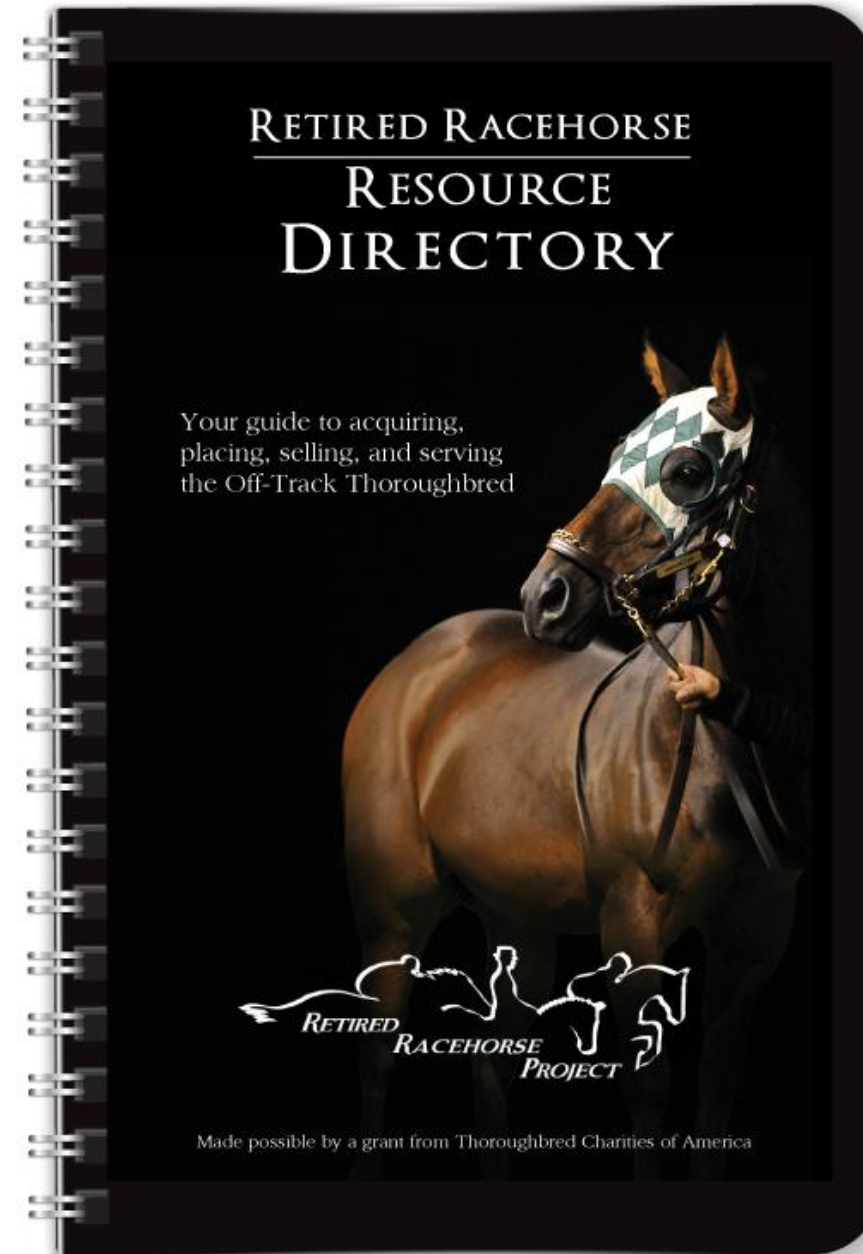
Original articles, linked articles, videos, podcasts



Retired Racehorse Resource Directory

Your guide to acquiring, placing, selling, and serving the off-track Thoroughbred

- User generated
- Geographically organized
- Detailed facility and trainer information
- How-to articles
- Online and booklet
- 10,000 copies in circulation
- Customer Reviews?



Off-Track Thoroughbred Magazine

Published by The Horse Media Group

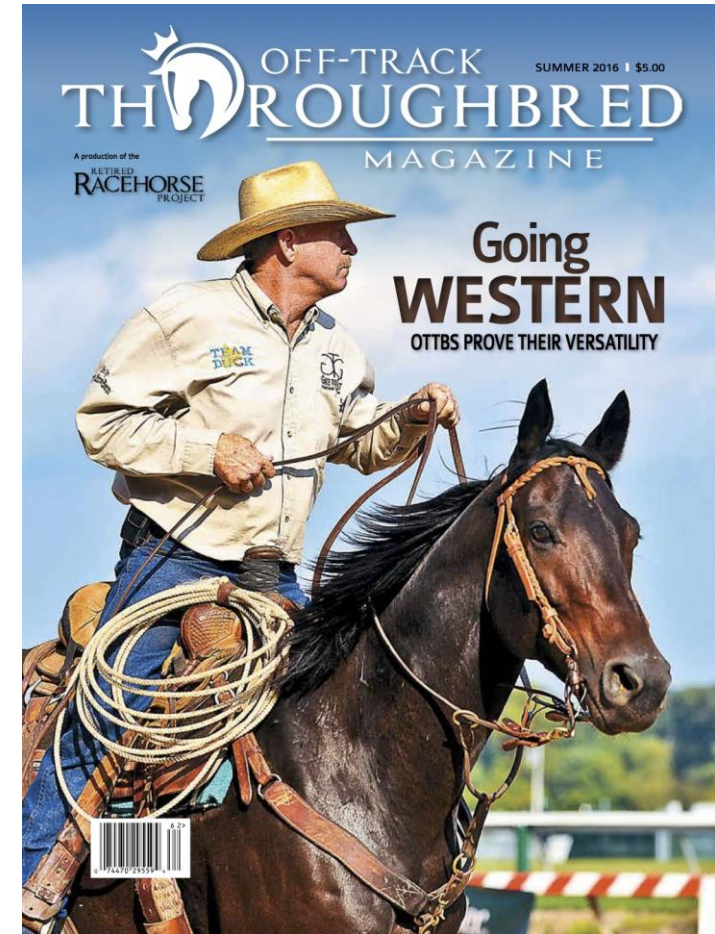
84-100 pages

Quarterly

10,000 copies of each issue

Racing and Riding audience

\$150,000 annual cost - \$100,000 projected 2016 revenue





Membership

- \$45 annual dues
- Magazine subscription, Resource Directory, free Makeover ticket, discounts on RRP logowear and events, sticker, NTRA Advantage, sponsor discounts, TOBA TBA
- 1,600 in year one
- Goal of 10,000 in three years including group sales



Logowear



\$30,000 net - \$70,000 gross

30% online, 70% at events



Online Calendar



Bloodline Brag

Off-track Thoroughbred Wikipedia

Searchable by sire, dam, damsire, discipline, etc.

Equibase links

2,500 but needs promotion and incentives

The screenshot shows the website for the Retired Racehorse Project's Bloodline Brag. The header includes the logo and navigation links: Membership, Calendar, Support RRP, RRP Shop, and Log In. A secondary navigation bar contains: ABOUT US, RESOURCE DIRECTORY, ADVICE, NEWS, MAGAZINE, TB MAKEOVER, HORSE LISTINGS, and BLOODLINE BRAG. Below the header is a tagline: "Building Bridges to Second Careers • Increasing Demand for Thoroughbreds". The main content area features the title "Bloodline Brag" and a description: "The internet's only user-driven database tracking second career talent and accomplishments of registered Thoroughbreds." Below this are buttons for "Add Your Horse", "Search", "Edit My Listings", and "View Horses". A vertical social media sidebar on the right includes icons for Facebook, Twitter, YouTube, RSS, and Pinterest. The main content area is divided into a search section and a form section. The search section has a bar with "Back to Listings", "Search", and "Add Entry" buttons, and a letter index "A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0-9". The form section includes dropdown menus for "Sire:", "Dam:", "Damsire:", and "Sire's Sire:", and a checkbox for "Post-race" with the label "Driving". A "Bloodline Brag Key" sidebar on the right explains that lower scores indicate more desirable traits and that a score of 0 means N/A or unknown. It also lists "Trainability Scores: 1 = easy, 5 = difficult".

Horse Listings

- Free classifieds with photos and video
- All ages and stages of training
- Was 200, currently 70 due to recent lack of promotion
- Also to be used for Makeover Horse Sale





THOROUGHBRED MAKEOVER

& NATIONAL SYMPOSIUM

Presented by Thoroughbred Charities of America



Thoroughbred Makeover

- Designed to engage and educate trainers
- Professionals, amateurs, and juniors
- 500 horses with average investment of \$8,000 in care and training equals \$4 million investment in securing the futures of horses
- \$100,000 prize money - \$345,000 total cost
- Spectator and Press Friendly: A great story and spectacle
- Seminars and Demos
- Sponsor Fair
- Horse Sale
- Rules



THE
THOROUGHBRED MAKEOVER
AND NATIONAL SYMPOSIUM

Kentucky Horse Park, Oct. 27-30, 2016

2016 Thoroughbred Makeover Rules & Information

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FAQs

| Sources | | | Cost of Acquisition | | | | Who are these Horses? | | | | |
|-----------------------------|-----|-----|----------------------------|-----------|-----------------------------|----------------------------------|-----------------------|-------------------------------|-------------------------------|-----|-------------|
| Off Track- Direct | 158 | 40% | Price range responses: 340 | | Actual price responses: 219 | | Average Age | | 6 | | |
| Reseller | 83 | 21% | Free | 84 | 25% | Average actual reported price of | | \$1,894 | Oldest Horse | 14 | Decoy Daddy |
| Off Track- Listing Service | 66 | 17% | Under \$1,000 | 83 | 24% | horses, excluding free horses. | | Average Height | | 16 | |
| Track Based Program | 35 | 9% | \$1,000-1,999 | 77 | 23% | | | Gelding | 287 | 72% | |
| Non- profit- TAA | 35 | 9% | \$2,000 - \$2,999 | 43 | 13% | | | Mare | 106 | 27% | |
| Non- profit | 17 | 4% | \$3,000-3,999 | 19 | 6% | | | Stallion | 7 | 2% | |
| Self Rescue | 6 | 2% | \$4,000-\$4,999 | 10 | 3% | | | Grey | 39 | 10% | |
| | | | \$5,000 - \$5,999 | 7 | 2% | | | Bay | 153 | 38% | |
| Last Track | | | \$6,000 - \$6,999 | 2 | 1% | | | Dark Bay | 110 | 28% | |
| Mahoning Valley Race Course | 36 | 9% | \$7,000 - \$7,999 | 1 | 0% | | | Chestnut | 80 | 20% | |
| Penn National | 28 | 7% | Over \$9,000 | 6 | 2% | | | Liver Chestnut | 10 | 3% | |
| Finger Lakes | 21 | 5% | Payment upon n | 9 | 3% | | | Other | 1 | 0% | |
| Laurel Park | 21 | 5% | | | | | | Black | 7 | 2% | |
| Charles Town | 20 | 5% | Auction | | | | | Stakes Horses | | 30 | |
| Mountaineer | 19 | 5% | Fasig- Tipton | 37 | \$3,042,900 | | | Blushing Romeo | Stakes Placed | | |
| Parx Racing | 19 | 5% | Keeneland | 39 | \$3,429,207 | | | Castle Pines | Multiple Stakes Winner | | |
| Turfway Park | 19 | 5% | Ocala Breeders S | 34 | \$1,174,400 | | | Colburn | Stakes Placed | | |
| Belterra Park | 16 | 4% | Other | 14 | \$287,713 | | | Commander | Multiple Graded Stakes Winner | | |
| Delaware Park | 11 | 3% | Barretts Sales | 8 | \$349,000 | | | Cowboy's Rule | Stakes Placed | | |
| Golden Gate | 10 | 3% | High Auction: | \$500,000 | Fly High at Fasig Tipton | | Decoy Daddy | Multiple Graded Stakes Winner | | | |
| Gulfstream Park | 9 | 2% | | | | | | Exchanging Kisses | Graded Stakes Placed | | |
| Tampa Bay | 9 | 2% | Starts | | | | | Family Foundation | Graded Stakes Placed | | |
| Thistledown | 9 | 2% | Average | 22 | | | | Fifth Date | Multiple Stakes Winner | | |
| Presque Isle Downs | 8 | 2% | Top 5 | 110 | Taxicab | | | Fuzzy Dee Jay | Stakes Winner | | |
| Aqueduct | 7 | 2% | | 100 | Awesome Rules | | | Gunfighter | Multiple Stakes Winner | | |
| Indiana Grand Race Course | 7 | 2% | | 99 | Castle Pines | | | Hashtag Bourbon | Graded Stakes Placed | | |
| Monmouth Park | 7 | 2% | | 98 | Johnny Joe | | | Havelock | Multiple Graded Stakes Winner | | |
| Arlington | 6 | 2% | | 90 | Fifth Date | | | Jo Jo's Comet | Stakes Placed | | |
| Belmont Park | 6 | 2% | | | | | | Macks Tiger Paw | Stakes Placed | | |
| Churchill Downs | 6 | 2% | Wins | | | | | Mahubo | Stakes Winner | | |
| Hazel Park | 6 | 2% | Average | 3 | | | | Mega Rush | Multiple Stakes Placed | | |
| Woodbine | 6 | 2% | Top 5 | 26 | Castle Pines | | | Midnight Affair | Stakes Placed | | |
| Fair Grounds | 5 | 1% | | 24 | Fifth Date | | | Mississippi Hippie | Stakes Placed | | |
| Hawthorne | 5 | 1% | | 18 | Awesome Rules | | | Myositis Dan | Graded Stakes Placed | | |
| Keeneland | 5 | 1% | | 17 | Decoy Daddy | | | Rock Me Baby | Graded Stakes Placed | | |
| Oaklawn Park | 5 | 1% | | 15 | Fason | | | Shirley Elizabeth | Multiple Stakes Placed | | |
| Portland Meadows | 5 | 1% | | | | | | Six Gun Royal | Stakes Placed | | |
| Fort Erie | 4 | 1% | Earnings | | | | | Smash and Grab | Stakes Winner | | |
| Fort Erie | 4 | 1% | Average | \$53,709 | | | | Speed Rail | Stakes Placed | | |
| Lone Star | 4 | 1% | | | | | | | | | |
| Turf Paradise | 4 | 1% | | | | | | | | | |

In Over Our Heads?

\$634,000 2016 budget

\$401,000 raised

20% from racing

Consequences of 2016 deficit?

