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?
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
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

• 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
2016 Thoroughbred Makeover Rules & Information

Published: Monday, 28 December 2015 15:46

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<td>Earnings Average $53,709</td>
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In Over Our Heads?

$634,000 2016 budget
$401,000 raised
20% from racing

Consequences of 2016 deficit?