

## THE BREEDERS CROWN CONCEPT

**The Breeders Crown Series was instituted by the Hambletonian Society, one of the most influential sponsors of Standardbred racing, with the following goals:**

- Create a major racing program to promote and benefit all sectors of the sport.
- Stimulate public interest and awareness of the sport while forging a positive, high profile image of harness racing for the media and sports fans across North America.
- Complement existing harness stake races, classics and special events on the racing calendar by staging an annual year-end championship series of races, uniting the stars of the harness world in a finale to the racing season.
- Provide a national marketing and promotional opportunity in order to attract corporate interest and sponsorship to harness racing.
- Secure a national television contract for the program to generate the broadest possible exposure for the harness industry.
- Advocate national participation in championship-caliber harness racing for all racetracks and harness fans by encouraging the simulcasting of the Breeders Crown races across North America and the world.

## WHAT IS THE BREEDERS CROWN SERIES?

- A championship series of harness races for trotters and pacers, divided by the traditional categories of age, gender and gait—showcasing the stars of the Standardbred sport.
- It is the richest series in harness racing, disbursing purse monies in excess of \$223,868,134 over a 39-year span.
- It is dynamic and flexible in regard to conditions and format; to maximize and adapt to the needs of the industry, the media and the public.
- A conclusive factor in Horse of the Year and all divisional balloting. In the 39 years of the series 260 of 454 Breeders Crown champions were named the winners in the Dan Patch Year-End Awards. This includes 30 Horse of the Year titles.
- Aired on ESPN and ESPN2, Fox Sports1, Fox Sports2, OLN, Mav-TV in the United States and The Sports Network (TSN) and CTV in Canada, the series has received the greatest national television exposure in the sport.
- The finest vehicle for commercial marketing of the sport, attracting such recognizable names as AT&T, Cadillac, Charbaut, Continental Airlines, Foxwoods Resort Casino, Hanover Shoe Farms, Libfeld-Katz Breeding Partnership, MBNA America Bank, Maillart Champagne, Marriott Vacation Club International, Mullinax Auto, Peak Performance, etc.

