

Agenda Item #7



CAESARS
ENTERTAINMENT.

2024 RACING OPERATIONAL PLAN



Harrah's
HOOSIER PARK
RACING & CASINO



HORSESHOE.
INDIANAPOLIS
RACING + CASINO

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EXECUTIVE SUMMARY

Caesars Entertainment Racing is now in its seventh year of operations, and fourth season since being purchased by Eldorado Gaming at Horseshoe Indianapolis and Harrah's Hoosier Park. Many projects and enhancements have been completed with more on the horizon. The 2023 racing season completed the third of a 10-year RCFAC plan, along with the 15 year rolling equipment plan, designed to provide improved facilities, upgraded equipment and positive initiatives toward the upward trend of racing at both facilities.

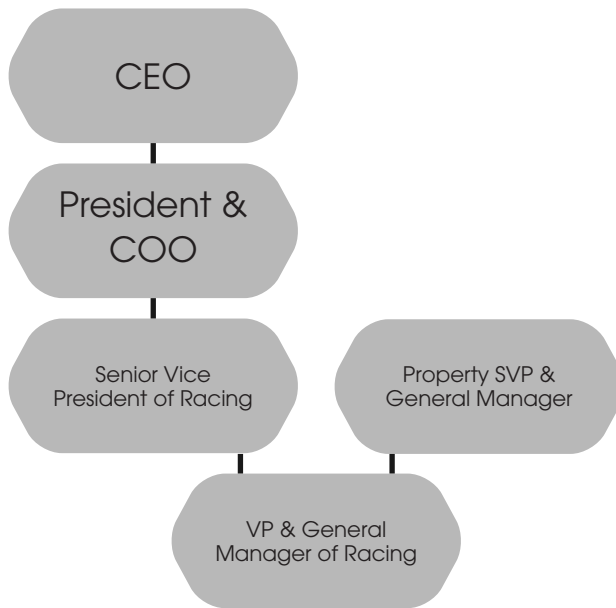
Caesars Entertainment continues to join the Indiana Horse Racing Commission, Indiana breed organizations and Indiana horsemen and horsewomen to lift Indiana horse racing to a national level. Both racing facilities have gained great strides this year in elevating their racing product, showing record racing revenues and increased exposure throughout North America and beyond.

As a company, Caesars Entertainment is committed to building a racing brand that exceeds all expectations. The Caesars properties under the Harrah's and Horseshoe racing names are quickly gaining notice as a major player in horse racing. Both Indiana properties lead the way and have become a model for the rest of the Caesars-owned racing properties as the commitment continues.

Once again in 2023, Caesars Entertainment provided the tools and platform to grow all three breeds in the state. Harrah's Hoosier Park Racing & Casino and Horseshoe Indianapolis Racing & Casino have provided a review from 2023 as well as strategic plans for the upcoming racing season.

Caesars Entertainment Racing has and will continue to work toward the goals of all racing entities in the state. The momentum continues as the calendar changes to 2024.

CAESARS RACING ORGANIZATIONAL CHART



CAESARS ENTERTAINMENT UPDATES

Caesars Entertainment strives to be a leader in gaming, racing, entertainment, sports betting, and rewards. The company's Caesars Rewards program, which has an extension that covers racing, has been voted the best in the gaming industry. The company is also committed to its Racebook operations, which have expanded to include numerous states through the company's relationship with NYRA Bets. As a result, Caesars Rewards can offer great incentives and added value to racing customers that most platforms cannot match, making the program for customers one of the most lucrative in racing.

Caesars Racing also continues its racing sponsorships, including the title sponsor of Jockeys & Jeans, which was held at Caesars Palace in Las Vegas this past June, the title sponsorship of the annual Dan Patch Awards, hosted by the U.S. Harness Writer's Association in Florida, and past support of the annual Bank of America Challenge Championships, which were hosted in Indiana for the first time last season, a great boost to the local Quarter Horse racing industry.

On a national level, Caesars Racing completed its new Grandstand at Scioto Downs in 2023, and construction is nearing completion on the highly anticipated property Harrah's Columbus, Nebraska, which will only strengthen the unity of our racing groups.





HARRAH'S HOOSIER PARK RACING & CASINO

2024 OPERATIONAL PLAN

HARRAH'S HOOSIER PARK 2023 EXECUTIVE SUMMARY

The 2023 race meet came out of the gate strong with export handle up 10% over last year through the end of October. More and more wagering continues to find its way through the Advance Deposit ("ADW") wagering sites.

Also, on the good news side, we have had 14 \$1 million plus handle days through October 28 compared to just 4 at this time last year.

Harrah's Hoosier Park has brought back and improved the VIP Owners Club where Standardbred owners receive 25% off their meals in the Steakhouse and Clubhouse when they enroll in the Club and present their Club card.

The signature race night of the meet, Dan Patch Stakes Night, was held on Friday, August 11, where a record Dan Patch Night handle of \$1,611,944 was established, eclipsing last year's then record Dan Patch handle of \$1,568,105. For the first time ever, Dan Patch Night was broadcast from 8 to 11 pm on Fox Sports 2. In addition, FanDuel TV was on hand to cover the event with Dave Weaver serving as the host. Marketing promotions were a plenty with partnerships with FanDuel, TwinSpires, Daily Racing Form and Xpressbet contributing mightily to the record handle.

Caesars Trotting Classic Night on Friday, September 22, produced even bigger and better results! The 15-race card featuring seven Stakes races and \$1.7 million in purses established an all-time record handle (outside Breeders Crown race nights) of \$1,729,162, besting last year's then all-time record handle of \$1,697, 973. Wagering promotions played a prominent role, as HHP partnered with TwinSpires, FanDuel and Daily Racing Form. Fox Sports 2 covered the night with a 2 ½ hour show while Dave Weaver from FanDuel was on-site to provide live coverage throughout the night. Finally, the outstanding trotter It's Academic tied the record time for a trotter at HHP with a clocking of 1.50:3.

Next up will be Hoosier Champions Night, which will take place over two nights this year, Thursday, October 12 and Friday, October 13. Purses for these two nights will total over \$2 million. As an update, handle for this night was \$1,198,186.

Harrah's Hoosier Park has added two long-traditioned, Grand Circuit, stakes races to its Fall Championship Stakes season. They are the Peter Haughton and Jim Doherty Stakes races that were contested on Friday, September 15. These races featured 2-yr old trotters of both sexes competing for purses of \$420,000 and \$400,000 respectively. Together, with a great undercard, this night produced a handle of \$1,115,964.

Harrah's Hoosier Park celebrated its fourth Empire of Hope Night on Saturday, Jul 29 where an incredible \$54,000 plus was raised for the aftercare of Standardbred racehorses. It should be mentioned that Caesars Entertainment weighed in heavily with a donation of \$15,000. The money will be sent to the Standardbred Transition Alliance that disperses grant money to accredited

Standardbred after-care organizations. The HHP VP & GM of Racing is the only racetrack operator on the STA Board of Directors.

Planning for the 2023 Breeders Crown has started in earnest and continues on a weekly basis where we meet with members of the Indiana Standardbred Association to make sure no stone is left unturned when it comes to Breeders Crown preparation. As an update, Breeders Crown weekend was a phenomenal success with record handles of \$2,150,504 on Friday and \$2,661,355 on Saturday! Many industry participants are even saying that the Breeders Crown should be held every year at Harrah's Hoosier Park!

Harrah's Hoosier Park continues to write races based on the same \$117,000 per day purse distribution number not including Breed Development monies which is the same as last year. However, carding only 12 races on Saturdays has been a plus to the purse account. By the end of the year, we will look to pay out approximately \$25 million in purses, which should leave a surplus in the purse account of \$1 million by the end of the year.

ADW source market fee revenue continue to be a pleasant surprise. While we budgeted at \$4.275 million in source market fees in 2023, we now feel that number could climb to \$4.750 by the end of the year. And that will be our budgeted number for 2024.

Harrah's Hoosier Park continues to be a leader in the field of community giving where a total of \$430,000 will have been donated by the end of the year to many worthwhile organizations, with the majority being right here in Madison County and the city of Anderson.

Race marketing expenditures continue to track to budget where we expect total race marketing spend to be around the \$700,000 mark by the end of the year. This compares quite favorably to the baseline spend of \$605,748 in 2019, which is the measuring stick for our race marketing spend. As far as Capital spend is concerned, Harrah's Hoosier Park is on track to spend well over \$3 million dollars. Major Capital expenditures include the \$2 million dollar barn roofing project, the \$382,000 apron upgrade project, \$300,000 for a new video board, \$250,000 for two new John Deere tractors, and \$275,000 for a new A/V Switcher board.

Speaking of the apron area project, that area has now been named The HOP (Hoosier Outdoor Patio) and it officially opened on Dan Patch Night, Friday, August 11. The HOP now features live entertainment every Saturday night at the BeBop and has been well received by race fans looking to enjoy an outside night at the races in a relaxing environment.

This Executive Summary would not be complete without mentioning the strong partnership between Harrah's Hoosier Park and the Indiana Standardbred Association. Meetings with the various ISA committees are held on a regular basis where most major operational decisions are made with consult from ISA leadership. Whether it be race days, capital spend, average daily purse payouts, Breeders Crown, marketing and promotional efforts; the ISA's input is appreciated in our decision making.



HARRAH'S HOOSIER PARK 2023 HIGHLIGHTS

- Harrah's Hoosier Park started off quickly as far as handle is concerned this year. We have had 14 \$1 million plus nights so far this year through October 28, compared to just 4 last year at this time.
- The instant carryovers continue to provide impressive results. Through the end of September, we have had 83 instant carryovers that have produced \$2,149,951 in additional handle where the same pool has been guaranteed at a certain level.
- Harrah's Hoosier Park conducted its fourth Empire of Hope Night on Saturday, July 29 where over \$54,000 was raised for the aftercare of Standardbred racehorses. The proceeds will be turned over to the Standardbred Transition Alliance for distribution to accredited after-care organizations.
- Harrah's Hoosier Park has added two outstanding, Grand Circuit, stakes races to its Championship Season lineup. They are the Peter Haughton and Jim Doherty 2-yr old trotting events for colts and geldings and fillies respectively. The Jim Doherty offered a purse of \$400,000 while the Peter Haughton went to post with a purse of \$420,000. Lead by these two outstanding stakes races, along with a terrific undercard, HHP handled \$1,115,964 for the evening.
- The apron upgrade area project, now known as The HOP, opened up for business on Friday, August 11. The area has immediately become a magnet for families wanting to enjoy a night at the races.
- Saturdays BeBop at The Hop include live musical entertainment.
- The lower-level concession outlet, formerly known as Dogs n' Suds, has been renamed Trackside Grill, and along with that name change has come an expanded menu and expanded hours of operation.
- Harrah's Hoosier Park has added 20 new HD E-Terminals to the simulcast area. In addition, new 19" HD TV's have been added to the other 45 carrels.

- Harrah's Hoosier Park has continued with its year-round stabling and training for trainers wanting to set up shop on a year-long basis in our barn area.
- Family Fun Saturdays have continued throughout the meet, featuring live entertainment, face-painting, bounce houses, Cornhole Tournaments and food trucks.
- We continue to offer handicapping contests every night of live racing.
- HHP has again had several live radio remotes to promote live racing at HHP featuring Indianapolis' top radio sports personality JMV.
- Much to the delight of our patrons, HHP has featured dining specials in both the Steakhouse and Clubhouse every weekend of the live racing meet.
- HHP again supplied the Madison County community with a simply outstanding fireworks show on the 4th of July.
- First Turn Stable has returned for its eighth season with 35 club members in tow. The Club has had a Win and several other check earning performances from its horse, Major Bucks.
- When all Capital Projects/Expenditures are completed, HHP will have spent over \$3 million in Racing Capital. Major projects include:
 - New Roofing for all backside barns
 - New Video Board
 - New Apron park-like addition named The Hop
 - Two new John Deere Tractors
 - New Starting Gate Car
 - New Equine Ambulance
 - Backside Paving
- HHP continues to send its live racing signal to Australia. We are again projecting nearly \$11 million in handle will be generated from down under.
- And, finally while it is not yet a highlight as of this writing, we firmly expect Breeders Crown Weekend will be the jewel of all 2023 Highlights! Update, Breeders Crown produced a record two day handle.



2023 SPONSORSHIP HIGHLIGHTS

Harrah's Hoosier Park partners with numerous organizations and entities to support the racing programs through cash and trade sponsorships.

In 2023, sponsorships were elevated due to the support for sponsors of the 2023 Breeders Crown event.

An overview of Harrah's Hoosier Park's partnerships in 2023 is shown below

2023 Sponsorship Total: \$337,500
2024 Sponsorship Projection: \$200,000

Event Sponsor	Amount
Anderson Madison County Visitors Bureau	10,000
Anvil and Lace	7,500
Diamond Creek Farms	15,000
Black Creek Farm/Hunterton Farm	12,500
Brittany Farms	12,500
Kountry Lane	15,000
Victory Hill Farm	15,000
Indiana Breed Development	35,000
Kentuckiana Farm	15,000
Crawford Farm	10,000
Premiere Acres	12,500
HBPA	2,500
Midwest Harness Report	2,500
Ohio Harness Horeman's Association	10,000
The Stallion -Help is on the way	7,500
Cameo Hills	2,500
Meadowlands	12,500
FanDuel	12,500
United Tote	7,500
Mohawk/Woodbine	10,000
Marvin & LynnKatz	12,500
Watch & Wager	10,000
Chrims California Race information Mgmt	2,500
Global Tote	40,000
Angels Envy	5,000
Wire to Wire	5,000
Harmon Construction	10,000
Putnam Racing and Shipping	2,500
ISA	15,000
Bimeda	7,500
	337,500

HARRAH'S HOOSIER PARK 2024 RACING DATES

The 2024 race dates calendar will mimic 2023 to a great extent. The only difference will be that racing will not extend into the month of December. There will be three additional days added to the November schedule instead. The Indiana Standardbred Association and Harrah's Hoosier Park have collectively worked together to come up with a racing schedule that we believe fits the needs of most horsemen.

We will open the 2024 Race Meet on Friday, March 22 and close the meet on Saturday, November 30. The first two weeks will feature two-day weeks with the onset of April we will transition into four-day weeks. The five-day race weeks will start the last week of June and continue through the third week of October. We will then cut back to four-day race weeks during November, with the week before Thanksgiving being a three-day week and Thanksgiving Week being a two-day week.

Post time will again be 6:15 pm EDT every night but Saturday when we will start at 7 pm EDT. For the three Triple Crown Saturdays post time will be 7:20 pm EDT. Additionally, on any concert day that may occur during the race meet post time will be 4 pm EDT if approved by the Indiana Horse Racing Commission.

2024

Harrah's Hoosier Park Race Dates

January						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

HARRAH'S HOOSIER PARK 2024 STAKES SCHEDULE

Total purses (est.) **\$6,210,000**

NAME OF RACE	CATEGORY	DAY OF WEEK	DATE	PURSE (est.)
Dan Patch	Free For All	Friday	8/9/2024	\$300,000
The Hoosier Cup Eliminations (IN sired)	3yo C&G pace	Tuesday	9/3/2024	\$15,000
The Hoosier Oaks Eliminations (IN sired)	3yo Filly pace	Thursday	9/12/2024	\$15,000
The Jim Doherty Memorial	2yo filly trot	Friday	9/13/2024	\$400,000
The Peter Haughton Memorial	2yo C&G trot	Friday	9/13/2024	\$400,000
The Hoosier Cup Final (IN sired)	3yo C&G pace	Friday	9/13/2024	\$75,000
Caesars Trotting Classic	Free For All trot	Friday	9/20/2024	\$200,000
Kentuckiana Stallion Management	2yo filly trot	Friday	9/20/2024	\$200,000
Kentuckiana Stallion Management	2yo filly pace	Friday	9/20/2024	\$200,000
The Elevation	2yo C&G pace	Friday	9/20/2024	\$125,000
The Jenna's Beach Boy	3yo C&G pace	Friday	9/20/2024	\$150,000
The Hoosier Oaks Final (IN sired)	3yo Filly pace	Friday	9/20/2024	\$75,000
The Harrah's Hoosier Park Pacing Derby	Free For All	Friday	9/20/2024	\$175,000
The Madison County	2yo C&G trot	Friday	9/20/2024	\$100,000
The Phil Langley Memorial	3yo C&G trot	Friday	9/20/2024	\$100,000
Indiana Sires Stakes Super Finals	Aged/3yo/2yo	Friday	10/11/2024	\$2,000,000
The Pegasus	3yo filly trot	Friday	10/18/2024	\$60,000
The Pegasus	3yo filly pace	Friday	10/18/2024	\$60,000
The Pegasus	3yo C&G trot	Friday	10/18/2024	\$60,000
The Pegasus	3yo C&G pace	Friday	10/18/2024	\$60,000
The Circle City	3yo C&G pace	Friday	10/25/2023	\$60,000
The Circle City	3yo filly pace	Friday	10/25/2023	\$60,000
The Circle City	3yo C&G trot	Friday	10/25/2023	\$60,000
The Circle City	3yo filly trot	Friday	10/25/2023	\$60,000
The Monument Circle	3yo C&G pace	Friday	11/1/2024	\$200,000
The Carl Erskine	3 year olds trot	Friday	11/1/2024	\$200,000
The USS Indianapolis Mem.	3yo filly pace	Friday	11/1/2024	\$100,000
The Crossroads of America	3yo filly trot	Friday	11/1/2024	\$100,000
New Race (to be determined)	3yo filly trot	Friday	11/8/2024	\$50,000
New Race (to be determined)	3yo C&G trot	Friday	11/8/2024	\$50,000
New Race (to be determined)	3yo filly pace	Friday	11/8/2024	\$50,000
New Race (to be determined)	3yo C&G pace	Friday	11/8/2024	\$50,000

HARRAH'S HOOSIER PARK 2024 WAGERING MENU

With approval from the Indiana Horse Racing Commission, Harrah's Hoosier Park will maintain the same wagering menu that has proved to be so successful in 2023. As far as exotic wagering is concerned the wagering menu will include an early and late Daily Double, four Pick 3's, two Pick 4's, two Pick 5's, a Jackpot Pick 6 and one Hoosier High 5.

There will be exacta, trifecta, and superfecta wagering on every race that qualifies based on the number of horses needed to conduct such wagering. The only exception to this will be our last race on Tuesday through Friday, where we feature our signature bet, The Hoosier High 5, without superfecta wagering being offered.

In addition, Harrah's Hoosier Park will continue with the instant carryovers on Superfectas, Pick 4 and Pick 5 races where that particular race does not produce an outright winner.

Harrah's Hoosier Park will continue to offer a \$10,000 Guaranteed Late Pick 4 pool on all Thursdays and a \$10,000 Guaranteed Hoosier High5 pool on the last race of each evening, with the exception of Saturdays.

2024 Standardbred Meet

Post Times and Wagering Format

6:15pm Post Time

Race	Post Time	Off Time	Straight Bets	Exotic Bets							
				EX	TRI	SPR	**DD	***PICK-3	****PICK-4	*****PICK-5	
1	6:15 PM	6:19 PM	WPS	EX	TRI	SPR		**DD			*****PICK - 5
2	6:36 PM	6:40 PM	WPS	EX	TRI	SPR			***PICK-3		
3	6:57 PM	7:01 PM	WPS	EX	TRI	SPR				****PICK - 4	
4	7:18 PM	7:22 PM	WPS	EX	TRI	SPR					
5	7:39 PM	7:43 PM	WPS	EX	TRI	SPR					
6	8:00 PM	8:04 PM	WPS	EX	TRI	SPR			***PICK-3		
7	8:21 PM	8:25 PM	WPS	EX	TRI	SPR					
8	8:42 PM	8:46 PM	WPS	EX	TRI	SPR					JACKPOT PICK 6
9	9:03 PM	9:07 PM	WPS	EX	TRI	SPR			***PICK-3		
10	9:24 PM	9:28 PM	WPS	EX	TRI	SPR					
11	9:45 PM	9:49 PM	WPS	EX	TRI	SPR					*****PICK - 5
12	10:06 PM	10:10 PM	WPS	EX	TRI	SPR	*HH5	**DD		****PICK - 4	
13	10:27 PM	10:31 PM	WPS	EX	TRI	SPR	*HH5	**DD	***PICK-3		
14	10:48 PM	10:52 PM	WPS	EX	TRI	SPR	*HH5	**DD			
15	11:09 PM	11:13 PM	WPS	EX	TRI		*HH5				

TRIFECTA wagering each race nightly with five (5) or more runners - .50¢ minimum

SUPERFACTA wagering each race nightly *(except the last race Tuesdays - Fridays)* with six (6) or more runners - .20¢ minimum

SUPERFACTA wagering will occur in the last race on Saturdays due to no \$10,000 Guaranteed Hoosier High 5 wager

If no Superfacta winner(s), 100% carryover to the next scheduled Superfacta

*PENTAFECTA wagering with a carryover last race nightly with seven (7) or more runners - .20¢ minimum

HH5 - \$10,000 Guaranteed Hoosier High 5 - Last race every Tues, Wed, Thurs & Fri - .20¢ minimum

** Early and Late Daily Double (Races 1 & 2 and the last two races of the night) - \$2 minimum

*** PICK 3 wagering races 2-4, 6-8, 9-11 and the last three races of the night - .50¢ minimum

****PICK 4 wagering with a carryover Races 3-6 & the last 4 races of the night - .50¢ minimum

\$10,000 Guaranteed Pick 4 - Last 4 races of the night every Thursday

****PICK - 5 wagering with a carryover Races 1-5 & the last five races nightly - .50¢ minimum

JACKPOT PICK 6 wagering with a carryover - .20¢ minimum

HARRAH'S HOOSIER PARK HANDLE NARRATIVE

Harrah's Hoosier Park is projecting an all-time handle record for 2023, surpassing last year's then record handle number. Our projections call for live on-track handle to be down 5% this year (Breeders Crown handle not included), an ongoing trend with the increased use of on-line wagering apps. However, we are projecting a 5% increase in our export handle number of \$108.5 million compared to last year's export number \$103.3 million. It should be noted that this does not include Breeders Crown Handle of an estimated \$4 million. Australian handle of \$11.3 million in 2022 is projected to remain at that level for 2023 and 2024.

For 2024, Live on-track handle is forecast to be down 4%, from \$2.4 million to \$2.3 million while export handle is forecast to be up 1%, from \$108.5 million to \$109.6 million. When added together, these handle numbers project to another all-time record handle number of \$123.2 million, excluding Breeders Crown.

	2022 HANDLE	2023 PROJECTED	2024 PROJECTED
ON TRACK	\$2,520,932.00	\$2,400,000.00	\$2,300,000.00
2023 BREEDERS CROWN ON TRACK	N/A	\$100,000.00	N/A
TOTAL ON TRACK	\$2,520,932.00	\$2,500,000.00	\$2,300,000.00
EXPORT	N/A	\$108,562,983.00	N/A
2023 BREEDERS CROWN EXPORT	N/A	\$3,000,000.00	N/A
TOTAL EXPORT	\$103,393,317.00	\$111,562,983.00	\$109,648,613.00
AUSTRALIA HANDLE	\$11,298,490.00	\$11,298,490.00	\$11,298,490.00
TOTAL	\$117,212,739.00	\$125,361,473.00	\$123,247,103.00
	<i>2023 Projected On Track Handle Is 5% Below The 2022 On Track Handle (Projected 2023 Breeders Crown On Track Not Included)</i>		
	<i>2024 Projected On Track Handle Is 4% Below The 2023 Projected On Track Handle (Projected 2023 Breeders Crown On Track Not Included)</i>		
	<i>2023 Projected Export Handle is 5% Higher Than The 2022 Export Handle (Projected 2023 Breeders Crown Export Not Included)</i>		
	<i>2024 Projected Export Handle is 1% Higher Than The Projected 2023 Export Handle (Projected 2023 Breeders Crown Export Not Included)</i>		

HARRAH'S HOOSIER PARK 2024 HORSEMEN'S AGREEMENT

At this time the 2024 Horsemen's Agreement between Harrah's Hoosier Park and the Indiana Standardbred Association has not been completed.

ADW AGREEMENTS & SOURCE MARKET FEES

The Advance Deposit Wagering ("ADW") companies continue to drive the bulk of the handle when it comes to pari-mutuel wagering in North America. That statement holds true for the state of Indiana also. Consider that in 1999 total in-state revenues came in at \$1.705 million. With the onset of the Covid pandemic that number soared to \$4.689 million. For 2023, we budgeted at \$4.275 million but it now appears that we will come in well beyond that number. In fact, at the end of July we are now projecting that number to be \$4.750 million by the end of the year. This will also be the baseline budget number for 2024.

Harrah's Hoosier Park and Horseshoe Indianapolis continue to have all major ADW companies under contract. They include FanDuel, TwinSpire, Xpressbet, NYRA Bets, Caesars Racebook, Penn Gaming and Premier Turf Club.

We will continue to focus a great percentage of our marketing dollars on these ADW partnerships to make sure we are taking full advantage of having a great presence where the bettor is placing his/her wagers. When it comes to target marketing the ADW companies are a great Return On Investment!



HARRAH'S HOOSIER PARK KEY RACING TEAM



JOE MORRIS
SVP of Racing
Caesars Entertainment



COLIN SKIDMORE
SVP & GM



RICK MOORE
VP & GM of Racing



STEPHANIE TALLEY
VP of Finance



JEREMY MEDLEY
Director of Marketing



SCOTT PEINE
Director of Racing



EMILY RATCLIFF
Race Marketing Mgr./
Analyst



COOPER KEELER
Track Superintendent



ANDREW PAXSON
Backside Operations Mgr.



MICHAEL CHAMBERLAIN
Track Announcer



RON PARKER
Director of Mutuels



TEENA WALDEN
Dormitory Supervisor



RYAN CLENDENEN
AV Director



LIAM "CLAY" STOUT
Backside Security Sup.



JACOB RHEINHEIMER
Marketing & Ops Admin.



GENE CISCELL
Dir. of Market Tech./Eng.

2019 VS 2024 RACING STAFF COMPARISON

2019 RACING OPERATIONS TEAM

Sr. Vice President & General Manager
Vice President & GM of Racing
Vice President of Marketing
Dir. Of Racing/Racing Secretary
Assistant Director of Racing
Track Superintendent
Director of Audio Visual/Producer
Director of Veterinary Services
Director of Mutuels/Simulcasting
Director of Programs
Race Publicist/Race Marketing Manager
Race Marketing & Operations Admin.
Track Announcer
Race Office Assistant/Horse Identifier
Race Office Assistant
Race Office Assistant
Charter/Program Director
Horsemen's Bookkeeper
Paddock Judge
Stall Superintendent
Dormitory Supervisor
Backside Security Supervisor
Backside Operations Manager
Starter/Patrol Judge
Outrider
Racing Controller
Backside Security Supervisor
Photo Finish Technician
Judge's Stand Tote Assistant

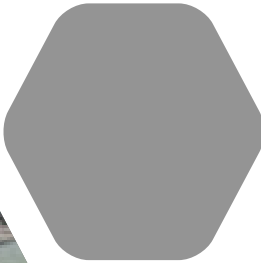
2024 RACING OPERATIONS TEAM

Senior Vice President of Racing, Corporate
Sr. Vice President & GM
Vice President & GM of Racing
Director of Marketing
Director of Racing/Racing Secretary
Track Superintendent
Director of Audio Visual/Producer
Director of Veterinary Services
Director of Mutuels/Simulcasting
Director of Programs
Race Marketing Manager/Commentator
Race Marketing & Operations Admin.
Track Announcer
Race Office Assistant/Horse Identifier
Race Office Assistant
Charter/Program Director
Horsemen's Bookkeeper
Dormitory Supervisor
Paddock Judge
Stall Superintendent
Starter Patrol Judge
Backside Operations Manager
Outrider
Racing Accountant
VP of Finance
Backside Security Manager
Backside Security Surveillance
Photo Finish Technician
Judge's Stand Tote Assistant
Marketing Manager
Race Marketing Intern (2)

2019 VS 2024 RACING FRONTLINE POSITION COMPARISONS

Below is a look at current team member positions at Harrah’s Hoosier Park. Positions currently open and seeking to be filled are noted in the chart.

POSITION	2019	2024
Track Maintenance	8 - 1 open	9
Backside Maintenance	9 - 1 open	10 - 1 open
Receiving Barn	4	4
Backside Housekeeping	5	5
Racing Office	9	8 - 1 open
Racing Security	18	18





TEAM MEMBER TRAINING & RESOURCES

Under Caesars Entertainment, the Harrah's Hoosier Park team members will continue to have enhanced training, resources and benefits promoting employee retention and growth, superior guest service, responsible gambling initiatives, and Business growth including:

- Total Returns -Earn Credits for gift cards, travel, home improvement etc.
- Enhanced Benefits Packages, including medical, on-site health clinic, 401k with matching etc.
- No Cost Continued Education and Student Loan Reimbursements
- Professional Development Opportunities
- Expanded Compliance and Ethics Training
- Responsible Gaming Training and Awareness initiatives
- Commitment to Family Style Service
- All In on Diversity, Equity, and Inclusion
- Monthly Team Member Appreciation Events



INDIANA STANDARD BRED ASSOCIATION/ HARRAH'S HOOSIER PARK PARTNERSHIP

Harrah's Hoosier Park could not be prouder of the partnership that has been formed with the Indiana Standardbred Association. HHP works in tandem with the ISA on important racing issues that impact the racing operation and the horsemen and horsewomen that we work with.

Whether it be race dates, RCFAC Capital Items, 15-year rolling equipment list, Breeders Crown Sponsorships, Breeders Crown overall preparations, or other matters that impact racing operations at HHP, the ISA's input is very much appreciated.

Meetings have been held throughout the year with various ISA committees to discuss, plan and workout any issue that needs to be addressed. Furthermore, The HHP GM of Racing meets regularly with the ISA Executive Director to discuss any and all topics related to the racing operation in an effort to solve whatever challenges there may be before they become major issues.

HHP and the ISA also work collaboratively on marketing promotions and sponsorships. Speaking of which, our pre-race show, The Night Drive, is sponsored by the ISA much to the delight of all.



HARRAH'S HOOSIER PARK SAFETY & INTEGRITY

Harrah's Hoosier Park's Commitment to Safety & Integrity

To ensure the safety of our equine athletes, Harrah's Hoosier Park employs a Director of Veterinary Services on a full-time, year-round basis. Our Track Veterinarian inspects each equine participant as he/she steps on to the racetrack and while warming to his satisfaction that horse has demonstrated that there are no health or soundness issues prohibiting that horse from racing. If there is any question as to whether a particular horse is questionable with regards to racing, our Vet has the authority to scratch a horse out of a race.

Our Track Veterinarian also monitors equine health conditions from around North America to make sure there is no horse coming from a jurisdiction with a health issue that could endanger the horses residing and racing at Harrah's Hoosier Park.

Harrah's Hoosier Park also employs a full-time, year-round Track Superintendent and a full-time, year-round Track Maintenance crew. During the racing season the crew is divided into morning and evening teams, with Leads assigned to both crews, to ensure that the track is the best it can be for morning training as well as in the evening for live racing. We always seek input from the Indiana Standardbred Association as to the condition of the racing surface.

During the racing season Harrah's Hoosier Park also brings in the internationally renowned Coon Brothers, considered to be the foremost track consultants in the harness racing industry, to meet with our Track Superintendent to determine if there are any racing surface issues that may need to be addressed. Dan and Greg Coon have already made three trips to Harrah's Hoosier Park this season.

Finally, it should be noted that Harrah's Hoosier Park remains the only harness track in North America that has 100% state-of-the-art camera coverage of all barn area stalls. Harrah's Hoosier Park employs a dedicated security officer to monitor and view all camera activity daily.

HARRAH'S HOOSIER PARK

2024 RACING CAPITAL PLANNED EXPENDITURES

Harrah's Hoosier Park is planning to spend nearly \$1.4 million in Capital Projects/Purchases in 2024 between the 15-year Equipment List and the Racing Capital Fund Advisory Committee ("RCFAC") list to not only maintain the racing facility in a first-class manner but to also continue to make the facility an even better one for our horsemen to race at.

We would like to point out that we are requesting many changes to the 15-year Equipment List, as that list no longer accurately reflects what is needed. The substitution items that we are asking approval for are all designed to address the current needs we see moving into 2024. We would also like to point out that we are planning to spend the same amount of funds that the 15-year list calls for.

We would also add that we have worked diligently with the Indiana Standardbred Association on both Capital lists, and they are in concurrence with what we are proposing.

The items that we would like to substitute for are highlighted in yellow.

2024 Harrah's Hoosier Park Racing Capital		
15-Year Equipment List		
6 F250's	@ 45,046	\$270,276
1 Special Projects Van	@ 45,046	\$45,046
1 Housekeeping Van	@ 45,046	\$45,046
1 Shuttle Van	@ 56,038	\$56,308
3 F250 Crew Cabs	@ 56,038	\$168,924
1 New Haven Delivery Van	@ 33,785	\$ 33,785\$
4 Front Side F250s		\$180,184
Total		\$798,569
From the above list we would like to not purchase the following:		
4 F250's	@45,046	\$180,184
2 Vans	@45,046	\$90,092
2 Crew Cabs	@56,038	\$112,616
1 New Haven Delivery Van	@33,785	\$33,785
Total		\$416,677
We would then like to replace the above items with the following:		
2 John Deere Tractors	@125,000	\$250,000
1 Large Skid Steer	@120,000	\$120,000
1 Housekeeping Scrubber	@6,500	\$6,500
1 Track Maint. Harrow	@15,000	\$15,000
1 Harley Rake Attachment	@15,000	\$15,000
Dozer Blade Attachment	@10,000	\$10,000
Total		\$416,500

HARRAH'S HOOSIER PARK RCFAC CAPITAL

2024 Harrah's Hoosier Park RCFAC Capital

On-Track Warning System	13,000
Wi-Fi in Certain Barn Area Buildings	200,000
LED Lights in Barn Stalls	175,000
Overhead Paddock Door Openers	7,000
Radiant Heaters in Paddocks	75,000
Fans for Paddock Barns	20,000
Tankless Water Heaters for Barns	73,000
Total	\$563,000



HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW

Category	2024 Budgeted	2023 Actual	2022 Actual	2021 Actual	Notes
Paid Media (Racing Industry)	\$275,000	\$275,286	\$291,112	\$287,011	FanDuel Pay Per Race & Race Day Enhancements (does not include horsemen contribution), TwinSpires, DRF, Track-master, Harness Racing Media
Sponsored Media	\$55,000	\$20,282	\$22,250	\$10,000	Sponsored media with Mohawk/Breeders Crown, Red Mile, & USHWA Dan Patch Awards Banquet.
Paid Media (General - Racing-Specific)	\$90,000	\$98,527	\$105,596	\$95,879	Billboards, Direct Mail, Radio, Television
Promotions	\$190,000	\$219,028	\$208,898	\$203,469	Prizes, Awards, Gifts, VIP Racing Perks
Collateral / Décor	\$10,000	\$13,000	\$12,870	\$12,401	
Entertainment	\$50,000	\$81,400	\$52,291	\$47,055	Hoosier Park Fun Nights, Family Entertainment
Comp F&B	\$20,000	\$37,000	\$22,885	\$19,000	Racing Parties, Horsemen Events, Etc.
Total	\$690,000	\$744,523	\$715,902	\$674,815	
Target		\$690,000			
<p>*The 2024 race marketing budget does not include VIP Complimentary Racing Programs, which is estimated to be an additional \$20,000 expense. Sponsored Media figure may change based on secure sponsorships. The \$690,000 Race Marketing Budget for 2024 compares favorably to the baseline 2019 budget of \$605,748, which is the measuring stick for Race Marketing Spend.</p>					



HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW

The 2023 racing season at Harrah's Hoosier Park proved to be a resounding success, marked by several notable achievements. One of the most significant highlights was the honor of hosting the prestigious Breeders Crown events for the third time in the track's history. This showcased the track's reputation as a top-tier venue for harness racing, drawing top-tier equine talent and enthusiastic crowds. The Breeders Crown events, featuring the best standardbred horses from around the world, showcased the facility's commitment to promoting excellence in the sport.

Furthermore, the season witnessed record-breaking moments, with the largest handle day ever recorded on Caesars Trotting Classic Night. This remarkable achievement underscored the growing popularity of harness racing at Harrah's Hoosier Park and the strong support of the racing community.

Beyond these headline events, the season saw consistent growth in attendance and wagering, reflecting the track's ability to engage fans and offer a thrilling racing experience. Overall, the 2023 racing season at Harrah's Hoosier Park was a triumph, solidifying its status as a premier destination for harness racing enthusiasts and industry professionals alike.

Marquee racing events including the Dan Patch Stakes, Kentucky Derby, Caesars Trotting Classic and Hoosier Champions welcomed fans to the racetrack offering activities like roaming entertainment, DJs in The Yard, Food Trucks, giveaways and more. Harrah's Hoosier Park also continued to invest strategically in racing specific media outlets including Twinspires, Fanduel, Daily Racing Form, and various other Standardbred industry media entities.

Harrah's Hoosier Park is confident that the 2024 racing season will return with an exciting and strong marketing program, featuring targeted marketing strategies, events and promotions, VIP development, strategic partnerships and more. Race marketing spend in 2024 will maintain that of 2023 levels.

Harrah's Hoosier Park's race marketing efforts in 2024 will once again address three primary audiences: on-track customers, on-track VIP customers, and simulcast wagering customers.



HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW (CONT.)

Below is an overview of each target audience:

ON-TRACK CUSTOMERS

One of Harrah's Hoosier Park's ongoing goals in race marketing is to have a clear understanding of the racing-dominant database in Caesars Rewards and focus on growing on-track rated play.

In 2023, Harrah's Hoosier Park Racing & Casino took a strategic approach at identifying the racing dominant Caesars Rewards guests.

Currently, Harrah's Hoosier Park has 703 dominant racing guests. Of those 703 guests, 216 receive race wagers on a weekly basis as a form of Caesars Rewards reinvestment.

In 2024, race marketing's goal will be to continue to increase Caesars Rewards rated racing play through various initiatives including the below:

- Kiosk Promotions that require card use (2X Multipliers on Racing, United Tote Hot Tickets, Caesars Rewards Second Chance Drawings, Mystery Play, etc.)
- Promotions that engage guests over the course of multiple races (Grand Circuit Sweep, Drawing Series, Handicapping Contests, etc.)
- Increased Visual aids on kiosk promotions to engage non-racing centric customers
- Continuation of racing messaging in Caesars Rewards monthly core mailings
- Increase in Social Media and Digital Race Messaging
- Two times points offered on Caesars Racebook on all Caesars Entertainment Racing properties



In addition to growing racing rated play, Harrah's Hoosier Park is also focused on creating a fun and exciting atmosphere for all ages and capitalizing on weekends and stakes race nights. In 2024, race marketing will promote Harrah's Hoosier Park racing as a valuable entertainment option through various tactics including the below:

- Race Fan Appreciation Nights
- Apparel and Gift Giveaways
- Weekly Open-to-the-Public (OTP) Racing Promotions
- Engaging Stakes Race Promotions
- Signature Racing Events & Festival Weekends
- Nightly Racing Contests
- Increased on-track entertainment during peak racing season
- Increased on-track food offerings during peak racing season

Harrah's Hoosier Park will also leverage its racing product to attract guests who are dominant to slots, table games, and sports through signature event promotions, free live race programs to all Diamond and Seven Stars Guests, and easy to understand mega bets. Additionally, sports-dominant guests will also be included in racing-specific invitation-only promotions.



HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW (CONT.)

ON-TRACK VIP

In 2023, Harrah's Hoosier Park took steps to strengthen its Racing VIP and Very Very Important Person (VVIP) programs and offers so that it would more proactively reward our most loyal VIP and VVIP racing guests. Harrah's Hoosier Park implemented three levels –Win, Place, Show. Guests in the Show (\$10,000-\$14,999 Total 12-month Racing Theoretical Wagering), Place (\$15,000-\$19,999) and Win (\$20,000+) groups receive complimentary handicapping materials aligning with the level of their VIP status. Show members receive \$12 daily, Place members receive \$23 daily, and Win members receive \$36 daily.

In 2024, racing VIP guests (count of 77) will have access to special promotions and complimentary race wagers received via the Caesars Rewards loyalty program, with dynamic race wager values based on their rated play.

Additionally, Racing VVIP guests will have access to not only VIP benefits but exclusive signature racing events such as Racing GM's Mix & Mingle parties, VVIP promotions such as MegaBet contests and other drawings and offers. 2X Reward Credits on all live races at Harrah's Hoosier Park and Horseshoe Indianapolis will also help generate loyalty and card usage.

In 2023, Harrah's Hoosier Park increased efforts toward the Racing General Manager Meet & Greets—these events were aimed at engaging our best horseplayers and allowing them to spend an evening with the General Manager of Racing. Harrah's Hoosier Park's player development team worked alongside the Race Marketing team to increase attendance and engagement from our very best horseplayers. Harrah's Hoosier Park's efforts were rewarded with increased attendance, increased engagement and in overall positive experience for all involved. Based on feedback from previous events, racing VIPs were also entered for the opportunity to win a complimentary dinner for two to some of Harrah's Hoosier Park's signature events. The players were also entered into a drawing for a chance to win a \$500 win bet for a signature race such as the Dan Patch Stakes and Caesars Trotting Classic race, along with receiving complimentary drinks and hors d'oeuvres during these Mix & Mingle events.

Additionally in 2023, Harrah's Hoosier Park invited our VVIP guests to be involved with the fractional ownership group—First Turn Stable. A total of 5 VVIP's were included in First Turn Stable. This will continue during the 2024 season.

Harrah's Hoosier Park's player development team will continue to market racing-specific events to hosted guests and promote racing activities to non-racing dominant guests who have a propensity to gamble on racing or enjoy racing-related activities and events.

Additionally, Harrah's Hoosier Park will work with other Caesars Racing properties to bring in new to-market guests for signature racing events. A focus on growing racing rated play should result in growing Harrah's Hoosier Park's VIP and VVIP racing-dominant guests.

SIMULCAST CUSTOMERS

With export making up nearly 96% of Harrah's Hoosier Park's total handle, a continued focus on this audience is critical to grow racing revenues. The below tactics will continue to be utilized and perfected:

- GmaxGPS Tracking System
- Fanduel TV Pay-Per-Race Broadcast
- Fanduel TV Race Enhancements
- Promotions on the Caesars Racebook app
- Twinpires Promotions & Bonuses
- On-property Twinpires VIP Parties
- DRF Advertising & Past Performances
- Guest Handicapping Analysis on stakes night broadcasts
- Free Trackmaster Past Performances Online Daily
- Guaranteed Wagers
- State of the Art Graphics Package
- Hi-Definition Broadcasting
- Social Media Integration into Export Simulcast Signal
- Nightly Australia Broadcast—1 of only 5 harness tracks to send signal into Australia
- NYRA Bets Content Management Services

HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW (CONT.)

RACING-FOCUSED ADVERTISING & INTERACTIVE PROMOTIONS

- Nationally broadcasted races on Fox Sports 2
- Fanduel Pay Per Race Broadcast
- Fanduel Race Enhancements for Opening Weekend, Dan Patch Stakes, Caesars Trotting Classic and Hoosier Champions Nights
- Twinspires Promotions & Advertising for Opening Weekend, Dan Patch Stakes, Caesars Trotting Classic, Hoosier Champions and other selected key race nights
- Daily Trackmaster Free Program Online
- Regular season advertising with Harness Racing Update, Midwest Harness and Hoofbeats
- Fan Appreciation Mailing & Bonus Offer for Opening Weekend/Dan Patch Stakes
- Daily Racing Form (DRF) Advertising & Past Performances for Selected Race Dates
- DRF Handicapping Analysis
- United States Trotting Association (USTA) and Advance-Deposit Wagering Companies (ADW) awareness on Carryovers
- NYRA Bets

RACING PROMOTIONAL PROGRAMS & FAN ENGAGEMENT

- 2X Points on All Live Races
- Lucky Ticket Tuesday United Tote Promotion
- The Golden Longshot
- Bet Against the Boss
- Ace of Races
- Superfecta Saturdays
- Interactive Handicapping Contests on Signature Race Days
- Gift Giveaways on Signature Race Days
- Road to the Derby Handicapping Contest
- Weekly Guaranteed Wagers
- VIP Owners Program
- First Turn Stable Fractional Ownership Program
- Seasonal Weekend Events (Family Fun Saturdays, Fan-tasticFridays, etc.)
- Caesars Rewards Loyalty & Engagement Program
- Caesars Racebook Two-Times points for all Caesars Entertainment Racing properties

HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW (CONT.)

SIGNATURE RACING EVENT PROGRAMMING

- Opening Week Fan Appreciation Event
- Kentucky Derby Open to the Public (OTP) Event & VIP Event and/or Promotion
- Triple Crown Cash Drawings
- Dan Patch Stakes Festival Weekend OTP Event & VIP Event and/or Promotion
- Caesars Trotting Classic & Community Night OTP Event & VIP Event
- Hoosier Champions Event & VIP Event and/or Promotion
- \$420,000 Peter Haughton and \$400,000 Jim Doherty Grand Circuit Stakes
- Closing Week Promotions

COMMUNITY EVENTS & OUTREACH

- Welcome Back Horsemen Bowling Party (In Partnership with Indiana Standardbred Association)
- Harness Horse Youth Foundation Events
- Dan Patch Festival Weekend Community Event
- Community Night at the Races
- Fright Night at the Races
- Empire of Hope Fundraising for the Aftercare of Standardbred Racehorses
- FFA Event
- HERO Volunteer Events
- Fourth of July Fireworks & Entertainment
- Music Series at The Hop Outdoor Recreational Area
- Breast Cancer Awareness Event
- Family Fun Nights with Entertainment/Activities

GROUP SALES INITIATIVES

- Increased Focus on Race Sponsorships
- Corporate/Group Nights at the Races

HARRAH'S HOOSIER PARK MARKETING & BUDGET OVERVIEW (CONT.)

SPONSORSHIPS & PARTNERSHIPS

- Indiana Standardbred Association
- Indiana Breed Development
- Grand Circuit Racing at Red Mile
- Title Sponsor at USHWA Dan Patch Awards
- Indiana Horse Racing Association's Hall of Fame Induction Event
- External Sponsorship Sales Program

VIP/RELATIONSHIP MARKETING PROGRAM

- Executive Hosts for Qualified Players
- VIP & VVIP Exclusive Promotions & Events

EXPORT PROMOTIONAL OPPORTUNITIES

- Behind-the-Scenes Camera Shots
- Dedicated and Experienced Audio and Visual Team
- Handicapping Initiatives with Fanduel Racing and Twinpires
- Weekly and Nightly Guaranteed Wagers
- Trackmaster Partnerships
- Free Trackmaster Online Race Programs - Daily
- Incremental DRF Advertising for Major Stakes Nights

CAESARS ENTERTAINMENT OPPORTUNITIES

- Increased awareness and shelf space in all Caesars Entertainment Sportsbooks
- Relationship marketing opportunities/VIP visitation
- Continued support of the Indiana Horse Racing Association's Hall of Fame Event, including assistance with compiling information, financial support for portraits, coordination of Hall of Fame display, and participation on the board of directors
- Continued support and assistance to the Indiana Breed Development program
- Continued support and partnering with the Indiana Standardbred Association
- Caesars Racebook texts and emails for all major racing events
- Promotions with sister properties under the Caesars Entertainment Racing umbrella

HARRAH'S HOOSIER PARK 2024 SIGNATURE RACES

CHAMPION RACING SEASON

Harrah's Hoosier Park will continue its annual Championship Racing Season and its efforts to both build the Indiana racing program while hosting the best harness racing athletes in the world:

\$325,000 DAN PATCH STAKES

- Indiana's Richest Pacing Event
- Dan Patch Weekend Festival
- Fox Sports Coverage
- National headline entertainment (pending routing)
- Free Family Activities
- Food Trucks & Live Entertainment
- Promotional giveaways & drawings
- VIP Pick Six & Split It (or replaced with new VIP promo)
- FanDuel & FanDuelRacing PromotionalPackage
- TwinSpiresPromotional Package
- Indiana Standardbred Association Sponsorship
- Expanded social media coverage and added promotional support for contenders
- Caesars Racebook support



\$200,000 CAESARS TROTTING CLASSIC

- Caesars Trotting Race (Indiana's Richest Older Trotting Race) leads Grand Circuit stakes on the evening, including the Hoosier Park Pacing Derby
- Fox Sports coverage
- Free Family Activities
- Food Trucks & Live Entertainment
- Promotional giveaways & drawings
- U.S. Trotting Association Strategic Wagering platform featuring guaranteed pools on various wagers
- Enhanced FanDuel & FanDuel Racing Coverage
- TwinSpiresPromotional Package
- Indiana Standardbred Association Sponsorship
- Expanded social media coverage and added promotional support for contenders
- Caesars Racebook support

HARRAH'S HOOSIER PARK 2024 SIGNATURE RACES (CONT.)

HOOSIER CHAMPIONS

- Featuring the top Indiana sired horses in 12 Super Finals for the Indiana Sires Stakes program with purses exceeding the \$1.8 million mark.
- TwinSpires and FanDuel promotional packages.
- Enhanced FanDuel TV & FanDuel Racing coverage.
- Fox Sports coverage
- Free Family Activities
- Promotional giveaways & drawings
- U.S. Trotting Association Strategic Wagering platform featuring guaranteed pools on various wagers
- Caesars Racebook support



\$400,00 PETER HAUGHTON & \$400,000 JIM DOHERTY MEMORIAL STAKES

FEATURING THE TOP 2 YEAR OLD COLT AND FILLY TROTTERS

- Free Family Activities
- Promotional giveaways & drawings
- Caesars Racebook support

