



# **HORSESHOE INDIANAPOLIS RACING & CASINO**

2024 OPERATIONAL PLAN

# HORSESHOE INDIANAPOLIS 2023 EXECUTIVE SUMMARY

The 2022 season at Horseshoe Indianapolis was full of record-breaking handle statistics and goals achieved. The momentum from those successes carried the racing team through a busy winter and we're pleased to report that the 2023 meet is shaping up to be by far the best in the history of Indiana racing.

You will recall that the 2022 meet was a huge success. A handle of nearly \$235,000,000 over the course of the season established a new record for one year in Indiana. Included in that figure was Horseshoe Indianapolis' initial foray into International Simulcasting where it is estimated that nearly \$7 million in handle was generated in non-commingled pools. In addition, Indiana Derby Day continued its steep rise on the national racing scene and a single-day handle record of \$7.5 million was established after a partnership with Fox Sports propelled our racing to a new level of awareness. Quarter Horse racing in Indiana also hit a new peak when on October 22, 2022, Horseshoe Indianapolis hosted the world championships –The AQHA Challenge Championships. One of the world's fastest horses, Danjer, wowed the locals and a large national simulcasting audience when winning the Classic.

Turning to 2023 it is safe to say that the achievements of 2022 have been overshadowed by what can be termed as nothing less than a breakthrough season. As Horseshoe Indianapolis approaches the end of our meet it is estimated that total handle will exceed \$300,000,000 in 2023. Nearly double the total handle in 2019. That growth is a direct result of significant international simulcasting increases and a continued strengthening of our position in the North American market. The partnership that we entered with Monarch Management Company has turned out to be extremely beneficial for the purse structure and has greatly expanded our signal distribution to help offset the expenses incurred in our first full year of HISA.

The Indiana Derby is a story that everyone in the Hoosier state can be proud to tell. In 2019 a handle record was set on Indiana Derby Day with a total of \$4.1 million wagered. In the subsequent years, the growth of the event and the national awareness has exploded. In 2020 the handle increased to \$5.9 million. In 2021 it grew to a new record of \$6.3 million. In 2022, with the assistance of the Caesars Entertainment partnership with NYRA and Fox Sports, a new high mark was set at \$7.5 million. Which brings us to the current year where a once unimaginable \$8.5 million was wagered...more than double the 2019 figure. In addition, the attention from the national media has grown exponentially. In attendance for the races this year was an on-site broadcast crew from both Fox Sports and TVG while dozens of other industry representatives either made their way to Horseshoe to report on the racing or attend the festivities and high-quality racing.

The successes in 2023 went hand in hand with a tremendous amount of work from an excellent racing team. Wintertime training was extremely successful and at it's peak Horseshoe

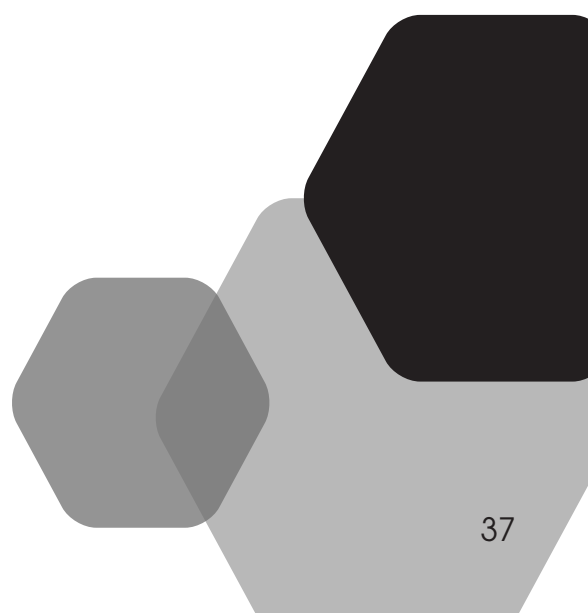
Indianapolis was home to 500+ horses, many of whom raced successfully at other racetracks while the others prepared for the return of racing in April. A significant amount of travel took place while recruiting horses and stables over the winter months. The racetracks around the country that saw a visit from Horseshoe Indianapolis representatives included: Turf Paradise, Oaklawn, Fair Grounds, Tampa Bay Downs, Turfway Park, Keeneland, Churchill Downs, and Hawthorne. Many of these sites had multiple visits as our racing team was relentless in its pursuit of horses. The results appear to be positive as the starters per race has remained consistent with 2022 while the national averages have dropped.

The Quarter Horse racing at Horseshoe Indianapolis continues to improve in quality. Coming off the Challenge Championships from a year ago, an event that was highly praised by those from out of state, our program's growth is readily apparent. Local Quarter Horses are competing for excellent purses, there's good quality in the breeding program and the future looks bright for the QHRAI.

And we're proud to say that Horseshoe Indianapolis is set to race somewhere in the vicinity of 440 Indiana bred or sired Thoroughbred races between the overnight races at all levels and stakes. This number is compared to 426 combined during the 2019 season.

On the Quarter Horse side, that number has jumped to more than 100 in 2023 when accounting for overnight races, trials and stakes designated just for our Indiana horses and horsemen. This accomplishment speaks well for the cooperation between Horseshoe Indianapolis, the Indiana HBPA, the QHRAI and the IHRC with Jessica Barnes steering the Indiana Breed Development Fund.

Lastly, a reminder of the issue facing the Thoroughbred side of our business with HISA now in place for more than a year. While we all hope to see benefits from the federal legislation that was enacted in 2021 the expense is considerable and must be recognized. In 2023 our assessment, after litigation delay, was \$1.8 million based on HISA's \$72 million budget. It has been published that HISA will be increasing their annual fees to \$81 million in 2024 and it should be expected that the assessment for our racing will increase to 2.3 million.



# HORSESHOE INDIANAPOLIS 2023 HIGHLIGHTS

- Offseason recruiting pays off. Nearly 2,000 stall applications for 1,150 stalls.
- Negotiations with Monarch produce International simulcasting agreements that will add nearly \$35 million of handle and \$200k to purses over the course of the 2023 season.
- Opening day is a big success with a handle of nearly \$2.9 million. That's up from the 2022 opening day handle of \$1.89 million.
- The season's hot start continues with the first 22 days being up from the same day in 2022. The first eight days of the meet all accumulated handle over \$2 million.
- Fox Sports starts its coverage of Horseshoe Indianapolis racing earlier than in 2022 when it uses Horseshoe Indianapolis races, along with Churchill Downs, on Tuesday, May 2nd and Wednesday, May 3rd.
- NYRA asks Horseshoe Indianapolis to participate in their national Cross Country Pick 5 on Kentucky Derby Day, May 6th. Two Horseshoe turf races are used along with three from Belmont Park. The Horseshoe races are selected over races from Gulfstream Park, Tampa Bay Downs, Oaklawn Park and others.
- Kentucky Derby Day provides a highlight as the total live handle exceeds \$2.6 million vs. \$1.9 million in 2022. On-track live handle and on-track simulcasting are both up significantly over 2022 as well.
- A new Premier Day is created with "Caesars Day" becoming an industry discussion and very popular with horse bettors around the world. With four stakes on the card the Wednesday, May 17th program handles \$5,095,168 to become the fourth-highest handle in the history of the racetrack.
- The new "Caesars Week" becomes the fourth highest-handling week on record with over \$13.2 million in wagering.
- A flash rainstorm cancels racing after 6 races on Wednesday, May 31st bringing an end to the streak of days where the handle was higher than the previous year's handle at 22 days.
- The Quarter Horse season starts off on June 3rd with a 12-race program and handle just shy of \$1 million, the highest handle for a 12-race QH card in the history of the racetrack.
- Thursday, June 8th brings the second \$5 million handle of the meet as a solid card and well-placed races return an excellent result.
- Indiana Derby week kicks off with the first-ever Drone Show on July 3rd. A large and festive crowd watched the holiday Drone show and the handle did not suffer -\$2.8 million on the twilight card.

# HORSESHOE INDIANAPOLIS 2023 HIGHLIGHTS (CONT.)

- The premier week of the meet continued with the first Friday card of the season. A solid local crowd was aided by 110 NHC entries, mostly from out-of-towners while playing for two seats.
- Saturday, July 8th was an amazing success. Indiana Derby and Oaks day brought great racing and record results. When totaling the all-sources handle the former record of \$7.2 million went down easily with nearly \$8.5 million wagered on the 12-race program. The on-track crowd, which included another 110 NHC contest entries, wagered \$328k on the live card – an increase of 20% over 2022.
- The IN Derby Day handle helped produce the highest handling week in racetrack history with \$19,199,758 in pari-mutuel handle. When factoring in International wagering the handle soars past \$20 million.
- A beautiful July 15th evening turns out to be extremely popular both on and off-track. The Boots and Brews promotion, sponsored by the Indiana HBPA, brings out a nice local crowd and the handle for the program reaches nearly \$3.4 million.
- Horseshoe Indianapolis hosted the annual Track Superintendent’s Meeting. The three-day event drew attendance from nearly 100 superintendents from around the world.
- Indianapolis Colts legend, Peyton Manning, greeted Horseshoe Indianapolis racing fans on August 5th. Manning, who was in town for a joint racing and casino promotion, spent 20 minutes regaling the racing patrons with stories from his playing days as a Colt and signing autographs.
- Indiana is gripped with a heatwave near the end of August. In the best interest of health and safety of the staff and horses, racing on Wednesday, August 23 is moved to a 10:00 a.m. post time while racing on Thursday, August 24 is changed to Monday, August 28.
- Horseshoe Indianapolis operates it’s first full season under the leadership of Track Superintendent, Tony Martinez, and Assistant Track Superintendent, Michael Depew. The addition of these two long-time racing surface experts leads to a 10% increase in turf racing over the course of the meet. A record 231 turf races through Thursday, Oct. 26 are run on the Horseshoe Indianapolis turf course in 2023.
- “Hoosier Day” is created with four handicap races on October 4th. A big day results in a handle of nearly \$3.5 million.
- The final all-Quarter Horse racing day is conducted on October 7th with a 13-race card that produces a handle of almost \$900,000. The increase in quality racing for the Quarter Horse program is readily apparent with some top-notch horses winning their Trial races. That includes the all-time leading two-year old Quarter Horse purse earner in Indiana, Red Headed Beach.



# HORSESHOE INDIANAPOLIS 2023 SPONSORSHIP HIGHLIGHTS

Horseshoe Indianapolis increased all racing sponsorships by more than 75 percent in 2023. With a dedicated salesperson for on-track signage and sponsorships, more than 20 businesses and organizations were represented trackside, including the official Winner's Circle sponsor High Barr Real Estate, a new partnership this season, and the top of the starting gate, a joint sponsorship with Murphy Trailer Sales and ITOBA.

## 2023 Sponsorship Total: \$215,000

Partnerships included:

- Pam Hann
- Brown Forman
- Indiana Breed Development
- High Barr Realty
- Dan Dakich
- Indiana HBPA
- Purdue CEESH Stable Duel
- Lip Chip
- McNeely Law Offices
- State Farm (Matt Kwiatkowski)
- Duke Racing
- B & H Electric & Supply
- QHRAI
- Bob Poynter Chevy
- Indiana Thoroughbred Alliance
- ITOBA
- Swifty Farms
- Bruce Murphy Trailer Sales S
- an Jose/Cholulas
- R Star Stallions
- Family Leisure
- Horse Racing Nation



## 2024 Sponsorship Goal: \$300,000

# HORSESHOE INDIANAPOLIS 2024 RACING DATES

## 124 THOROUGHBRED/QUARTER HORSE MEET APRIL 8 – NOVEMBER 14

The 2024 mixed Thoroughbred and Quarter Horse race meet will begin and end at roughly the same time as the 2023 season with essentially the same number of days. With that said there are some changes that Horseshoe Indianapolis and our horsemen have discussed that we felt made the most sense for our program:

- April 8 – Early start to the meet! With the Solar Eclipse scheduled to peak in Fairland, IN on April 8th, and an expected 250,000 people drawn to the Shelbyville area, we believe it made the most sense to try and run a day of racing a bit earlier than we normally would. This day of racing is an additional day over and above the 123 that were scheduled in 2023. We believe there could be a lot of fun opportunities at the racetrack when we have that many people in the area.
- After analyzing the handle trends on Saturdays vs. Mondays we are going to switch back to generally a Monday – Thursday schedule with quite a few Saturday programs mixed in. We have also seen how much more profitable the Monday racing is for our International Simulcasting business where our signal is readily available all over Europe on Monday afternoons but far more restricted on Saturdays.
- Indiana Derby Day will be on Saturday, July 6, 2024. The cohesion between that racing day, NYRA and Fox Sports has worked quite well and we hope to continue that momentum.
- We will continue to have a mid-meet break near the end of July.
- Indiana Champions Day will remain in its same spot as the last Saturday in October.
- The six Quarter Horse Saturdays will remain consistent from 2023’s calendar.
- Lastly, we’ll be requesting a 2:10 p.m. post time on Monday – Thursday race days. We believe that time will best suit Horseshoe Indianapolis’ racing in the simulcasting market.



# HORSESHOE INDIANAPOLIS 2024 RACING DATES (CONT.)

## 2024 Horseshoe Indianapolis Racing Calendar

April						
Su	Mo	Tu	We	Th	Fr	Sa
	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						
Su	Mo	Tu	We	Th	Fr	Sa
			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						
Su	Mo	Tu	We	Th	Fr	Sa
						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						
Su	Mo	Tu	We	Th	Fr	Sa
	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						
Su	Mo	Tu	We	Th	Fr	Sa
				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						
Su	Mo	Tu	We	Th	Fr	Sa
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						
Su	Mo	Tu	We	Th	Fr	Sa
		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						
Su	Mo	Tu	We	Th	Fr	Sa
					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

### Legend

Post time 10:45 a.m.
Post time 12:00 p.m.
Post time 2:10 p.m.
Post time 5:00 p.m.

### Special Post Times

April 8 - Solar Eclipse Day Racing
May 4 - Kentucky Derby 10:45 a.m.
May 29 - Memorial Day 12:00 p.m.
June 8 - Belmont Stakes 10:45 a.m.
July 4 - 4th of July 12:00 p.m.
July 6 - Indiana Derby 12:00 p.m.

### Quarter Horse Days

June 1 - 10:45 a.m.
June 29 - 10:45 a.m.
July 20 - 10:45 a.m.
August 10 - 10:45 a.m.
August 31 - 10:45 a.m.
October 5 - 10:45 a.m.



# HORSESHOE INDIANAPOLIS 2024 THOROUGHBRED PREMIER RACING SCHEDULE

Race Name	Date	Purse	Age	Sex	Dist	Turf
Sagamore Sired Stakes	5/15/2024	\$100,000	3		5 1/2	
Swiftly Sired Fillies Stakes	5/15/2024	\$100,000	3	F	5 1/2	
Caesars Stakes (Listed)	5/15/2024	\$150,000	3		1m	Turf
Horseshoe Indianapolis Stakes (Listed)	5/15/2024	\$150,000	3	F	1m	Turf
William Henry Harrison Stakes	6/5/2024	\$100,000	3 up		6	
Shelby County Stakes	6/5/2024	\$100,000	3 up	F&M	6	
Hoosier Breeders Sophomore Stakes	6/19/2024	\$100,000	3		1 1/16	
Hoosier Breeders Sophomore Stakes - Fillies	6/19/2024	\$100,000	3	F	1 1/16	
Brickyard Stakes	6/26/2024	\$100,000	3 up		6	
Checkered Flag Stakes	6/26/2024	\$100,000	3 up	F&M	6	
William Garrett Stakes	7/5/2024	\$100,000	3 up		5	Turf
Clarksville Stakes	7/5/2024	\$100,000	3 up	F&M	5	Turf
Michael G. Schaefer Memorial Stakes (Listed)	7/6/2024	\$100,000	3 up		1m 70	
Mari Hulman George Memorial Stakes (Listed)	7/6/2024	\$100,000	3 up	F&M	1 1/16	
Jonathan B. Schuster Memorial Stakes (Listed)	7/6/2024	\$100,000	4 up		1 1/16	Turf
Indiana General Assembly Distaff (Listed)	7/6/2024	\$100,000	4 up	F&M	1 1/16	Turf
Indiana Oaks (Grade III)	7/6/2024	\$200,000	3	F	1 1/16	
Indiana Derby (Grade III)	7/6/2024	\$300,000	3		1 1/16	
Snack Stakes	7/6/2024	\$100,000	3		1m	Turf
Ellen's Lucky Star Stakes	7/6/2024	\$100,000	3	F	1m	Turf
Governor's Stakes	7/31/2024	\$250,000	3		1 1/16	
Indiana First Lady Stakes	7/31/2024	\$200,000	3	F	1 1/16	
Buccheri Stakes	8/21/2024	\$100,000	3 up		1 1/16	Turf
Peony Stakes	8/21/2024	\$100,000	3 up	F&M	1 1/16	Turf
Circle City Stakes	9/4/2024	\$100,000	2		6	
Back Home Again Stakes	9/4/2024	\$100,000	2	F	6	
Empire Stakes	9/11/2024	\$100,000	3 up		1 1/16	
Hoosier Heartland Stakes	9/11/2024	\$100,000	3 up	F&M	1 1/16	
Indiana Futurity	10/2/2024	\$100,000	2		1m 70	
Miss Indiana Stakes	10/2/2024	\$100,000	2	F	1m 70	
To Much Coffee Stakes	10/2/2024	\$150,000	3 up		1 1/16	
Cardinal Stakes	10/2/2024	\$150,000	3 up	F&M	1 1/16	
ITOBA Stallion Season Stakes	10/9/2024	\$100,000	3	C&G	1m	
ITOBA Stallion Season - Fillies Stakes	10/9/2024	\$100,000	3	F	1m	
Unreachable Star Stakes	10/26/2024	\$250,000	3		1 1/16	
Lady Fog Horn Stakes	10/26/2024	\$200,000	3	F&M	1 1/16	
Crown Ambassador Stakes	10/26/2024	\$100,000	2		6	
Indiana Stallion Stakes - Fillies	10/26/2024	\$100,000	2	F	6	

## Total Purses \$4,800,000

\* Purses are estimated

- 2024 Thoroughbred Stakes Schedule will be finalized in January but will not be materially different than what was approved in 2023.

# HORSESHOE INDIANAPOLIS

## 2024 QUARTER HORSE STAKES SCHEDULE

Race Name	Purse	Age	Dist	IN Bred	Date	Total Purse
Harley Greene Derby Trials		3	350	Sired	5/16/2024	\$15,000
Born Runner Classic	\$75,000	4+	400	Sired	6/1/2024	\$75,000
Harley Greene Derby Final	\$75,000	3	350	Sired	6/1/2024	\$75,000
Horseshoe Indianapolis QHRAI Derby Trials		3	400		6/1/2024	\$14,000
Horseshoe Indianapolis QHRAI Derby Final	\$75,000	3	400		6/20/2024	\$75,000
Jaguar Rocket Trials		2	300	Bred	6/27/2024	\$15,000
Gordon Mobley Futurity Trials		2	300	Sired	6/29/2024	\$15,000
Heartland Futurity Trials		2	300		6/29/2024	\$14,000
Blue River Derby Trials		3	400	Bred	7/2/2024	\$15,000
Bradford Stakes	\$50,000	3+	400		7/3/2024	\$50,000
Jaguar Rocket Final	\$100,000	2	300	Bred	7/20/2024	\$100,000
Gordon Mobley Futurity Final	\$150,000	2	300	Sired	7/20/2024	\$150,000
Heartland Futurity Final	\$100,000	2	300		7/20/2024	\$75,000
Blue River Derby Final	\$100,000	3	400	Bred	7/20/2024	\$100,000
Horseshoe Indianapolis Classic	\$75,000	3+	400	F&M	8/8/2024	\$75,000
QHRAI Stallion Service Auction Futurity Trials		2	350		8/10/2024	\$14,000
QHRAI Stallion Service Auction Derby Trials		3	400		8/10/2024	\$14,000
Leader of the Class Trials		2	350		8/26/2024	\$14,000
John Deere Juvenile Challenge Trials					8/31/2024	\$10,000
Adequan Derby Challenge Trials					8/31/2024	\$10,000
Distaff Challenge Trials					8/31/2024	\$8,000
Bob Woodard Memorial Classic Final	\$75,000	4+	400	Bred	8/31/2024	\$75,000
QHRAI Stallion Service Auction Futurity Final (G3)	\$100,000	2	350		8/31/2024	\$100,000
QHRAI Stallion Service Auction Derby Final	\$75,000	3	400		8/31/2024	\$75,000
Leader of the Class Final	\$50,000	2	350		9/12/2024	\$50,000
Sterlie Bertram Memorial Trials		3	400	Bred	9/18/2024	\$15,000
John Deere Juvenile Challenge Final					9/19/2024	\$30,000
Adequan Derby Challenge Final					9/19/2024	\$30,000
Distaff Challenge Final					9/19/2024	\$20,000
QHRAI Derby Trials		3	400		10/3/2024	\$14,000
Miss Roxie Little Futurity Trials		2	350	Bred	10/5/2024	\$15,000
Governors Stake Trials		2	350		10/5/2024	\$14,000
Sterlie Bertram Memorial Final	\$100,000	3	400	Bred	10/9/2024	\$100,000
Hoosier Park Classic	\$75,000	4+	400	Bred	10/9/2024	\$75,000
Miss Roxie Little Final (G3)	\$150,000	2	350	Bred	10/26/2024	\$150,000
Governors Stake Final	\$125,000	2	350		10/26/2024	\$125,000
Miss Roxie Little Consolation	\$30,000	2	350	Bred	10/26/2024	\$30,000
Governors Stake Final Consolation	\$30,000	2	350		10/26/2024	\$30,000
Indiana Championship	\$100,000	3+	440		10/26/2024	\$100,000
QHRAI Derby Final	\$100,000	3	400		10/26/2024	\$100,000
<b>Total Purses</b>						<b>\$2,081,000</b>

\* Purses are estimated

# HORSESHOE INDIANAPOLIS 2024 WAGERING MENU

Race	Post Time (Mon, Tues, Wed, Thurs)	Post Time (Specialty Days)	\$2.00 Min.	\$2.00 Min.	\$0.50 Min	\$0.10 Min	\$0.50 Min	\$0.50 Min	\$2.00 Min	\$0.20 Min	\$0.10 Min
1	2:10 PM	12:00 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3	Pick 5	Double		
2	2:41 PM	12:31 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3	Pick 4	Double		
3	3:12 PM	1:02 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double		
4	4:43 PM	1:33 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double		Grand Hi 5-TB
5	4:14 PM	2:04 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3	Pick 5*	Double		
6	4:45 PM	2:35 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3	Pick 4*	Double		
7	5:16 PM	3:06 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double		Grand Hi 5-TB
8	5:47 PM	3:37 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double		Grand Hi 5-TB
9	6:18 PM	4:08 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double		Grand Hi 5-TB
10	6:46 PM	4:39 PM	WPS	Exacta	Trifecta	Superfecta	Pick 3		Double		Grand Hi 5-QH
11	7:17 PM	5:10 PM	WPS	Exacta	Trifecta	Superfecta			Double		
12	7:48 PM	5:41 PM	WPS	Exacta	Trifecta	Superfecta					

TRIFECTA/SUPERFACTA/GRAND HI 5 wagering available in accordance with IHRC rules and regulations

\*PICK 5 wagering on last five Thoroughbred races

\*LATE PICK 4 wagering on last four Thoroughbred races

ROLLING PICK 3 wagering varies based on number of races carded

DAILY DOUBLE wagering varies based on number of races carded

TB ONLY GRAND HI 5 - races 4, 7, 8, and 9 daily - with carryover

QH ONLY GRAND HI 5 - every QH race - with separate carryover

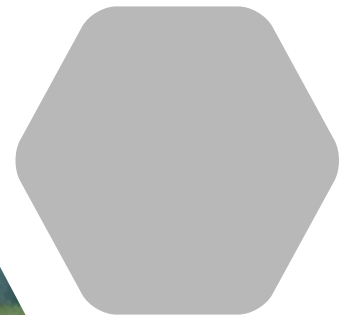
TAKEOUT RATES: WPS - 18% | PICK 5 - 11.99% | PICK 4 - 15% | All other wagers-21 1/2 %

**Pick 4 Carryover Record: \$28,764.67**  
**Pick 5 Carryover Record: \$190,529.00**  
**Pick 6 Carryover Record: \$166,573.17**  
**\$2 Win Payout Record: \$270.80**  
**Pick 6 Jackpot Payout Record: \$178,948.02**



# HORSESHOE INDIANAPOLIS 2024 PROJECTED HANDLE

	2020 ACTUAL	2021 ACTUAL	2022 ACTUAL	2023 PROJECTED	2024 PROJECTED
LIVE HANDLE	\$1,625,107	\$2,581,042	\$2,740,125	\$2,866,000	\$3,009,300
EXPORT HANDLE	\$197,335,615	\$220,570,747	\$233,162,376	\$310,000,000	\$325,000,000
TOTAL HANDLE	\$198,960,722	\$223,151,789	\$235,902,501	\$312,866,000	\$328,509,300
AVG. STARTS/ RACE-TB/QH	7.90/9.21	7.06/8.66	7.83/9.00	7.93/8.97	8.00/9.00
AVG. RACES/ DAY-TB/QH	9.04/1.82	8.52/1.78	8.25/1.8	8.36/1.75	8.4/1.8
RACING DAYS-TB/QH	90/96	117/123	120/127	117/124	118/124



# HORSESHOE INDIANAPOLIS KEY RACING TEAM



**JOE MORRIS**  
SVP of Racing  
Caesars Entertainment



**TRENT MCINTOSH**  
SVP & GM



**ERIC HALSTROM**  
VP & GM of Racing



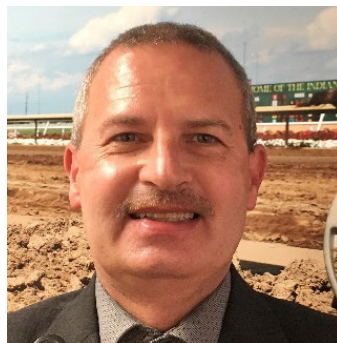
**BRIAN LEWIS**  
Director of Marketing



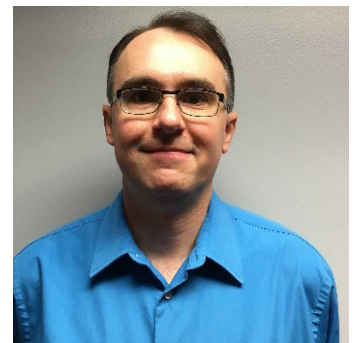
**CHRIS POLZIN**  
Director of Racing



**ANTHONY MARTINEZ**  
Track Superintendent



**TIM DEWITT**  
Racing Security Manager



**ROB WESNER**  
Mutuels Manager



**RACHEL MC LAUGHLIN**  
Broadcast Production  
Manager



**JOHN DOOLEY**  
Track Announcer



**BRIAN ARRIGONI**  
Paddock Analyst



**MARTHA CLAUSSEN**  
Quarter Horse Racing  
Analyst



**TAMMY KNOX**  
Race Marketing Manager



**TERRIL GABBARD**  
Equine Facilities Manager



**MICHAEL DEPEW**  
Asst. Track  
Superintendent/Turf  
Specialist



**VALERIE RIGGS**  
Racing Supervisor

# 2019 VS 2024 RACING STAFF COMPARISON

## 2019 RACING OPERATIONS TEAM

Sr. Vice President & General Manager  
Vice President & GM of Racing  
Dir. Of Racing/Racing Secretary  
Assistant Director of Racing  
Starter  
Paddock Judge  
Placing Judge/Photo Finish  
Placing Judge  
Placing Judge/Program Coordinator  
Clerk of Scales  
Entry Clerk  
Clocker/Claims Clerk  
Clocker  
Outrider (3)  
Horsemen's Bookkeeper  
Identifier  
Stall Superintendent  
Silks Attendant  
Jockey Room Custodian  
Track Superintendent  
Track Veterinarian (2)  
Mutuel Manager  
Security Manager  
Announcer  
Racing Broadcast Production Manager  
On-Air Paddock Analyst  
Race Marketing Manager  
Program Coordinator  
Equine Facilities Manager

## 2024 RACING OPERATIONS TEAM

Senior Vice President of Racing, Corporate  
Sr. Vice President & GM  
Vice President & GM of Racing  
Asst. Racing Secretary  
Starter  
Paddock Judge  
Placing Judge/Photo Finish  
Placing Judge  
Placing Judge/Program Director  
Placing Judge  
Clerk of Scales  
Entry Clerk  
Clocker/Claims Clerk  
Clocker  
Outrider (3)  
Horsemen's Bookkeeper  
Identifier  
Stall Superintendent  
Silks Attendant  
Jockey Room Custodian  
Track Superintendent  
Asst. Track Superintendent  
Track Veterinarian (2)  
Mutuel Manager  
Security Manager  
Announcer  
Racing Broadcast Production Manager  
On-Air Paddock Analyst  
Race Marketing Manager  
Equine Facilities Manager  
Sponsorship Manager

# ADDITIONAL STAFFING INFORMATION

## TEAM MEMBER TRAINING & RESOURCES

Under Caesars Entertainment, the Horseshoe Indianapolis team will continue to have enhanced training, resources, and benefits promoting employee retention and growth, superior guest service, responsible gambling initiatives, and business growth:

- Caesars Rewards – The World’s Leading Gaming and Entertainment Loyalty Program
- Total Service – Service-based Bonus Program for all eligible employees
- Total Returns – Team Member Rewards Program
- Enhanced Benefits Packages, including positive changes to costs associated
- Professional Development Opportunities
- Expanded Compliance and Ethics Training
- Responsible Gaming Training and Awareness Initiatives

## RACING FRONTLINE POSITION COMPARISONS

<b>POSITION</b>	<b>2019</b>	<b>2024</b>
Track Maintenance	13	15
Backside Maintenance	11	13
Receiving Barn	4	6
Backside Housekeeping	2	2
Racing Office	7	8
Track Security	30	25 - 5 open

# PARTNERSHIPS WITH HORSEMEN'S ASSOCIATIONS

The 2023 racing season brought in several opportunities for collaboration with all four groups that represent racing at Horseshoe Indianapolis. The partnerships showed unity among each organization with the track to solidify the goal of promoting and enhancing the racing product for both Thoroughbred and Quarter Horse racing.

The Indiana HBPA teamed up on several activities throughout the year, including Caesars Day Legends and Veteran's Day Legends contests where they provided \$2,500 each in elevated prize money, attracting more than 200 players both on track and online. This increases interest in our racing program and lures horse players who might not be familiar with Indiana racing, into a free game of skill with the end results shown in the export handle.

Indiana HBPA was also the presenting sponsor for the annual Boots 'N Brews, featuring games and activities for all ages, including a mechanical bull. The organization also split the cost of bringing in six Indiana Pacers legends for Indiana Champions Day, which was a big hit with fans to meet and get photos with some of their childhood idols on the hardwood.

The Indiana Thoroughbred Owners and Breeders Association (ITOBA) once again joined Horseshoe Indianapolis in a 50/50 split with a unique promotion for the winner of Road to Louisville. Tom Congalosi won the option to purchase a yearling at the 2023 ITOBA Fall Mixed Sale. He was the winning bidder of Highspeed Justice, a Harlan's Holiday filly for \$6,700. Members of ITOBA assisted Congalosi through the process of picking out a trainer, bidding on a yearling, and learning the ropes as a new owner in the sport with hopefully, a racehorse on the track next summer. ITOBA also provided prize money of \$2,500 for the Champions Day Legends Contest, which brings added awareness to one of the biggest days of racing.

The Indiana Thoroughbred Alliance (ITA) manned a table during Indiana Derby and assisted customers with basic questions involving reading the program, understanding wagering options, and overall basic questions on racing.

Finally, the Quarter Horse Racing Association of Indiana (QHRAI) partnered with the track on several events geared toward Quarter Horse days. The organization provided facepainting for each of the six days dedicated to the sprinters along with an information table with giveaways, kids activities, and drawings. They also sponsored Quarter Four, a drawing featuring the top four Quarter Horse jockeys, and four drawings for a package to Indiana Champions Day with costs split between QHRAI and the track.

Plus, QHRAI and Horseshoe Indianapolis worked together on the Youth Racing Experience held in June and split the cost on long sleeved T-Shirts in October during the final all Quarter Horse racing day. Partnerships with all four horsemen's organizations is vital to the progress and success of racing for both Thoroughbred and Quarter Horse racing. We are already planning and mapping out promotional partnerships for 2024.



# HORSESHOE INDIANAPOLIS CAPITAL INVESTMENTS & SAFETY

The 2023 Horseshoe Indianapolis Capital Investment and Safety plan was quite comprehensive. With the year-round training in effect for its third full year the wear and tear on some of the equipment has been quite noticeable and a need for replacing several large items was apparent.

The 2023 Rolling Maintenance Capital called for \$813,708 to be allocated for rollers, floats, harrows and snow moving equipment. However, the area of greatest need was in tractors and other safety related items.

At the March 2023 IHRC meeting the Commission approved the following items for substitute items in the Rolling Maintenance Capital.

- Float (\$23,000)
- Harrow (\$33,000)
- 4 – New Holland Tractors (\$494,800)
- Equine Ambulance (\$121,587)
- Drone(s) (\$40,000)
- Paddock Irrigation (\$49,100)
- Ventrac Lawn and Snow Remover (\$20,971)
- Track Warning Systems (\$20,000)
- Jogging Spot (\$15,880)
- Gator (\$9,700)



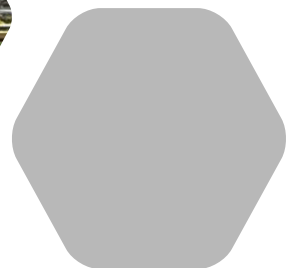
# HORSESHOE INDIANAPOLIS CAPITAL INVESTMENTS & SAFETY (CONT.)

In addition, the RCFAC saw numerous projects that have improved our facilities at Horseshoe Indianapolis. The Committee brought a list of projects to the late-November IHRC meeting and the following were approved:

- Turf Rail and Geolocation (\$150,000)
- 12 – Four Arm Walkers (\$85,000)
- Eurocizer Footing Material (\$20,000)
- Surveillance Cameras for the Barn Area (\$30,000)\*
- Sand for Turf Course Drainage (\$20,000)
- Apron Project (\$650,000)
- Building Trailer for Vets (\$20,000 – later removed as building was purchased by a vendor)
- Finish Line Camera (\$25,000)
- Winterization of the Quarter Horse Barn for off-season stabling (\$150,000)

The 2024 Rolling Maintenance Capital has \$698,221 allocated for vehicle replacements. We are in the process of assessing the needs of our maintenance, security and racing teams and the current fleet of automobiles that we have on the property. We will have an updated list of necessary equipment for the 2024 season at the March IHRC meeting.

*\*Total project worth \$90,000 over 3 years from 2021 through 2023*



# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW

The term “status-quo” is not in the vocabulary of the Race Marketing Team at Horseshoe Indianapolis Race. Everyone is always looking for ways to enhance and elevate the racing program, and what a fun and exciting year it has been. From hosting a unique patriotic drone show that drew thousands of fans to hosting NFL Hall of Famer Peyton Manning, it’s been an action-packed year from start to finish.

The year kicked off with the Road to Louisville contest with the prize at the end the option to purchase an Indiana yearling from the ITOBA Fall Yearling Sale. Tom Congalosi was the recipient of the option and attended the sale, purchasing Highspeed Justice, and is now designing his new silks for the 2024 racing season. This is the second year the track has partnered with ITOBA on this project as first year winner Tony Bradshaw saw his horse, Jailhouse Justice, race this fall.

After a string of successful spring events, action really ramped up in the summer with our Saturday series. Each weekend had a special theme, bringing fans in for International Fest, featuring the ninth annual World Jockey Challenge, Horseshoe Hysteria, with a guest appearance by Dan Dakich who donated 13 bikes to kids in Shelby County, Boots `N Brews in partnership with Indiana HBPA, PDJF Day, Empire of Hope, raising money for racehorse aftercare programs, and Pups and Ponies, bringing awareness to the Indy Humane Society. Every Saturday in August was earmarked to raise money for a charitable event.

Horseshoe Indianapolis played host to a special guest in early August as Peyton Manning made a guest appearance during racing before heading to a VIP event in the casino. Betty Strohm, longtime racing fan, was selected to meet Peyton, who obliged fans with numerous autographs and photos during his visit to the winner’s circle.



# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW (CONT.)

Horseshoe Indianapolis was back in business with a special Independence Day celebration, featuring live music, food trucks, giveaways, and great racing leading into a drone show featuring 200 drones creating shapes and displays in the sky. The apron and parking lots were filled to the max to watch the spectacular display.

Once again, it was “all hands on deck” for the 29th running of the Grade 3 Indiana Derby. This year’s event was complemented by two sessions of the National Handicappers Championship that sent six to the finals next March in Las Vegas. Caesars Entertainment Racing provided the track with 20 seats to the 2024 Final, giving the track ample opportunity to reward some of the best customers we have with a free trip to the prestigious finals.

The second largest day of racing fell at the end of October with Indiana Champions Day, featuring the state’s best Thoroughbred and Quarter Horses. Many ancillary events supported the racing program, including appearances by six NBA/ABA basketball stars, who signed autographs and provided photo ops. The entire day was a true feeling of camaraderie between all the racing groups and Horseshoe Indianapolis as partnerships provided added enhancements and provided a real sense of teamwork for the day.

Finally, Horseshoe Indianapolis hosted another day dedicated to Veteran’s Day weekend. The event included an elevated prize of \$2,500 for the handicapping contest courtesy of Indiana HBPA while 10 nationally known handicappers went to work to raise funding for Hoosier Families and Veterans (HVAF). Each race was named in honor of a local veteran tied into the track along with the annual “Salute the Veterans” Classic, inviting all veterans to the winner’s circle for special recognition of their service and a blanket presentation to the winner.



# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW (CONT.)

## 2024 Marketing Budget

Category	2024 Budgeted	2023 Actual	2022 Actual	2021 Actual	Notes
Advertising & Sponsored Media	\$670,000	\$688,806	\$774,617	\$716,896	Racing-specific media, OOH, magazines, Internet, print, TV radio, newspaper, TVG Media partners, Gate Cam, National Beverage program
Promotions & Events & Collateral	\$550,000	\$540,000	\$452,861	\$527,750	Prizes, awards, promotional gifts, special events, décor, posters
Entertainment	\$50,000	\$40,000	\$35,797	\$13,096	Special Events
Comp F & B/Race Wagers	\$230,000	\$222,397	\$236,725	\$233,000	Specialty Race Day events, industry events, vouchers
<b>Total Target</b>	<b>\$1,500,000</b>	<b>\$1,491,203</b> <b>\$1,500,000</b>	<b>\$1,499,887</b>	<b>\$1,490,742</b>	

Note: The \$1.5 million Race Marketing Budget for 2024 compares favorably to the baseline 2019 budget of \$1,348,618.

## ON-TRACK RACING VIP STRATEGY

On-track Racing VIP services continues to provide racing specific events to cater to guests interested in attending racing events. The goal of the On-Track Racing VIP team is to provide excellent guest services related to racing while expanding opportunities to get more involved with the program.

Racing VIP Services will continue to expand and explore events that appeal to VIP guests seeking to get more involved in racing. An onsite manager for Caesars Racebook is now available and seeking ways to tie current players into horse racing.

Other opportunities for 2024 include:

- Continued Racing VIP gatherings during special live racing events hosted by Relationship marketing, including food and beverage, programs, racing wagers and special giveaways
- Continued support of the VIP Owner's Club with free programs, water and coffee each racing day in the Derby Suite on the first floor of the Grandstand
- Special Racing VIP trips to off-site locations, such as other racetracks, farms, special racing events, etc.
- On site visits from "Racing" Rachel McLaughlin to national events, including the NHC Finals, Breeders' Cup, and Jockeys and Jeans.

# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW (CONT.)

## EXPORT STRATEGY

Horseshoe Indianapolis continued the process of engaging and promoting the signal to a whole new crowd via simulcasting and off-site wagering platforms last season. The program continues to move in an upward trend and work continues to keep this movement rolling for the 2024 racing season.

Participation in contests continues to grow as new innovative formats are introduced, plus the expansion of seats available to the 2025 National Horseplayers Championship will entice more players to tune in and get familiar with Indiana's racing product. Social media outlets also continue to hold strong with the participation of Track Announcer John G. Dooley, "Racing" Rachel McLaughlin, Brian Arrigoni, and Martha Claussen posting daily. All together, they have more than 25,000 followers on "X" the new version of Twitter.

Below is a continuation of forward strategy for both Thoroughbred and Quarter Horse racing in 2024:

- Continued involvement with FanDuel TV coverage during the week through the "pay to play" plan to get live racing on their broadcast
- Continued Quarter Horse racing programs at a late morning post time to attract wagering through export locations such as FanDuel TV and Twinspires with little or no competition while providing on track promotions and events
- Continue addition of nationally known handicappers from Thoroughbred and Quarter Horse racing for specialty events throughout the season to engage new followers
- Expanded online handicapping contests through social media with unique and elevated prizes, expanding the reach of the Horseshoe Indianapolis racing program
- Implement opportunities for cross promotion with other Caesars Entertainment owned racing properties
- Explore additional advertising and partnership opportunities with Quarter Horse racing.
- Continued work with sportsbooks across the country owned by Caesars for better shelf visuals as well as continued promotional giveaways and ways to link players to Horseshoe Indianapolis racing
- Caesars Racebook promotions, including Two-Times points on all Caesars Entertainment racing properties

# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW (CONT.)

The marketing department was able to tweak its advertising campaign in 2023 to include more television advertising on four separate occasions. Special segments featuring “Racing” Rachel McLaughlin were created for Summer Saturday racing, Quarter Horse/Boots and Brews, Indiana Derby and Indiana Champions Day on all four networks in Central Indiana, including NBC, ABC, ABC and new in 2024, CBS. The segments were played on numerous news broadcasts, expanding the exposure of racing to a new crowd.

Horseshoe Indianapolis was also able to secure commercial time on four separate occasions on Thursday night’s televised NFL games, which has a high volume of viewers, again expanding the exposure of racing in a new format.

Also, part of the television deal with ABC was the continuation of daily weather segments for the Wire to Wire Show featuring WRTV’s Weatherman Todd Klaussen. These segments have become very valuable to racing fans, team members and even horsemen to see the weather patterns predicted for the area during racing. WRTV is also planning to install a weather camera for 2024.

In addition to the television segments, Horseshoe Indianapolis also brought back local advertising in Shelbyville. In addition to the Shelby News package of ads for weekend events, a special package was put together for local radio station WSVX and the Shelby County Post, an online news source for Shelbyville and Shelby County.

Finally, Horseshoe Indianapolis continued its industry advertising with numerous entities, spreading the word about racing in Indiana. The biggest piece of the industry advertising budget is earmarked to Fanduel TV, which boasts the largest distribution to simulcast players and handle. Other outlets for industry advertising included Twinpires, Horse Racing Nation, Horse Racing Happy Hour, StableDuel, Steve Byk’s At the Races, Horse Racing Radio Network, Daily Racing Form, and In the Money, to name a few. Part of the package with Horse Racing Nation included daily graphics and handicapping tools which were displayed during the live racing broadcast, giving fans even more information when watching and wagering on the racing program. This enhancement was new in 2023.

Horseshoe Indianapolis was also a test site for a new, innovative program in 2023. Daily Racing Form provided the DRF Formulator, which showed current odds and projected final odds, giving racing fans an in depth look at each race, including Quarter Horse racing. The addition to the televised program was well received by racing fans and the hope is to continue the program in 2024.

# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW (CONT.)

## ADVERTISING & BROADCAST INITIATIVES

- Horseshoe Indianapolis was able to create new advertising initiatives in 2023 and the team is already in the process of reaching even more opportunities for 2024.
- The continued partnership with WRTV 6 added exposure to a new audience. “Born to Run with Kevin Lee” continues to be a great avenue for advertisement with four sessions set up in 2023 covering Summer Saturday racing, Quarter Horse racing, Indiana Derby and Indiana Champions Day
- Numerous podcasts were solicited to promote special racing events in 2023 and this initiative will take even one step further into podcast opportunities in 2024. Rachel McLaughlin was a popular guest on more than eight podcasts last season and the schedule will expand to include more events in 2024.
- Renew the segments with Fox 59 for their show “Indy Now” to feature special events and guest visits with Rachel McLaughlin, on-air racing talent from Horseshoe Indianapolis.
- Continuation of CBS Marketplace with Heather MacMillan, a new opportunity in 2023
- Continuation of NBC’s Inside Track with Laura Steele featuring Rachel McLaughlin
- Enhance Quarter Horse racing in Indiana with continued partnerships for racing media outlets specializing in Quarter Horse racing, including StallionESearch and Speed Horse and continue partnership with both Martha Claussen and Jose Contreras for added analysis and support during bigger Quarter Horse racing days.
- Twinspires and FanDuel TV remain as the two largest portals for wagering on Horseshoe Indianapolis and opportunities will continue at the same level in 2024.
- Caesars Racebook and sister track promotions

## GROUP SALES INITIATIVES

- Horseshoe Indianapolis is committed to providing group experiences during live racing. Several of the private rooms are utilized for special gatherings with potential added space available under the new trackside awning.





# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW (CONT.)

## ON-TRACK PROMOTIONAL INITIATIVES

- Free daily racing contests for both on-track and on-line horseplayers with prize money in excess of \$85,000 offered during the 2024 racing season
- Free daily tipsheets from Racing Rachel McLaughlin, Brian Arrigoni, and Quarter Horse Analyst Martha Claussen to assist players in watching and wagering on races
- Continued specialty wagers highlighted by the Late Fire 5 (Pick 5) featuring one of the lowest takeouts in the country at 11.99% plus reduced takeouts on the Pick 4 at 15%, which attracts horseplayers nationally to the Indiana racing product
- Provide at least four qualifying sites for the National Horseplayers Championship featuring racing from Indiana, sending up to 20 individuals to the finals in Las Vegas
- Assist with the Quarter Horse Youth Racing Experience in cooperation with QHRAI to send the winner to the AQHA national Youth event in New Mexico in 2024
- Continued guest appearances by local and nationally known handicappers and analysts for both Thoroughbred and Quarter Horse racing
- Extensive schedule of specialty programs to include the Fishing Derby, Indiana Derby, Kentucky Derby Day, PDJF Night, Boots 'N Brews, International Fest, Pink Out, Veteran's Day and Indiana Champions Day
- Enhanced all-Quarter Horse racing programs on Saturdays to showcase the sport through added incentives and promotions
- Special kick-off to racing April 8 with trackside activities and a racing program surrounding the Total Solar Eclipse with the racetrack as the epicenter of the unique experience
- Revamped Road to Louisville contest over 15 weeks in the spring featuring added prizes
- Introduction and utilization of the new awning trackside with additional opportunities for seating, entertainment, and promotions
- Independence Day celebration featuring activities and entertainment surrounding a specialty evening



# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW (CONT.)

## COMMUNITY EVENTS & OUTREACH

(See expanded detail of community outreach and volunteerism in the Community Impact section)

- National FFA Convention Week featuring Career Success Tours as a site host to more than 120 students
- Welcome Back BBQ for backstretch workers and horsemen/horsewomen to set the tone for the racing season
- Committed support to various equine related charitable giving groups focused on racehorse aftercare programs, PDJF, and Equine Research
- Continuation of the Jon Schuster Memorial scholarship for the University of Arizona Racetrack Industry Program
- Jockey Toy Drive providing toys to the local chapter of CASA for Christmas gifts
- Continued support of Jockeys and Jeans to support PDJF with the national event as well as “Racing Across America” in early August
- Provide a backdrop for fundraising during October to benefit Indiana Women in Need (IWIN) a local cancer organization
- Continued specialty program for Veteran’s Day to raise funding and awareness through special contests for Hoosier Veterans and Families (HVAF) of Central Indiana
- Continuation of Empire of Hope, featuring on-track racehorses in second careers through the “Parade of Champions” and provide fundraising events to help support the cause
- Support of Grayson Equine Research with the annual Grayson Grass Challenge, entering its fourth year in 2023, to raise funding and awareness for the organization, which is part of The Jockey Club
- Fundraiser for the Indy Humane Society on “Pups and Ponies” with the adoption wagon trackside for on-site adoptions



# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW (CONT.)

## SPONSORSHIPS AND PARTNERSHIPS

- Indiana HBPA, ITOBA, Indiana Thoroughbred Alliance, and QHRAI
- City of Shelbyville
- Shelby Parks and Recreation
- SCUFFY (Shelby County United Fund for You)
- Blue River Community Foundation
- Agape Therapeutic Riding Center
- IMPD Mounted Patrol
- Thoroughbred Aftercare Alliance, Friends of Ferdinand, Tri State Thoroughbreds, Horse Angels, Inc., New Vocations Racehorse Adoption, Thoroughbred Retirement Foundation

## VIP/RELATIONSHIP MARKETING

- Dedicated relationship marketing contact
- Special VIP horseplayer incentives and events
- Frequent dining specials and/or hosted events
- On-track and simulcast incentives, including Caesars Racebook
- Caesars Suite/Derby Suite options for special events
- National racing event appearances by Rachel McLaughlin

## EXPORT PROMOTIONAL OPPORTUNITIES

- Continued growth of Social Media presence and posts, including racing podcast segments and enhanced post buys for special events
- Online featured contests weekly through Dooley's Legends, Shoe-In, Sur-5-Vor, and other online handicapping contests
- Highlighted online incentives and promotions with Caesars Racebook
- Continued weekly appearances on Sirius Radio and other shows, including Fanduel TV, Twinpires, America's Best Racing, Horse Racing Nation, and other industry-related media outlets
- Blood Horse National Stakes Guide listing and advertising to promote major premier racing events
- Enhanced Quarter Horse media coverage and advertising for specialty days

# HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW (CONT.)

## CAESARS RACING OPPORTUNITIES

- Continued increased awareness at all Caesars Entertainment venues
- Potential promotional campaigns with major venues for Caesars Entertainment in Las Vegas and New Jersey Sports Books
- Additional promotions and incentives through Caesars Racebook
- Cross-promotions with other Caesars Entertainment Racing venues
- Relationship marketing opportunities to expand awareness and participation in racing events
- Continued support and execution of the Indiana Horse Racing Association's annual Hall of Fame event, which includes compiling information, photos, and videos for the presentation, coordination of all materials, including the program, invitations and talking points, and portraits for the Hall of Fame display
- Continued support and assistance of the Indiana Breed Development programs for both Thoroughbred and Quarter Horses
- Continued partner with Jockeys and Jeans on a national level to raise funding and awareness for the PDJF, including the national event in 2023 which was held at Caesars Palace in Las Vegas
- Multi-year sponsorship and hosting of the National Horseplayers Championship at Bally's in Las Vegas
- Increased participation for qualifiers of the National Horseplayers Championship with 20 individual spots secured by corporate to enhance and bring players to the racetrack on multiple occasions in 2023
- Increased exposure overseas as one of the only tracks available in England, Ireland, and other countries through their local sports wagering outlets
- Added incentives and allocations from Caesars Rewards players club, giving back to members who watch and wager on racing at the track



# HORSESHOE INDIANAPOLIS 2024 SIGNATURE RACES (CONT.)

## GRADE 3 \$300,000 INDIANA DERBY

- Indiana's richest day of racing with purses of more than \$1.2 million
- Now known as Central Indiana's biggest summer sporting event, attracting crowds of more than 6,000 annually
- Celebrity appearance support, including Dan Dakich, local basketball and sports analyst
- Cigar rolling station, 360 photo booth, Magic Mirror Selfie booth, and other free activities for fans of all ages
- VIP Party experience and retail seating sales in Clubhouse
- Enhanced racing media coverage from Fanduel TVG, Twinspires, Daily Racing Form, and other major racing media outlets
- Special Derby Legends handicapping contest
- Two National Horseplayers Championship qualifiers over Derby weekend, sending six to the multi-million dollar finals in Las Vegas
- Special blanket, flower and trophy presentations



## GRADE 3 \$200,000 INDIANA OAKS

- One of eight premier races featured on Indiana Derby Day
- Indiana's first and oldest Graded Stakes race
- Attracts some of the sport's biggest three-year-old fillies annually, including 2020 Kentucky Oaks champion Shedaresthedevil
- Special blanket, flower and trophy presentations



## CAESARS DAY

- Indiana's richest day of turf racing featuring the \$150,000 (Listed) and the \$150,000 Horseshoe Indianapolis (Listed)
- More than a half-million in purses for the day, making it the third largest Thoroughbred racing card each season
- Expanded coverage on FanDuel TVG, Twinspires, and Daily Racing Form
- \$2,500 Caesars Day Legends contest sponsored by Indiana HBPA
- Promotion and presence in all Caesars Entertainment sportsbooks
- Complemented by two other premier racing events, creating a special All-Premier Racing Pick 4 wager



# HORSESHOE INDIANAPOLIS 2024 SIGNATURE RACES (CONT.)



## INDIANA CHAMPIONS DAY

- Indiana's second richest day of racing featuring purses in excess of \$1.1 million with the spotlight on the state's top Thoroughbred and Quarter Horse equine athletes
- On Track giveaways, including two \$3,000 Megabet drawings, one for Thoroughbred and one for Quarter Horse, along with two breed specific handicapping contests
- Special stakes trophy and blanket presentations to each winner
- On-site podcasts and media coverage with an emphasis on social media outlets
- Special celebrity guest appearances, including Indiana Pacers Legends
- Cigar rolling station, 360 photo booth, facepainting and more targeting guests of all ages

## QUARTER HORSE STAKES

- Six dedicated Saturdays of racing with a 10:45 a.m. post time
- Total of 23 stakes races with purses in excess of \$1.9 million
- Entertainment and free activities geared toward family fun
- Promotional giveaways and drawings
- Specialty days featuring a Fishing Derby, Holiday celebrations, etc.
- Indiana Champions Day spotlighting four stakes with purses in excess of \$500,000 along with a dedicated handicapping contest, \$3,000 Megabet, and more
- Expanded coverage including social media platforms
- Promotion and presence with FanDuel TV through specially placed racing programs
- Added handicapping analysis daily by nationally known Quarter Horse personality Martha Claussen
- Quarter Horse Stakes coverage from Jose Contreras, known as @LosPonies, based out of California



# HARRAH'S HOOSIER PARK AND HORSESHOE INDIANAPOLIS COMMUNITY IMPACT REPORT

# COMMUNITY IMPACT OVERVIEW

Harrah's Hoosier Park and Horseshoe Indianapolis are both very committed and present in their respective communities. Both facilities fulfilled their community giving commitments in 2023 and were active participants in numerous events and causes, and even joined forces to enhance the giving effectiveness for area organizations.

Both Harrah's Hoosier Park and Horseshoe Indianapolis participated in the annual Indiana Coalition Against Domestic Violence, pooling funds to provide a \$15,000 donation during their annual walk/run around downtown Indianapolis. Team members from both properties participated in the event.

The facilities also partnered up to provide a \$20,000 donation to the Central Indiana Police Foundation, which is in the process of building a permanent home for the Indianapolis Mounted Police Department just west of downtown. Both Harrah's Hoosier Park and Horseshoe Indianapolis will be displayed in the barn as sponsors of the new facility set to open next year.



A total of \$430,000 was dispersed to organizations associated with Harrah's Hoosier Park while \$525,000 was allotted to organizations connected to Horseshoe Indianapolis. Each total was skewed with commitment to their local communities as more than 75 percent of the budget was earmarked to Anderson/Madison County and more than 78 percent was placed into Shelbyville/Shelby County.

Vision for both facilities remains in focus to ensure both communities are being embraced with financial, physical, and team member support on an annual basis.



# COMMUNITY IMPACT OVERVIEW (CONT.)



HARRAH'S HOOSIER PARK	2019	2020	2021	2022	2023
Madison Co. / Anderson	\$105,885	\$270,494	\$271,000	\$275,000	\$195,000
Madison Co. - Other	\$15,650	\$3,750	\$4,000	\$64,500	\$150,150
Madison County Total	\$121,535	\$274,244	\$275,000	\$339,500	\$345,150
Equine	\$57,217	\$119,537	\$120,000	\$75,000	\$36,500
Other	\$43,088	\$34,563	\$35,000	\$15,500	\$36,500
<b>GRAND TOTAL</b>	<b>\$221,840</b>	<b>\$428,344</b>	<b>\$430,000</b>	<b>\$430,000</b>	<b>\$430,000</b>



HORSESHOE INDIANAPOLIS	2019	2020	2021	2022	2023
Shelby Co./ Shelbyville	\$135,830	\$269,000	\$273,500	\$316,500	\$208,413
Shelby Co. - Other	\$60,333	\$30,700	\$31,270	\$130,000	\$205,587
Shelby County Total	\$196,163	\$299,700	\$304,770	\$ 446,500	\$414,000
Equine	\$5,900	\$70,000	\$70,250	\$70,000	\$70,000
Other	\$132,277	\$155,300	\$151,564	\$8,500	\$41,000
<b>GRAND TOTAL</b>	<b>\$334,340</b>	<b>\$525,000</b>	<b>\$526,584</b>	<b>\$525,000</b>	<b>\$525,000</b>

COMBINED	2019	2020	2021	2022	2023
Host Co. - Anderson & Shelbyville Only	\$241,715	\$539,494	\$544,500	\$591,500	\$403,413
Host Co.- Other	\$75,983	\$34,450	\$35,270	\$194,500	\$355,737
Host County Total	\$317,698	\$573,944	\$579,770	\$786,000	\$759,150
Equine	\$63,117	\$189,537	\$190,250	\$145,000	\$106,500
Other	\$175,365	\$189,863	\$186,564	\$24,000	\$77,500
<b>GRAND TOTAL</b>	<b>\$556,180</b>	<b>\$953,344</b>	<b>\$956,584</b>	<b>\$955,000</b>	<b>\$943,150</b>

# CORPORATE COMMUNITY IMPACT OVERVIEW

Corporate social responsibility (CSR) provides direction for each and every one of us at Caesars Entertainment to act with integrity and care for our colleagues, communities and the environment. PEOPLE PLANET PLAY is Caesars Entertainment's CSR framework. With Eldorado Resorts and Caesars Entertainment combined, we will continue building upon this foundation and support the communities where we live and work through volunteer programs and other philanthropic efforts, including integrating existing Eldorado property programs.

PEOPLE PLANET PLAY contains 11 CSR priorities representing our most important business impacts on people, our communities, society and the environment. Caesars Entertainment has set goals for each of these 11 priorities that will help strengthen our overall impact and contribution.

**PEOPLE** Caesars Entertainment is committed to putting people first. This means promoting diversity and inclusion along with health and wellness, to create a great place to work. The company is dedicated to supporting local communities and providing positive economic contributions.

**PLANET** Caesars Entertainment is committed to environmental stewardship. It's part of our Corporate Code of Commitment and represents our promise to preserve the planet for current and future generations. To carry out this promise, we initiated CodeGreen, and it has become part of the way we do things at Caesars Entertainment.

Caesars Entertainment's CodeGreen strategy drives environmental awareness and engagement, as well as performance, across the business. It is synonymous with environmental stewardship at Caesars Entertainment. A data-driven and disciplined environmental program that leverages the passion of our employees, CodeGreen also engages our guests and suppliers. CodeGreen was established in 2008, with a baseline year of 2007 for environmental targets and 2011 for our science-based goals. The strategy now encompasses additional elements of our corporate responsibility strategy for a comprehensive approach and includes community involvement and engagement of our colleagues at many different levels.

**PLAY** PLAY is what helps us thrive. PLAY is essential to our essence. PLAY makes people happy, relieves stress and connects people to others. PLAY helps fuel imagination and creates memorable experiences. That's why our mission of "inspiring grown-ups to play" is a very serious thing indeed. We believe that helping create a society that knows how to have fun and get the most out of life is an important part of the social value we generate. Of course, in a casino entertainment business, PLAY also means gaming. As long as gaming is fun, we're happy. To protect against the risks of gaming becoming a problem for some individuals, we maintain the most robust Responsible Gaming program in our industry, having led the industry in our commitment to Responsible Gaming for over 30 years. Forging connections and making everyone feel happy and at home are also parts of PLAY. Our responsible business practices, as well as our approach to diversity, equity and inclusion lets everyone be a winner.

**SUPPORTING OUR COMMUNITIES** Supporting our communities comes naturally to us at Caesars Entertainment. We connect at all possible levels from within our organization to integrate seamlessly within our communities' governing bodies, economic, social and environmental lives. Our diverse employees are recruited from our local communities and they are motivated to connect through our PEOPLE PLANET PLAY initiatives supporting the community. We are also known for the public stand we take on social and environmental issues that affect our guests, our employees and our communities. Our leaders are often in the public eye, speaking out about issues that are close to our hearts.

# CORPORATE COMMUNITY IMPACT OVERVIEW (CONT.)

**RESPONSIBLE GAMBLING** Promoting responsible gaming is part of the heritage and culture of Caesars Entertainment. It's the foundation of our Code of Commitment, which spells out the principles that govern the way we do business. Our company's long-standing and continuing commitment to responsible gaming is something we take great pride in. Caesars Entertainment's position on this issue is clear: We want everyone who gambles at our casinos to be there for the right reasons – to simply have fun. We believe that all entities involved in legal wagering have an obligation to promote responsible gaming and address underage gambling.

**DIVERSITY, EQUITY & INCLUSION** To achieve the best experiences for guests, the values, principles and practices of diversity, equity and inclusion must be embedded in every part of our organization - starting with the way we help change public perception through to the way we market and promote our gaming, entertainment and hospitality offerings. We have formalized a diversity, equity and inclusion framework that identifies five pillars of activity and focus on how we can most effectively make a difference within each of them.

**HERO** Our HERO volunteer program enables, encourages and empowers team members to be leaders in our communities by embodying the spirit of People Planet Play. In 2023, Harrah's Hoosier Park and Horseshoe Indianapolis had more than 15,000 HERO hours combined.

**BOARDS & SERVANT LEADERSHIP** Harrah's Hoosier Park and Horseshoe Indianapolis will continue to promote servant leadership and encourage participation on boards and organizations at both a local and state level, at the same level as in years past.

**SPONSORSHIPS & COMMUNITY RELATIONS** Harrah's Hoosier Park and Horseshoe Indianapolis continue a community relations programs in 2023, providing support for key organizations in host communities and in the state of Indiana. An outline of the 2022 recap can be found in the appendix files.

**TOURISM** Horseshoe Indianapolis and Harrah's Hoosier Park continue to maintain the number one and two spot in the Indianapolis Business Journal's most popular tourism attraction list with more than 6 million annual visits. Caesars Entertainment is committed to making the properties tourism gateways to the state and to local communities.



**CAESARS**  
ENTERTAINMENT®

**Harrah's**  
**HOOSIER PARK**  
**RACING & CASINO**



**HORSESHOE**  
INDIANAPOLIS  
RACING • CASINO

# HARRAH'S HOOSIER PARK COMMUNITY GIVING

Harrah's Hoosier Park is an established community partner in Anderson and Madison County. Thanks to their continuing efforts, many programs have been developed and continue to this day to be a viable asset to the landscape for those who live and work in the area.

Each year, teams of people from Harrah's Hoosier Park participate in events around Anderson, from assisting with downtown revitalization efforts to helping build houses for Habitat for Humanity. This part of Harrah's Hoosier Park has become a culture rather than an ask for team members. They are quick to come together and represent their workplace, making Harrah's Hoosier Park one of the most valued supporters of philanthropic events among all businesses in Madison County.

Just as participation in events around town take place, Harrah's Hoosier Park is also a destination for annual activities. They play host to numerous fundraisers annually, including the Walk to End Alzheimers, a pet walk to assist Animal Protection League, and of course, organizations connected to racing with the annual Empire of Hope.

Each year, Harrah's Hoosier Park leads the way in giving back to racehorse aftercare programs with the annual Empire of Hope, and the success of this initiative continues to grow, thanks to the dedication of not only team members but the horsemen. The racing office donates baked goods, the Backstretch Café offers a meal deal, a yard sale of equine items was added in 2023, and horsemen provided rides in two-seated jog carts this season with proceeds from all events going directly to the Standardbred Transition Alliance. From that point, the Alliance distributes funding to assist all Standardbred placement organizations, and Harrah's Hoosier Park is a main supporter annually through Empire of Hope.



In addition to local funding, Harrah's Hoosier Park also solicits funds from Caesars Entertainment Foundation for local organizations. This year, they were able to secure \$20,000 for Essential Senior Health for Madison County, which is above and beyond what the local facility donates back to the community.

# HARRAH'S HOOSIER PARK SPONSORSHIPS & COMMUNITY RELATIONS ORGANIZATIONS

Harrah's Hoosier Park is also very active with the Harness Horse Youth Foundation. Each year, several activities are held during racing, including the popular Equine Costume Contest for Fright Night, with all proceeds going to the organization. Involvement with organizations linked to racing shows the company's commitment to racing and the furtherment of organizations that rely on the industry to operate.

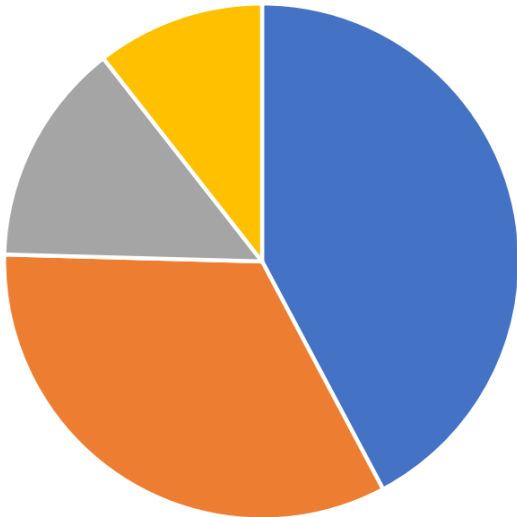
Community-wide, Harrah's Hoosier Park is dedicated to the local community, which circles back and affects those who live, work, and patronize the casino and racetrack. The facility recognizes community giving is not just a mandatory request, it's the right thing to do.

## BREAKDOWN BY MONTH

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Anderson	\$0	\$16,000	\$38,000	\$0	\$20,500	\$2,000	\$17,500	\$27,000	\$14,000	\$25,000	\$15,000	\$20,000	195,000
Madison County	\$0	\$66,500	\$10,500	\$0	\$15,000	\$5,000	\$24,650	\$500	\$9,000	\$5,000	\$10,000	\$4,000	150,150
Equine	\$0	\$500	\$10,000	\$0	\$0	\$1,500	\$21,000	\$0	\$0	\$3,500	\$0	\$0	36,500
Other	\$0	\$2,500	\$16,000	\$0	\$4,750	\$5,000	\$4,000	\$11,000	\$2,000	\$2,000	\$1,000	\$100	\$48,350

**ANDERSON TOTAL \$195,000**  
**MADISON COUNTY TOTAL \$150,150**  
**EQUINE TOTAL \$36,500**  
**OTHER \$48,350**  
**TOTAL COMMUNITY GIVING \$430,000**

2023 Community Giving



■ Anderson ■ Madison County ■ Equine ■ Other

# HARRAH'S HOOSIER PARK SPONSORSHIPS & COMMUNITY RELATIONS ORGANIZATIONS (CONT.)

Organizations supported by Harrah's Hoosier Park

AGAPE	NAACP
Alex Chamber	Paramount Theatre
Alternatives	Racing Medication & Testing
Alzheimer's Walk	Second Harvest Food Bank
American Cancer Society	Spear Huff
Anderson Black Expo	St Vincent Anderson Foundation
Anderson Community Schools	St Vincent de Paul
Anderson Education Foundation	Standardbred Transition Alliance
Anderson Mayors Ball	Stripped Love
Anderson Museum of Art	Suicide Prevention
Anderson Symphony Orchestra	The Christian Center
Animal Protection League	Top Notch Service of Excellence
Aspire	United States Harness Writers Assoc
City of Anderson	United Way of Madison County
Community Hospital Foundation	Visit Indy
Cotillion Beautillion	Willow Place
Court Appointed Special Advocate	Woodbine Invitational
Geater Center	YMCA of Madison County
Grace House	Turn Away No Longer
Habitat for Humanity	IHRA
Harness Horse Youth Foundation	House of Hope
Hopewell Center	Friends of Mounds State Park
Indiana Chamber	Anderson City Wide Toy Drive
Indiana Coalition Against Domestic Violence	Lupus Foundation
Indiana Horse Racing Association	Combat Ministries
Indiana Plan	Friends of Falls Park
Indiana Standardbred Association	Boy Scouts of America
Indianapolis Chamber	South Madison Community Foundation
Indy Pride	
Ivy Tech Foundation	
Jessica & Lynsey Memorial Ride	
Leadership Academy of Madison County	
LifeStream	
Madison County Black Chamber	
Madison County Chamber	
Mad Co Community Health Center	
Madison County Humane Society	



# HORSESHOE INDIANAPOLIS COMMUNITY GIVING

Horseshoe Indianapolis just completed another successful season as a good corporate neighbor for Shelbyville and the surrounding area. More than \$525,000 was distributed to several worthwhile organizations that will benefit greatly from donations from the Community Outreach program, including a \$35,000 donation to the Babe Ruth baseball program that touches many children and their families in Shelby County. The donation was a suggestion from a team member at Horseshoe Indianapolis and members of the committee identified a donation of this magnitude would not only secure the future of the program, it would enhance the entire experience for those involved.

Other donations from the committee included the annual commitment to the Shelby County United Fund for You (SCUFFY), the local United Way organization that covers a dozen organizations in Shelby County, from Meals on Wheels to the Cancer Association of Shelby County to Shelby Senior Services and the Salvation Army. SCUFFY holds an annual drive each year to continue support of these worthwhile organizations, and Horseshoe Indianapolis contributed \$58,000 to the cause.

Team members at Horseshoe Indianapolis also came together for several serving opportunities and spent the day at the Boys and Girls Club in Shelbyville. The group assisted the facility with general maintenance work as well as cleanup and organization. The day was capped off by a basketball game in the gym with the team members and kids.



# HORSESHOE INDIANAPOLIS COMMUNITY GIVING (CONT.)

While local organizations were part of the giving program at Horseshoe Indianapolis, the fund also has an annual program dedicated to equine needs and programs directly connected to the racing program at the track. A total of \$70,000 was allotted to programs that cover many aspects of the racing industry, including racehorse aftercare programs, local therapeutic farms, and equine research. The track held its fourth Grayson Grass Challenge, featuring eight nationally known handicappers who received \$500 to place wagers over five weeks. All proceeds were earmarked to Grayson-Jockey Club Equine Research, and a record total of \$9,600 was raised for the cause in 2023.

Horseshoe Indianapolis' equine program is also a partner with the Indianapolis Mounted Patrol Department. The service to the Central Indiana community is currently building a new home for the patrol, and Horseshoe Indianapolis, along with a joint partnership from Harrah's Hoosier Park, will be a sponsor inside the barn for the equine officers. Together, both tracks supported the construction of the facility with \$20,000 total.

Horseshoe Indianapolis also held its fifth annual Empire of Hope, raising funding and awareness for racehorse aftercare programs. Four organizations were trackside during the races with booths, and in addition to donations from the fund, items from Horseshoe Indianapolis were sold, bringing in a little more than \$1,000 which was split evenly among the four organizations. This money was above and beyond the budget earmarked for racing related donations.

A full list of recipients for the Community Giving programs are listed on the following page for Horseshoe Indianapolis.



# HORSESHOE INDIANAPOLIS SPONSORSHIPS & COMMUNITY RELATIONS ORGANIZATIONS

Shelby County Players \*  
Shelby Chamber  
Dinner Before Bedtime \*\*  
Foundation – SCUFFY  
Girls Inc. & Boys Club Challenge  
Madison C. Bombshell Softball  
Indiana Association of Chinese Americans  
Horse Angels  
University of Arizona Racetrack Industry Program  
Tri-State Thoroughbreds  
Organization of Racing Investigators  
Grant County Rescue Mission, Inc.  
Racing Medication and Testing Consortium  
Permanently Disabled Jockeys Fund  
Marianne O’Neill (Erin O’Neill Memorial Sponsor)  
Central Indiana Police Foundation  
Old Friends  
Friends of Ferdinand  
Thoroughbred Aftercare Alliance  
Grayson Jockey Club Research Foundation  
Bike Rack – Shelbyville  
Shelbyville High School Band Boosters  
Jockeys and Jeans  
Humane Society of Indianapolis

Shelbyville Parks & Recreation – Music in the Park  
Indiana Coalition Against Domestic Violence  
Indiana Women in Need  
Agape of Greenfield  
New Vocations Racehorse Aftercare  
Shelby County Babe Ruth  
Dan Dakich (Cycles for the City)  
Downtown Holiday Celebration (Shelbyville)  
Echo Effect Art Campus  
Hancock County Kenneth Butler Soup Kitchen  
Blue River Foundation (Solar Eclipse Glasses)  
Cancer Foundation

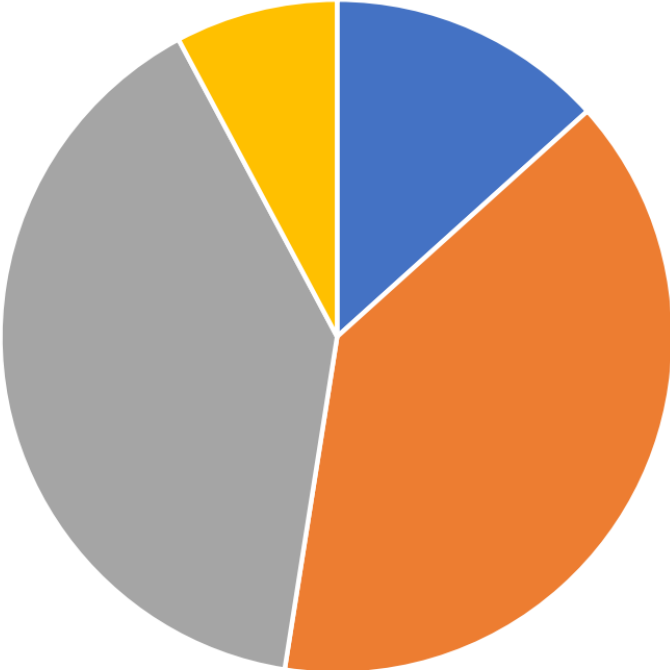
*\*Second of Three-Year Commitment*

*\*\*Third of Three-Year Commitment*



# HORSESHOE INDIANAPOLIS SPONSORSHIPS & COMMUNITY RELATIONS ORGANIZATIONS (CONT.)

YTD Distribution by Group



■ Equine Related   ■ Shelby County   ■ Shelbyville   ■ Regional

SUMMARY STATS	
Equine Related	\$70,000
Shelby County	\$205,587.14
Shelbyville	\$208,412.86
Regional	\$41,000
Annual Target - Giving	\$525,000
YTD Total Committed	\$525,000
Amount Remaining	\$0

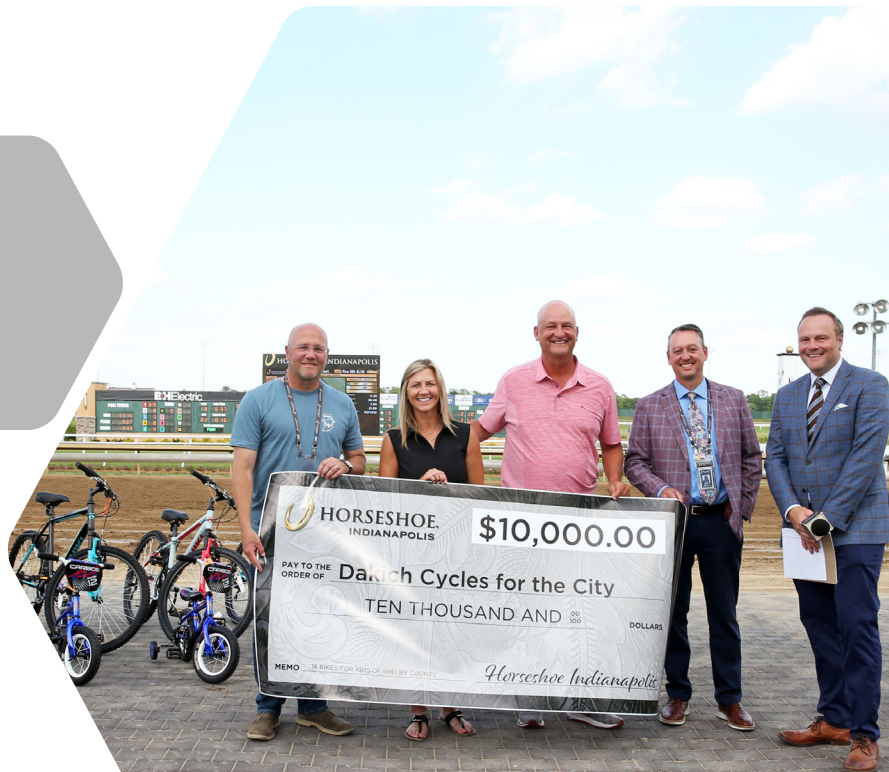
# 2023 EQUINE AND COMMUNITY RELATED IN-KIND DONATIONS

In addition to monetary donations, Horseshoe Indianapolis provides several in-kind donations through gift certificates, donated merchandise, and services to organizations. A list is provided below of groups who received an in-kind donation in 2023.



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- ITOBA
- Indiana Standardbred Association
- Quarter Horse Racing Association of Indiana
- Greenwood Men's Club
- Thoroughbred Owners & Breeders Association National
- Awards Dinner
- St. Joseph Catholic Church
- Breeders Crown Charity Challenge
- Horse Angels, Inc.
- Thoroughbred Retirement Foundation
- Indiana Women in Need
- Indy Humane Society
- Donation of Two Shuttle Buses



# HORSESHOE INDIANAPOLIS IHRC LETTER



**HORSESHOE.**  
INDIANAPOLIS  
RACING + CASINO

September 18, 2023

Indiana Horse Racing Commission  
1302 N. Meridian Street, Suite 175  
Indianapolis, IN 46202

Chairman Borst and Executive Director Pitman,

After discussions with the Indiana HBPA and QHRAI, Horseshoe Indianapolis respectfully submits the following dates for the 2024 racing season. These racing dates, totaling 124, will begin on Monday, April 8, and run through Thursday, November 14, 2024:

I'm attaching the full calendar but would like to highlight a few items on the 2024 schedule:

- The 124 days will include 118 thoroughbred and quarter horse cards, one more than in 2023.
- There will be 6 quarter horse programs.
- There will be a special "Solar Eclipse Day" racing program to begin the meet on April 8<sup>th</sup>.
- After evaluating the success of Saturday racing in 2023 there will be twelve Saturday cards in 2023 with a mix of daytime and evening racing.
- We will return to Monday racing during the summer months.
- Indiana Derby Day will be Saturday, July 6<sup>th</sup>.
- We will have an eight-day break near the end of July. We experimented with this idea in 2022 and 2023 and the results were very good.

I thank you for your consideration of this request and look forward to the growth of the Indiana thoroughbred and quarter horse racing programs in 2024.

Sincerely,

Eric Halstrom  
Vice President and General Manager  
Horseshoe Indianapolis

Cc: Joseph Davis, President, IN HBPA  
Chris Duke, President, QHRAI  
Pat Mcghee, President, ITOBA  
Tom Linkmeyer, Deputy Director, IHRC

## 2024 QHRAI CONTRACT

This agreement ("Agreement") is entered into on October 28, 2023, by and between Centaur Acquisition, LLC, d/b/a Horseshoe Indianapolis Racing & Casino, an Indiana limited liability company ("Horseshoe Indianapolis"), and the Quarter Horse Racing Association of Indiana, an Indiana not-for-profit corporation ("QHRAI").

WHEREAS, QHRAI is a trade organization composed of owners, trainers, breeders and sire owners of Quarter Horse race horses ("QHRAI Members");

WHEREAS, QHRAI represents that it is the "horsemen's association" representing Quarter Horse owners and trainers for purpose of I.C. 4-31-8-6; and

WHEREAS, QHRAI provides benevolent programs and other services for QHRAI Members and their employees who are engaged in racing at Horseshoe Indianapolis's racing facility; and

WHEREAS, the parties hereto strive to foster a close and understanding relationship among horsemen, QHRAI Members, QHRAI, and Horseshoe Indianapolis;

NOW, THEREFORE, in consideration of the promises and mutual covenants contained herein, the parties agree as follows:

1. Term of Agreement. This Agreement shall be effective from January 1, 2024 through December 31, 2024 and, unless sooner terminated as provided herein, shall remain effective until the effective date of the contract executed for the 2025 racing meet ("Term").
2. Scope of Agreement. Except as otherwise specifically set forth herein, this Agreement shall only apply to race meetings and pari-mutuel wagering conducted at the Horseshoe Indianapolis racing facility at Shelbyville, Indiana ("Racetrack") and to pari-mutuel wagering conducted at satellite wagering facilities licensed to Horseshoe Indianapolis and located in the State of Indiana ("Satellite Facility").
3. Exclusive Representation. The QHRAI is the exclusive representative of QHRAI Members and of all Quarter Horse owners, trainers, breeders, and sire owners stabled at Horseshoe Indianapolis or who have horses approved for entry in Quarter Horse races at Horseshoe Indianapolis, except those persons who state in writing that they do not desire to be represented by the QHRAI.
4. Horsemen's Account. Horseshoe Indianapolis will maintain a separate account denominated with sufficient funds in such account to pay all money owing to QHRAI Members regarding purses, stakes, rewards, claims and deposits ("Quarter Horse Purse Account"). All portions of purse money shall be made available to earners thereof within forty-eight (48) hours (dark days and Sundays excluded) after the result of the race in which such money was earned has been declared official, unless the stewards shall order money withheld until final adjudication of a dispute determining which persons are entitled to such money in dispute. No portion of such money, other than jockey fees and amounts required or permitted by this Agreement, shall

be deducted by Horseshoe Indianapolis unless requested in writing by the person to whom such monies are payable or his duly authorized representative. For each race cancelled because of inclement weather, mechanical failure, electrical failure, or for any other reason, the owner shall be reimbursed Five Hundred Dollars (\$500.00) from the Quarter Horse Purse Account for each horse entered in the cancelled races ("Cancellation Fee"). No reimbursement shall be made in the event that: (1) notice of cancellation is posted in the racing office, texted to those subscribing to the Horseshoe Indianapolis texting service and posted on the Horseshoe Indianapolis website eight (8) or more hours prior to post time; or (2) a horse has been scratched prior to the cancellation of the race. Horseshoe Indianapolis will make an effort to run back any race that is cancelled, in which case Horseshoe Indianapolis shall not be required to pay any Cancellation Fee.

5. Payment for Administrative Expenses. During the Term, Horseshoe Indianapolis shall deduct 3% (three percent) from the allocations to the Quarter Horse Purse Account described in Section 7 of this Agreement and pay such amounts to QHRAI to be used by the QHRAI solely at its discretion for its administrative expenses and for services to its members. Such payments shall be made throughout the Term in current monthly installments as such funds are received, regardless of overpayment/underpayment in the Quarter Horse Purse Account. No deduction shall be made for administrative expenses from gaming funds allocated to the Quarter Horse Purse Account.
  - 5.1 Shared TVG Expense. QHRAI authorizes and directs Horseshoe Indianapolis to deduct from the Quarter Horse Purse Account one-half (1/2) of the programming fees Horseshoe Indianapolis pays to TVG to broadcast Quarter Horse races originating from Horseshoe Indianapolis's racetrack.
6. Race Cards; Simulcasting.
  - A. Simulcast Signal. Horseshoe Indianapolis in its sole discretion will decide the price or cost, type, time, and schedule of all simulcast signals to, and from, the Racetrack and to each Satellite Facility, on all days including live race days. The cost of such simulcast signals shall be reasonable market rates as determined by Horseshoe Indianapolis.
  - B. QHRAI Authorization. During the Term, the QHRAI authorizes Horseshoe Indianapolis to negotiate and contract with simulcast receiving facilities, including off track wagering facilities located outside Indiana, which are subject to the Interstate Horse Racing Act of 1978, 15 U.S.C. §3001, et. seq. (Act), for the conduct of off-track Quarter Horse wagering. Horseshoe Indianapolis will inform, and seek the approval of, the QHRAI prior to Horseshoe Indianapolis sending its signal to any receiving jurisdiction outside of Indiana.
  - C. Horseshoe Indianapolis shall schedule six (6) "all-Quarter Horse" race days during the Term. On such race days, Horseshoe Indianapolis will card a minimum of ten (10) races, as long as each race has at least seven (7) entries; races with less than seven (7) entries will not be used.

7. Allocations to Purses. During the term of this Agreement and except as otherwise provided herein, Horseshoe Indianapolis shall credit the following amounts to the Quarter Horse Purse Account for disbursement, in complete satisfaction of Horseshoe Indianapolis's obligation for purses, under the following situations:
- A. Live Racing. When Quarter Horse racing is live at the Racetrack, eight percent (8%) of the live gross handle generated at the Racetrack shall be credited to the Quarter Horse Purse Account as prescribed by state statute.
  - B. Satellite Wagering - In-State. When Quarter Horse racing is live at the Racetrack, five percent (5%) of the live gross handle generated by said live racing at any Indiana Satellite Facility shall go to the Quarter Horse Purse Account as prescribed by state statute.
  - C. Satellite Wagering - Out-of-State. When Horseshoe Indianapolis simulcasts a Quarter Horse race run live at the Racetrack to an out-of-state facility, 50% of the net receipts generated by simulcasting on that race, including any source market fees and distribution and communication fees received by Horseshoe Indianapolis (net of expenses incurred by Horseshoe Indianapolis) on the simulcast of that Quarter Horse race run live at the Racetrack, shall go to the Quarter Horse Purse Account. For purposes of this Subsection 7(C), "net receipts" shall mean all funds received by Horseshoe Indianapolis under the applicable contracts less any applicable excise taxes.
  - D. Advanced Deposit Wagering. The advance deposit wagering chapter of the Indiana Code, IC 4-31-7.5 ("ADW Statute") is incorporated by reference and made a part of this Agreement. Net Source Market Fees (defined below) shall be allocated as required by the ADW Statute. Net Source Market Fees means the difference between (1) source market fees received by Horseshoe Indianapolis from a licensed Secondary Pari-Mutuel Organization, minus (2) the amount of expenses incurred by Horseshoe Indianapolis.
8. Purses.
- A. Purse Schedules and Condition Books. Using its best judgment in estimating attendance, pari-mutuel handle, and breakage, Horseshoe Indianapolis shall establish a tentative average daily overnight purse schedule for each race meeting and will exercise due care to avoid underpayment or overpayment of purses at all race meetings. Horseshoe Indianapolis will also deliver to the QHRAI, at least twenty-one (21) days prior to the "final" condition book draft going to the printer, its first condition book and proposed purse schedules.
  - B. Overpayment - Underpayment of Purses. Horseshoe Indianapolis will make a good faith effort to ensure that all Quarter Horse purse monies earned through the end of the Quarter Horse meet are paid out by the end of the Quarter Horse meet.
  - C. Minimum Purses. No Quarter Horse race shall be run at Horseshoe Indianapolis during the Term of this Agreement with a purse less than the

minimum purse established by the Indiana Horse Racing Commission for any race meeting, but in no event less than Five Thousand Dollars (\$5,000.00).

- D. Purse Notices. The pari-mutuel handle, the pari-mutuel handle commission, breakage and purse distribution figures, and the percentage figures that represent the relationship between purses and the total of pari-mutuel income and breakage shall be posted on the bulletin board in the Racing Secretary's office each day of a race meeting. Indiana pari-mutuel handle figures shall be provided to the President of the QHRAI via electronic mail within forty-eight (48) hours after they are available.
- E. Payment of Purses. Horseshoe Indianapolis agrees to distribute purses in the following manner, excluding stakes:

<u>No. of Starters</u>	<u>10</u>
First	55%
Second	20%
Third	10%
Fourth	5%
Fifth	3%
Sixth	2%
Seventh	1.5%
Eighth	1.5%
Ninth	1%
Tenth	1%

For any race with less than ten horses, the applicable extra unpaid purse allocation will revert to the Quarter Horse Purse Account.

- F. Purse Distribution. Notwithstanding anything to the contrary set forth in this Agreement, purses will be distributed based upon a reasonable estimate of purse money to be generated from all sources during the Term. Actual purse money generated and not paid during the live meet, in addition to purse money generated after that date through the end of the Term, from whatever source, shall be allocated to the appropriate purse account for the 2025 racing year in accordance with the rules of the Indiana Horse Racing Commission.
- G. Purse Reports. Beginning when the live race meet starts and continuing until the final week of live racing is captured on the report, the Director of Racing will provide the QHRAI President and QHRAI Executive Director with an up-to-date



purse report in time increments deemed appropriate by the parties hereto but anticipated to be monthly.

9. Shared Tracking Expense. QHRAI agrees to pay monthly to Horseshoe Indianapolis its share of the daily Horseshoe Indianapolis tracking fee, which shall be determined as follows:

Daily Fee x number of race days in the month ÷ 2, x number of Quarter Horse races ÷ the total number of Quarter Horse and Thoroughbred horse races = QHRAI tracking share (“QHRAI Tracking Share”).

EXAMPLE:  $\$750 \times 20 \text{ days} \div 2 \times \frac{40}{200} = \$1,500.00$  is QHRAI Tracking Share.

10. Stalls and Track Facilities.

A. Stalls and Track Facilities. Horseshoe Indianapolis shall make available stall space to Quarter Horse horsemen during each race meeting without charge. A minimum of 100 stalls shall be allocated for Quarter Horse race horses. In the event Horseshoe Indianapolis constructs an additional barn after the date this Agreement is signed, Horseshoe Indianapolis will make a good faith effort to allocate additional stalls to Quarter Horse race horses, as deemed appropriate by Horseshoe Indianapolis. The following shall be made available or provided by Horseshoe Indianapolis on the dates set forth below:

- Barring unforeseen circumstances, as determined in the sole discretion of Horseshoe Indianapolis, the racing strip, barns, dormitories and other facilities at the Racetrack (“Backside Facilities”) necessary for training purposes shall be made available without charge to horsemen who have stalls allocated for the upcoming race meeting 35 days prior to the Opening Day of Racing for 2024 (“Opening Day”).
- Barring unforeseen circumstances, as determined in the sole discretion of Horseshoe Indianapolis, the track kitchen will open 14 days prior to Opening Day.
- Barring unforeseen circumstances, as determined in the sole discretion of Horseshoe Indianapolis, the barn area and dormitories shall be made available 35 days prior to Opening Day. Horseshoe Indianapolis shall make water and electricity available to each barn during the above periods without charge and will, at its own expense, keep the racetrack properly harrowed and watered during the periods before and after the end of each race meeting.

Each owner of a horse that is permitted by Horseshoe Indianapolis to remain on the grounds throughout the offseason commencing on November 27, 2023, is required to apply for a stall for such horse for the 2024 racing meet. Applicants are not guaranteed a stall for the 2024 racing meet and, if granted a stall for the 2024 racing meet, shall not be entitled to the same stall utilized during the offseason.

In addition, during the racing season, Horseshoe Indianapolis will make the racing surface available for training (6) days per week beginning 35 days prior to beginning of the 2024 meet and continuing thereafter until the end of live racing. The starting gate shall be available 2 weeks prior to beginning of the 2024 meet for schooling and work outs five (5) days per week. Clockers will be available six (6) days per week during training and prior to the meet.

After the 2024 meet has ended, Horseshoe Indianapolis will for a period of ten (10) days without cost to the QHRAI or QHRAI Members: (1) Allow horsemen to keep their horses stabled in stalls in the barn area of the Racetrack as assigned by Horseshoe Indianapolis; (2) Make the racing surface available for training six (6) days per week; and (3) Provide a clocker during post-meet training days.

- B. Vendors. Horseshoe Indianapolis may impose upon horsemen any exclusive arrangement concerning farriers, feed men, tack supplies, or any other suppliers or providers of service customarily used by owners and trainers that it deems reasonable and appropriate. Horseshoe Indianapolis will use its best efforts to keep unlicensed persons in the above categories off its premises.
- C. Stall Applications for the 2024 Race Meeting. Before the 2024 race meet, Horseshoe Indianapolis shall establish a cutoff date for the submission of stall applications. Horseshoe Indianapolis shall, in the exercise of its sole business judgment, approve or disapprove applications for stalls. The conditions for stabling shall be provided to the QHRAI prior to the start of the 2024 race meet and such conditions shall not be materially modified subsequently without the consent of the QHRAI. Horseshoe Indianapolis will consider, among other things, the following criteria in allocating stalls to horsemen for use during race meetings:
- (1) The general quality of the horses listed on the stall application;
  - (2) The quality of the racetrack(s) where the horses listed on the stall application have previously raced;
  - (3) The number of starts a trainer listed on the application has made at past Horseshoe Indianapolis race meetings;
  - (4) The financial and professional integrity of the trainer listed on stall application;
  - (5) The total number of stalls requested by a trainer in relation to the number of unallocated stalls;
  - (6) The best interests of Horseshoe Indianapolis and Quarter Horse racing; and
  - (7) Investments made in Indiana horses and farms.

By accepting a stall, a horseman shall be required to use his or her best efforts to run his or her horses during the race meeting consistent with each horse's physical condition and fitness and the race conditions.

- D. Stall Applications for the 2024-2025 Offseason. Before the end of the 2024 race meet, Horseshoe Indianapolis shall establish a cutoff date for the submission of stall applications. Horseshoe Indianapolis shall, in the exercise of its sole business judgment, approve or disapprove applications for stalls. The location of any stall shall be assigned by Horseshoe Indianapolis in its sole discretion. The conditions for stabling shall be provided to the QHRAI prior to the conclusion of the 2024 race meet and such conditions shall not be materially modified subsequently without the consent of the QHRAI. Horseshoe Indianapolis will consider, among other things, the following criteria in allocating stalls to horsemen for use during the 2024-2025 offseason:
- (1) The volume and quality of participation of the horses and trainer listed on the stall application at the 2024 race meeting;
  - (2) The financial and professional integrity of the trainer listed on stall application;
  - (3) The total number of stalls requested by a trainer in relation to the number of stalls the trainer used and the number of horses they started at Horseshoe Indianapolis during the 2024 race meeting;
  - (4) The best interests of Horseshoe Indianapolis and Quarter Horse racing; and
  - (5) The age of the horse. In no event shall a horse two-years-old or younger be allowed on the grounds prior to February 1, 2025.
11. Uplink and Related Transmission Expenses. The QHRAI authorizes Horseshoe Indianapolis to deduct from the Quarter Horse Purse Account the total amount of \$7,827.00 during the Term to help defray the uplink costs and related transmission expenses for export Simulcasting.
12. Representations and Warranties.
- A. QHRAI. In addition to the representations and warranties contained elsewhere in this Agreement, the QHRAI warrants, represents and covenants that:
- (1) This Agreement has been approved by the Board of Directors of the QHRAI;
  - (2) This Agreement is valid and enforceable according to its terms;
  - (3) The QHRAI is the "horsemen's association" representing Quarter Horse owners and trainers for purposes of I.C. 4-31-8-6;
  - (4) The QHRAI and its officials shall not participate in any delay, interruption, or dispute, or otherwise cause temporary or permanent cessation or suspension of racing at Horseshoe Indianapolis during any race meeting and shall not threaten, intimidate, interfere with or interrupt any agent, servant or employee of Horseshoe Indianapolis or another person participating in racing at Horseshoe Indianapolis;

- (5) Each QHRAI official shall use all of his or her powers of persuasion and all legal means at their disposal to ensure that all QHRAI Members and other backside personnel comply with the terms of this Agreement;
- (6) The QHRAI and its officials shall use their best efforts to respond to requests for consents and other approvals by Horseshoe Indianapolis in a timely and business-like manner, considering the need of Horseshoe Indianapolis to move quickly and decisively;
- (7) The QHRAI shall use its best efforts to ensure that the backside area of the Racetrack is maintained in a safe, clean, and orderly condition; and
- (8) The QHRAI shall not discriminate against horsemen at Horseshoe Indianapolis who are not members of the QHRAI in connection with any provision of this Agreement.

B. Horseshoe Indianapolis. In addition to the representations and warranties contained in this Agreement, Horseshoe Indianapolis warrants, represents and covenants that:

- (1) This Agreement has been approved by its General Manager of Racing,
- (2) Horseshoe Indianapolis and its officers, directors and employees shall not threaten or intimidate any horseman, QHRAI Member, employee or representative thereof;
- (3) Horseshoe Indianapolis shall use reasonable efforts to keep the backside area of the Racetrack in a safe, clean, and orderly condition;
- (4) Horseshoe Indianapolis shall use reasonable efforts to assist the QHRAI in developing health and welfare programs for backstretch personnel; and
- (5) Horseshoe Indianapolis shall use reasonable efforts to reschedule any programmed race lost due to cancellation.
- (6) Horseshoe Indianapolis shall meet with representatives from the QHRAI at a mutually convenient time prior to December, 2024, and additionally will meet again in February, 2025, to discuss and receive recommendations from QHRAI regarding the following year's program including, but not limited to: purse structure, races, dates for all quarter horse days, and use of purse surplus.

13. Governmental Approval. Nothing contained in the Agreement shall be construed as requiring either party to perform any term or terms when such performance is contrary to law or requires prior governmental approval; provided, however, both parties shall use their best efforts to obtain governmental approval if such is required, including approval by the Indiana Horse Racing Commission.

14. Default. Either party may terminate this Agreement upon the other party's failure to substantially perform as required under the terms of this Agreement and such failure continues for fifteen (15) days following the date written notice of default is mailed or

delivered pursuant to Paragraph 19. Such termination shall not constitute an election of remedies, nor shall it constitute a waiver of a party's other remedies in law or equity.

15. Indemnification. The QHRAI shall indemnify and hold harmless Horseshoe Indianapolis from and against any damage, deficiency, loss, action, judgment, cost and expense (including reasonable attorneys' fees) resulting from any claim, demand or cause of action made or brought by a member, or other person, because of any payment made to the QHRAI under the terms of this Agreement.
16. Further Assurances. The QHRAI and Horseshoe Indianapolis shall execute such assignments, instruments and documents and shall give such further assurances as may be necessary to accomplish the purpose and intent of this Agreement.
17. Counterparts. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which shall constitute the same instrument
18. Rights of Others. Nothing contained in this Agreement shall be construed as giving a QHRAI Member a preference with respect to the eligibility to race, to obtain stalls, to share in purses, to purchase admission tickets for racing events or to participate in any benefit provided by Horseshoe Indianapolis to horsemen.
19. Notices. All notices, requests, demands or other communications as may be required by this Agreement shall be in writing and, if mailed, shall be by certified mail, return receipt requested, and shall be deemed given when received by purposes of this Agreement, the following are the addresses of the parties:

Horseshoe Indianapolis:

Eric Halstrom, GM of Racing  
4300 N. Michigan Road  
Shelbyville, IN 46176

Copy to:

Trent McIntosh, SVP & GM  
4300 N. Michigan Road  
Shelbyville, IN 46176

QHRAI:

Chris Duke, President  
3347 East 700 North  
Whiteland, Indiana 46184

Copy to:


Teresa Myers, Secretary  
9439 W 200 S  
Dunkirk, IN 47336

20. Waivers. No waiver of any breach of this Agreement or any terms hereof shall be effective unless such waiver is in writing and signed by the party against whom such waiver is claimed. No waiver of any breach shall be deemed to be a waiver of any other or any subsequent breach.

21. Applicable Law. This Agreement is executed and delivered in the State of Indiana and shall be construed and enforced in accordance with the laws of that state.
22. Severability. If any provision of this Agreement is declared invalid by any tribunal, or becomes invalid or inoperative by operation of law, the remaining provisions of this Agreement shall not be affected thereby and shall remain in full force and effect.
23. Assignment. This Agreement shall not be assigned by the QHRAI without the written approval of Horseshoe Indianapolis.
24. Entire Agreement; Modification. This is the entire agreement between the parties and supersedes all prior agreements and understandings, both written and oral, between the parties with respect to the subject matter hereof. No modification, variation or amendment of this Agreement shall be effective unless such modification, variation or amendment is in writing and has been signed by the parties hereto.

IN WITNESS WHEREOF; the parties have executed this Agreement as of the date set forth above.

CENTAUR ACQUISITION, LLC  
d/b/a Horseshoe Indianapolis Racing & Casino

By:   
Eric Halstrom, Vice President and General Manager  
of Racing

QUARTER HORSE RACING ASSOCIATION  
OF INDIANA

By:   
Chris Duke, President