



THE BEST IS YET TO COME

2016 BREEDERS' CUP WORLD CHAMPIONSHIPS





THE CHAMPIONSHIPS

Thirty-two years ago, the Breeders' Cup World Championships began as a single-day, seven-race event. Since then, it has grown into a two-day, \$26 million extravaganza serving as the culminating event of the Thoroughbred racing season. The best horses, trainers, jockeys, breeders and owners from across the globe converge for 13 championship races, highlighted by the \$5 million-dollar Breeders' Cup Classic, which is often the deciding factor for the Horse of the Year award.

Every year, movie stars, athletes, musicians and some of the most influential people in the world come to witness the richest two days in racing. And while these two days have seen legends born, history made and fortunes won, the greatest part is that the best is still yet to come.



Bob Baffert

“ I love the thrill and competition of the Breeders’ Cup at Santa Anita with two days of the best horses in the world running in a spectacular setting that is second to none.”

Bob Baffert, *Trainer of 2015 Triple Crown & Grand Slam Champion, American Pharoah*



Ian Fry

“ Horse Racing Abroad, the UK’s premier horse racing tours operator, has attended every Breeders’ Cup event since its inception in 1984.

Each year we, and our clients, are delighted by the first-class clubhouse seats that are offered. These always have a superb view of the track, especially of the finish, and it is wonderful for all our clients to be located in one area. Also, the hospitality of Sirona’s Paddock Dining that Breeders’ Cup offers is excellent and we are pleased to have the opportunity to eat and discuss the racing together as a group. The warmth with which we are welcomed at the Breeders’ Cup is fantastic and such is the appreciation of British racing fans that they return year after year.

The Breeders’ Cup World Championships bring together the very best horses from Europe to challenge the very best U.S. horses on their home territory.”

Ian Fry, *Horse Racing Abroad*



Elizabeth Banks

“ Breeders’ Cup weekend is marked on my calendar every year. I grew up going to the races with my Dad and my love of the sport has only grown. The racing, the fashion, the beautiful tracks and the parties ... the Breeders’ Cup has it all.”

Elizabeth Banks, *Film Actress and Breeders’ Cup Ambassador*



Bobby Flay

“ Exhilaration, pageantry and two days of downright excitement ... that’s what I call the Breeders’ Cup World Championships. Get ready to scream like never before.”

Bobby Flay, *Chef, Thoroughbred enthusiast and Breeders’ Cup Ambassador*



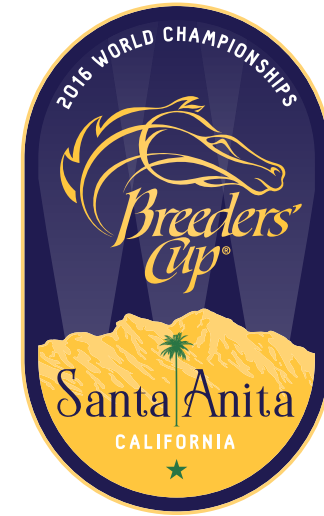
Kate Upton

“ You can’t beat the style, entertainment and excitement of a day at the races, especially when you’re watching the world’s best Thoroughbreds compete.”

Kate Upton, *Model and Breeders’ Cup Ambassador*

THE BEST RETURN WEST

The Breeders' Cup World Championships will be held at magnificent Santa Anita Park on Friday, November 4th and Saturday, November 5th. Invite your friends, family and colleagues to join us in celebrating the best of the best as they compete for their place in history.



Our group packages offer the perfect opportunity to organize seating and/or hospitality for you and your guests. To qualify as a group, there should be 18 or more guests.

In this packet you will find a map of Santa Anita Park featuring the location of each available section. You will also find the details and amenities for each space.

The Benefits of Group Seating:

- Custom packages tailored for your group that could include backside tours, parking passes, hospitality, food vouchers and much more
- Wholesale merchandise opportunities
- Breeders' Cup pieces with your company or stable's logo

We look forward to making your Breeders' Cup experience at Santa Anita Park one you and your guests will never forget.

To inquire about group sales opportunities, please contact Brandy Stoeckinger at 626-574-6350 or e-mail groupsales@breederscup.com

www.breederscup.com/groups

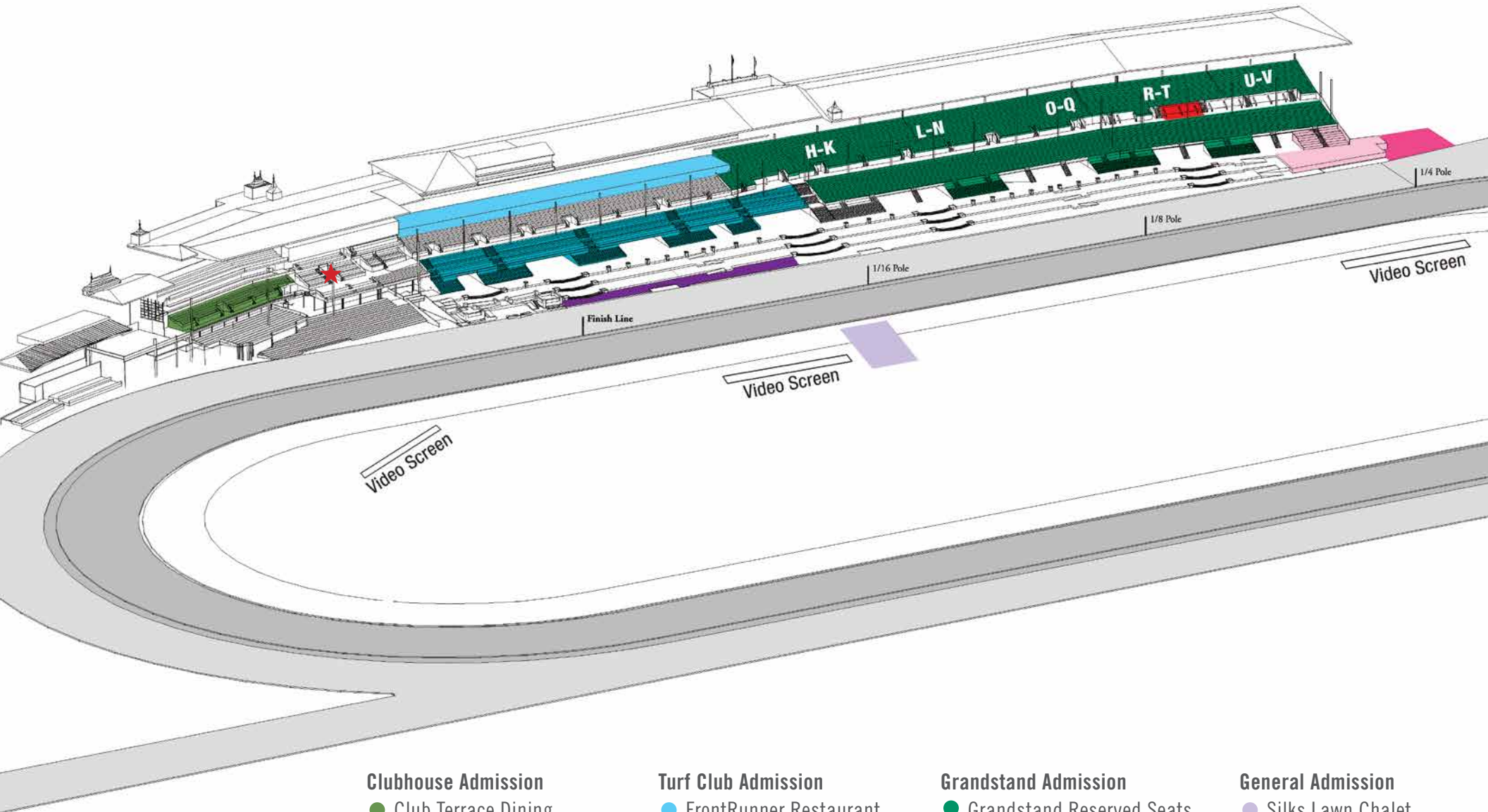


ABOUT SANTA ANITA PARK

Nestled at the base of Southern California's San Gabriel Mountains, Santa Anita Park, located just east of Los Angeles, has long been one of the most iconic settings for Thoroughbred racing and has rightly earned the title of one of the world's most beautiful race tracks. Over its 79-year history, Santa Anita has been home to numerous prestigious races including both the Santa Anita Handicap and the Santa Anita Derby, and this fall will be hosting the Breeders' Cup World Championships for a record ninth time.

Gordon B. Kaufman designed Santa Anita Park with an Art Deco and Modern flair that has remained largely unchanged since the original structure of the majestic racetrack opened on Christmas Day in 1934. A crowd of 30,777 filled the new grandstand on opening day. The next day's Los Angeles Times reported that scores of celebrities including Al Jolson, Clark Gable and Will Rogers "rubbed elbows at the new track."

Over the years, Santa Anita continued that tradition of attracting luminaries from the worlds of entertainment, business and sports to see some of the best Thoroughbreds compete in a venue that is second to none. Santa Anita Park quickly developed the moniker of the "Great Race Place," and proved it by turning out racing stars like Seabiscuit, Citation, Swaps, Sunday Silence, and Zenyatta. Most recently, in 2015 Santa Anita Park was the home base for American Pharoah, racing's 12th Triple Crown winner and the first horse to capture racing's Grand Slam by winning the Breeders' Cup Classic in the same year. From watching the horses workout in the early mornings at Clockers' Corner through the excitement of spectacular racing in the afternoons, Santa Anita Park and Breeders' Cup will deliver a truly unforgettable experience.

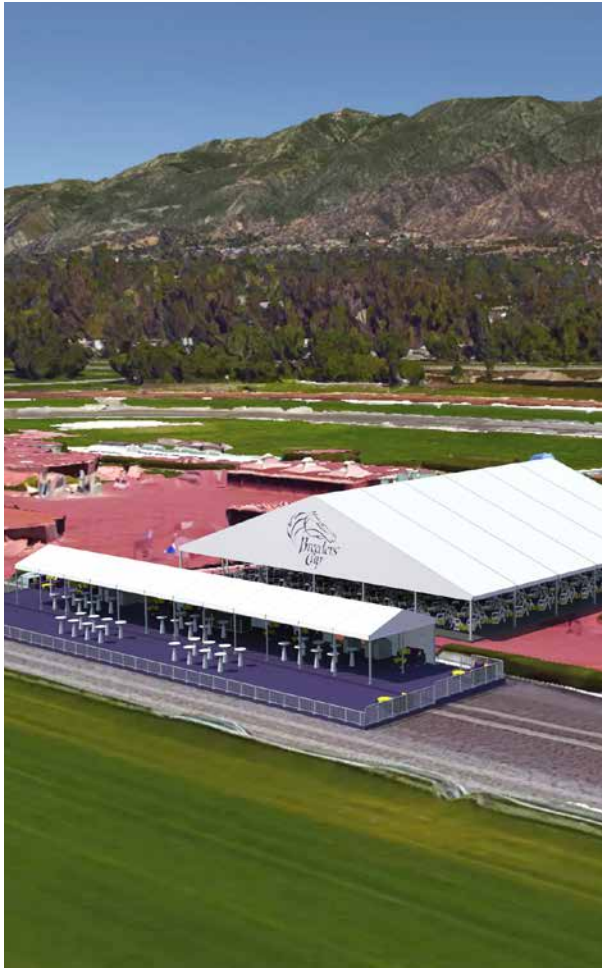


Clubhouse Admission
 ● Club Terrace Dining

Turf Club Admission
 ● FrontRunner Restaurant
 ● Box Seats
 ★ The Chandelier Room

Grandstand Admission
 ● Grandstand Reserved Seats
 ● Baldwin Terrace
 ● Clockers' Corner
 ● Trackside Marquee
 ○ Sirona's Paddock View Dining
 (Not Shown on Map)

General Admission
 ● Silks Lawn Chalet
 ● The View



SILKS LAWN CHALET

The Silks Lawn Chalet offers breathtaking views of every Championship finish. Located in the infield from a prominent position at the Rail, treat your guests to a relaxed, one-of-a-kind racing experience. Guests will enjoy open-air, covered dining with private lounge area, including umbrellas for shade to enjoy races from the Rail. Witness and feel the sound of Champion horses passing by on the Turf Course. Guests will have access to the track apron and paddock grounds on race days.

Two-day package: \$750 per person

Silks Lawn Chalet Amenities

Track View
 Souvenir Tickets for Reserved Dining
 Luxury Décor Package
 Race Day Program
 Dedicated Concierge Staff

Additional Amenities Available (add-on cost)

VIP, Limo or Bus Parking Passes
 All-Inclusive Premium Bar Package
 Co-Branded Breeders' Cup Merchandise



THE VIEW

Location, Location, Location. The View puts fans on the Rail, next to the Winner's Circle, near the finish line! Guests will enjoy amazing views of racing and catch all the excitement of winning connections celebrating in the adjacent Winner's Circle. The View is the perfect spot for those looking to show off their best outfit, fascinator, fedora, stylish bow tie or pocket square. This unique setting offers open-air seating with VIP amenities including umbrellas for shade, lounge area with first-come, first-served seating* and private premium cash bars.

**Please Note: There is no reserved seat with this purchase, all seating is on a first-come, first-served basis.*

Friday: \$250 per person

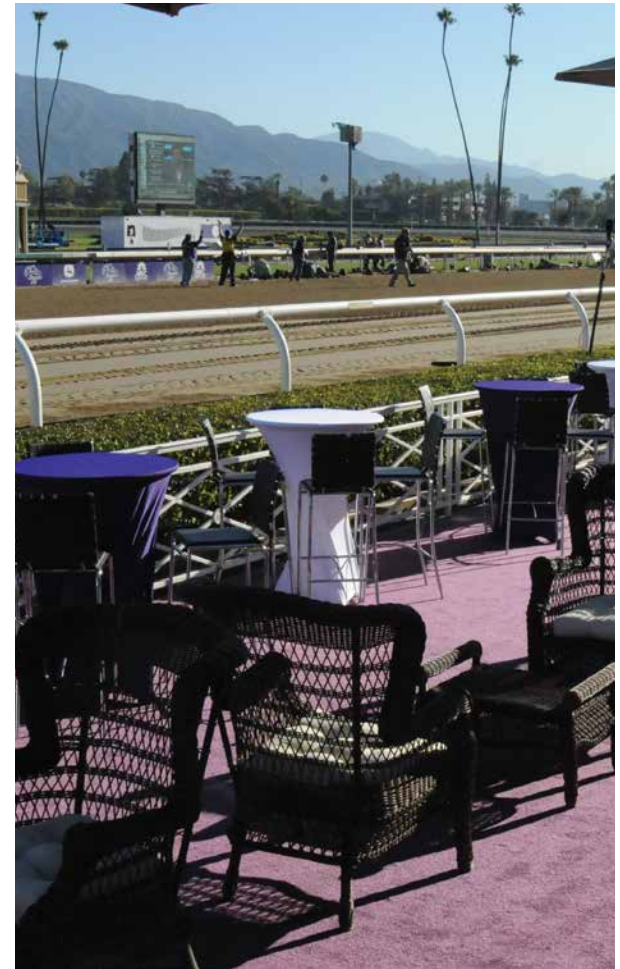
Saturday: \$400 per person

The View Amenities

Trackside View at the Rail
 Souvenir Ticket for Access
 Private Premium Cash Bar
 Race Day Program

Additional Amenities Available (add-on cost)

Preferred Parking Passes
 Limo or Bus Parking Passes
 Co-Branded Breeders' Cup Merchandise





FRONTRUNNER RESTAURANT

Located on the fifth floor of the Turf Club, the FrontRunner Restaurant is one of the Turf Club's most exclusive fine-dining options. Boasting stunning views of the San Gabriel Mountains, this glass enclosed, climate-controlled dining room offers the track's most commanding views of Championship racing, at every turn. Guests will enjoy gourmet fare and access to premium cash bar with cocktail service, mutuel tellers and private restrooms.

Two-day package: \$1,350 (rows 2 and 3) or \$1,150 (rows 4 and 5) per person

FrontRunner Restaurant Amenities

- Trackside Dining
- Souvenir Tickets for Reserved Dining
- Gourmet Luncheon
- Race Day Program
- Dedicated Concierge Staff

Additional Amenities Available (add-on cost)

- VIP Parking Passes
- Limo or Bus Parking Passes
- Co-Branded Breeders' Cup Merchandise



TURF CLUB BOX SEATS

Experience the thrill of every finish from the third floor of the Turf Club. Centered between the 1/16 pole and finish line, these open-air boxes offer afternoon shade and are conveniently located near the mezzanine level, featuring the Horseshoe Bar and new concessions areas sure to meet every guest's needs. Multiple plasma TVs are located throughout the mezzanine level along with portable device charging stations, mutuel tellers and restrooms.

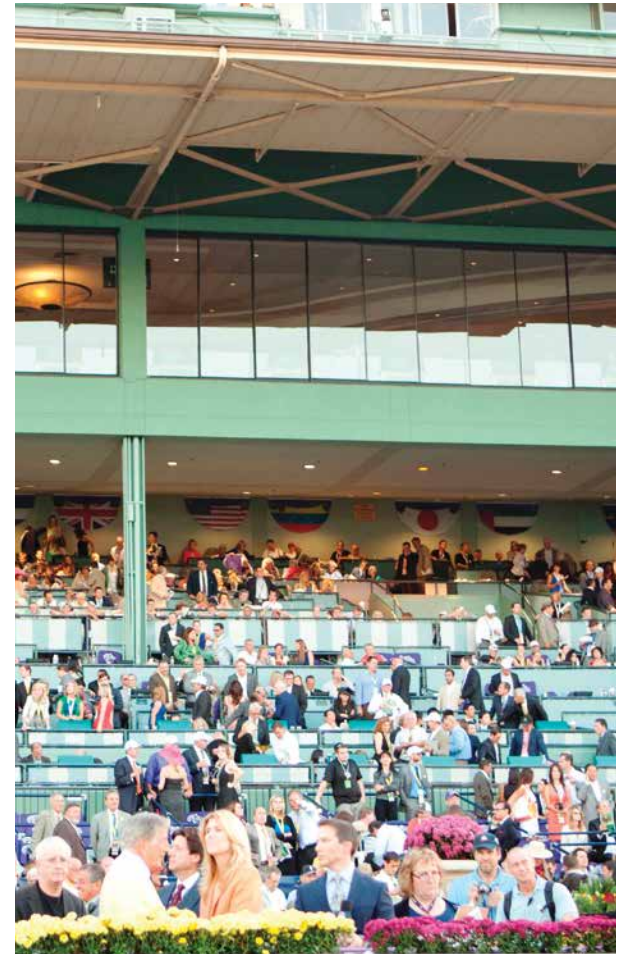
Two-day package: \$975 per person

Box Seating Amenities

Trackside View
Souvenir Tickets
Cocktail Service to Box
Race Day Program

Additional Amenities Available (add-on cost)

VIP Parking Passes
Limo or Bus Parking Passes
Co-Branded Breeders' Cup Merchandise





THE CHANDELIER ROOM

Experience the Championships in style. Overlooking the finish line, guests will enjoy indoor and outdoor luxury accommodations within the Chandelier Room. Accessed by a private VIP entrance, guests will enjoy gourmet fare as well as premium cash bar with cocktail service. Multiple lounge areas are located throughout, defining distinct spaces to meet every guest's needs, including The Sports Book for the avid handicapper and an outdoor patio to view the Breeders' Cup horses as they make their way through the tunnel to the post parade. You'll never miss a moment of the action with the abundant flat-screen TVs placed throughout each area. Guests will also enjoy live racing from the outdoor terrace overlooking the entire racetrack with the San Gabriel Mountains as your backdrop.

Two-day package: \$1,350 per person



Chandelier Room Amenities

- Trackside View from Outdoor Balcony or Terrace Walkway
- Souvenir Tickets
- Luxury Décor Package
- Premium Cash Bar with Cocktail Service
- Access to Private Restrooms
- Race Day Program

Additional Amenities Available (add-on cost)

- VIP Parking Passes
- Limo or Bus Parking Passes
- Co-Branded Breeders' Cup Merchandise

CLUB TERRACE DINING

The finish line is just the beginning! Experience every finish from the 3rd floor of the Clubhouse! From the first turn to the finish line, guests won't miss a moment of the action from their open-air, covered, trackside dining table. Enjoy complimentary gourmet fare and cocktail service at your table as well as conveniently located mutual tellers and restrooms.

Two-day package: \$1,250 per person

Club Terrace Amenities

Trackside View

Souvenir Tickets for Reserved Dining

Gourmet Food Offerings

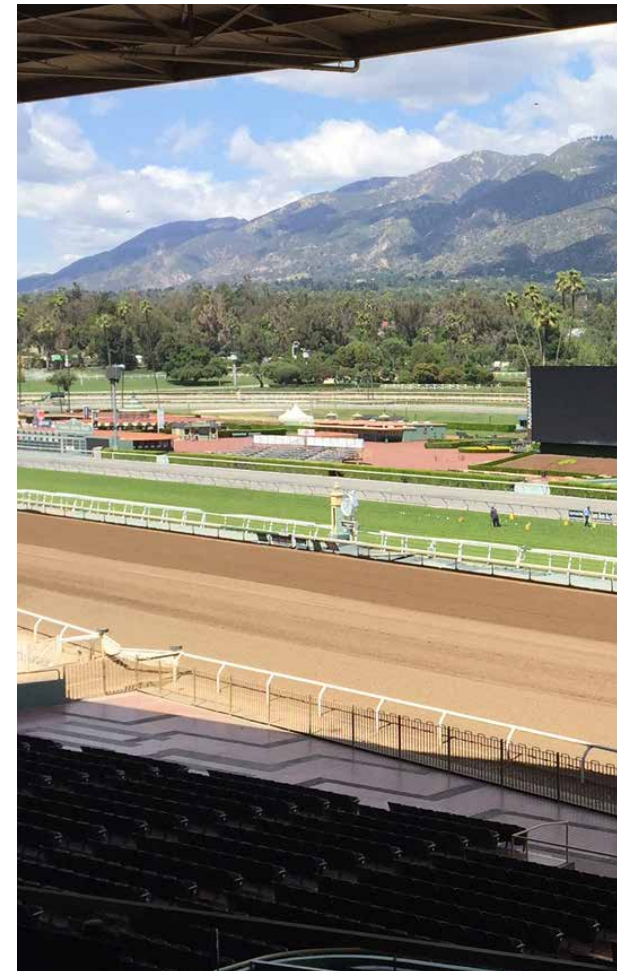
Premium Cash Bar with Cocktail Service

Race Day Program

Additional Amenities Available (add-on cost)

VIP, Limo or Bus Parking Passes

Co-Branded Breeders' Cup Merchandise





TRACKSIDE MARQUEE

Experience the Championships from the extravagant Trackside Marquee! Situated at the 1/4 pole, experience the thrill of the home stretch turn from the second level balcony which offers guests interior, climate-controlled table seats with access to an exterior, covered balcony with commanding views of the entire racetrack. Guests of the Trackside Marquee will savor all-day cuisine, premium cash bar, cocktail service, multiple plasma TV's throughout and private mutuel tellers.

Two-day package: \$650 per person

Trackside Marquee Amenities

Trackside View
 Souvenir Tickets for Reserved Dining
 Premium Cash Bar
 Race Day Program

Additional Amenities Available (add-on cost)

General Parking Passes
 Limo and Bus Parking Passes
 Co-Branded Breeders' Cup Merchandise



SIRONA'S PADDOCK VIEW DINING

Enjoy the grandeur and excitement as the Championship contenders promenade through the paddock prior to every Breeders' Cup race. Multiple televisions are placed throughout this dining room to ensure you don't miss a moment of racing. Guests of Sirona's will enjoy a gourmet buffet and conveniently located wagering windows and restrooms. Convenient access to the track apron is available for trackside race viewing.

Two-day package: \$400 per person

Sirona's Paddock View Dining Amenities

Paddock Dining

Views of Live Racing from Track Apron

Souvenir Tickets for Reserved Dining

Premium Cash Bar with Cocktail Service

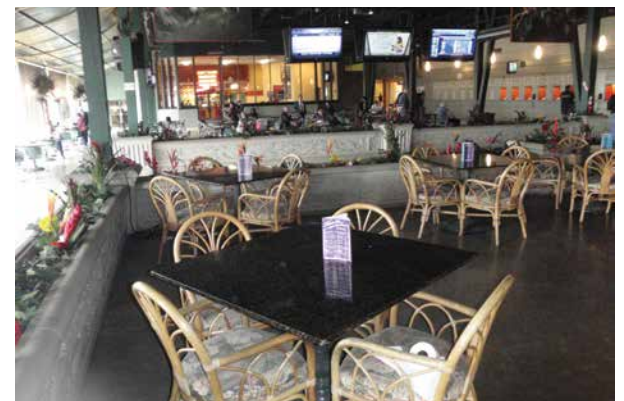
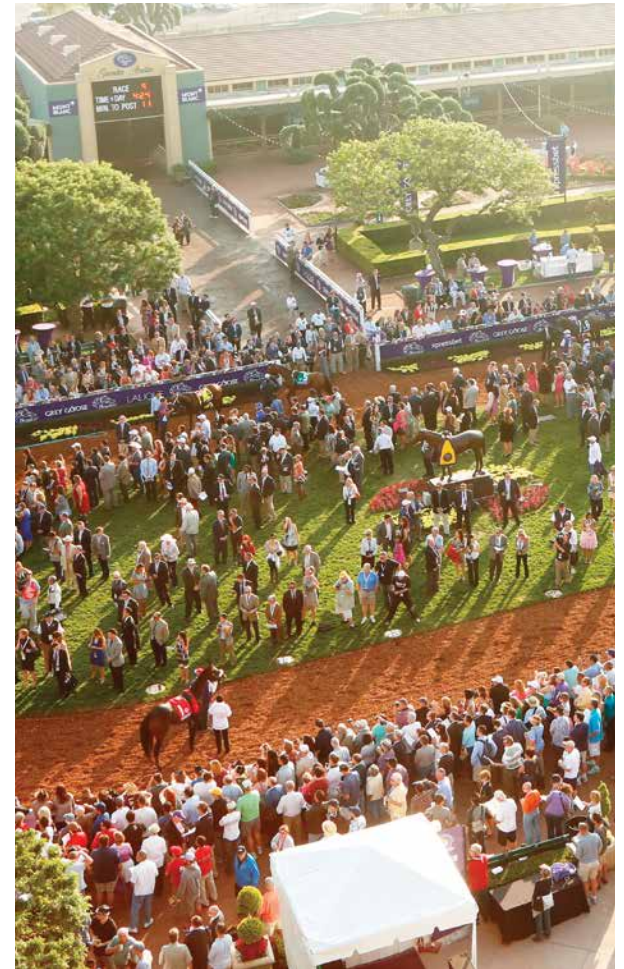
Gourmet Luncheon Buffet

Race Day Program

Additional Amenities Available (add-on cost)

VIP, Limo and Bus Parking Passes

Co-Branded Breeders' Cup Merchandise





BALDWIN TERRACE DINING

Located at the 1/8 pole and elevated above the track, Baldwin Terrace offers an interior, climate-controlled dining room equipped with multiple televisions ensuring you don't miss a moment of racing. Guests will enjoy a gourmet buffet, and private cash bar. And, if it's the thunder of the horses making their way to the finish line you crave, shift to your covered, open-air, trackside seats, conveniently located in the Grandstand Reserved Section S.

Friday: \$150 per person

Saturday: \$275 per person

Baldwin Terrace Dining Amenities

- Trackside View from Grandstand Seat(s)
- Souvenir Tickets for Reserved Dining and Grandstand Seating
- Gourmet Buffet Luncheon
- Private Premium Cash Bar
- Private Mutuel Tellers
- Race Day Program

Additional Amenities Available (add-on cost)

- VIP Parking Passes
- Co-Branded Breeders' Cup Merchandise



CLOCKERS' CORNER

Clockers' Corner is one of the most iconic sections of historic Santa Anita Park. Situated at the top of the stretch, it is the ideal place to enjoy breakfast while taking in the early morning workouts. Then, transforming from tranquility to exhilaration, the bugle sounds, the gates open, and champion horses charge by you. At Clockers' Corner you and your guests will enjoy excellent views of racing, a gourmet buffet, cocktail service, and convenient access to mutuel tellers and restrooms.

Friday: \$155 per person

Saturday: \$230 per person

Clockers' Corner Amenities

Trackside View

Souvenir Tickets for Reserved Dining

Buffet Luncheon

Premium Cash Bar with Cocktail Service

Race Day Program

Additional Amenities Available (add-on cost)

General Parking Passes

Co-Branded Breeders' Cup Merchandise





GRANDSTAND RESERVED SEATS

Located on the third floor mezzanine level of the grandstand, these open-air, stadium style seats offer some of the best views of the track! Grandstand seating extends from the 1/4 pole (the top of the stretch) to the 1/16 pole (before the finish line). A giant video board will be in place opposite these seats for added views of the finish. All Grandstand seats are conveniently located to concessions, mutuel tellers, bar service, and restrooms.

Pricing Varies:

Friday: \$50-\$250 per person

Saturday: \$75-\$300 per person

Grandstand Reserved Seating Amenities

Trackside View
Souvenir Tickets for Reserved Seating
Race Day Program

Additional Amenities Available (add-on cost)

General Parking Pass
Co-Branded Breeders' Cup Merchandise



BREEDERS' CUP





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