



## 2010 Fair Hill Races

### Post-Event Report



# **What is Steeplechase Racing and the Fair Hill Races**

## **Steeplechase Racing in the United States**

In the United States, there are two forms of Steeplechasing (or jumps racing). The most prevalent kind of racing over jumps is Hurdles racing. National fences stand 4 ft. 6 in. tall at the highest point, but are mostly made of synthetic "brush" that offers little resistance to a horse passing through. In racing over fences, the horse is trained to jump in as much of a regular stride as possible. This allows the horse to maintain its speed upon landing. Hurdle races are commonly run at distances of about 1 3/4 - 2 1/2 miles. In the United States, hurdles races are sometimes held at the major tracks such as Keeneland, Saratoga and Belmont, as well as at race meets dedicated solely to jumps racing like the Fair Hill Races.

Timber racing is conducted over solid and immovable wooden rail fences that, in the most extreme case, may reach 5 feet high. The courses are longer, ranging from 3 to 4 miles in length, and the jumping effort required of the horse is much different. Because of the size of the fences and their solid and unyielding construction, a timber horse is trained to jump with an arc, unlike a hurdle racer. An important factor in success at timber racing is for the horse to land in stride, so that it can carry its speed forward on the flat part of the race course. Timber Races are not currently held at any major tracks, but can be found at almost all steeplechase meets including the Fair Hill Races.\*

## **Fair Hill Races**

Fair Hill is one of the premier racing courses in the county, and was created by William du Pont, Jr., a designer of 30 racetracks, including nearby Delaware Park. Mr. du Pont let the course mature for seven years before holding the first Fair Hill Races in 1934. Fair Hill is a favorite for horsemen due to its challenging layout and lush turf, but also for fans, as they are provided with outstanding views of a sport, which considering its rich history, continues to gain momentum. Fans can also benefit from and enjoy pari-mutuel wagering. Fair Hill Races is the only steeplechase race meet to offer LIVE pari-mutuel wagering and also was one of the first to involve corporate sponsorships.

## **76 years of Tradition**

The Fair Hill Races have benefited Union Hospital of Cecil County since their inception thanks to Mr. William du Pont, Jr. Today, the Union Hospital of Cecil County Maryland is the beneficiary of the Fair Hill Races.

The Union Hospital Foundation is a not-for-profit organization that helps strengthen patient care programs and services through philanthropy. Its sole purpose is to raise funds to support the hospital's goals – funds for equipment, programs, construction and renovation, as well as an endowment to secure future quality care for Union Hospital patients.

\* Information researched at <http://en.wikipedia.org/wiki/Steeplechase#Racing>

# **Cecil County Breeders' Fair**

The Fair Hill Races is organized and operationally supported by the Cecil County Breeders' Fair, Inc. This not-for-profit volunteer board is comprised of members of the community, representatives from the Department of Natural Resources and Union Hospital.



**(Cecil County Breeders' Fair Board July 2009 – June 2010)**

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Samuel Slater  
Wayne Suydam  
Sallie Teague

## **Volunteer and Planning Hours**

The Fair Hill Races takes months of planning and hours of volunteer support. Starting in August, the Cecil County Breeders' Fair Board meets on a monthly basis to start planning for the upcoming races. Every year this board devotes at least 200 volunteer hours to ensure the success of the Fair Hill Races.

Additionally, the Union Hospital staff embraces this event and provides crucial volunteer support the day of the races. In 2010 over 58 UHCC volunteers helped us save more than \$4,176 in labor expenses by giving of their time to help set up the race track, operate the ticket booths, serve as ushers, man the Kids Korner, serve food, provide assistance to attendees and much more. The Fair Hill Races would not be possible without their support.

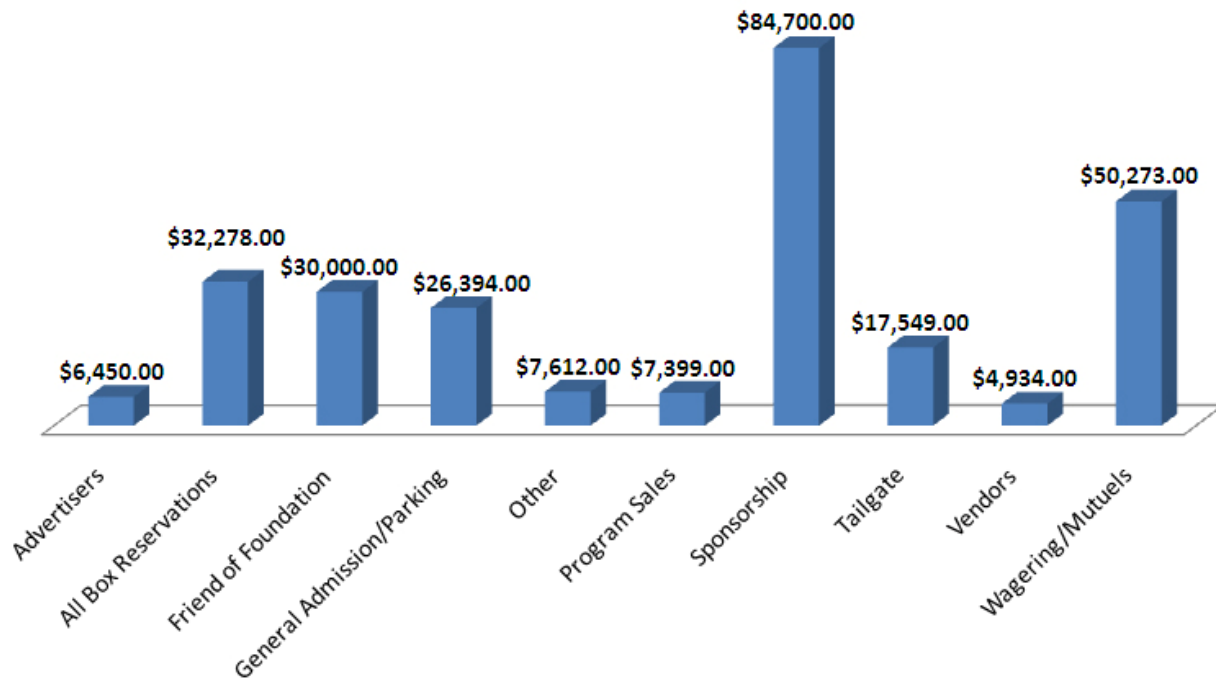
# Revenue & Expenses

Despite the wagering opportunity, Union Hospital derives a very small financial benefit from conducting the Fair Hill Races. The operational costs to run the 2010 Races totaled **\$251,045.67**, and this year's revenue was **\$267,584**. Despite a small return on investment, the Foundation and Cecil County Breeders' Fair continue the tradition of steeplechase racing at Fair Hill for the pleasure and enjoyment of all. The 2010 Fair Hill Races raised a total of **\$16,538.33** that will be used for the Union Hospital Cancer Center.

### 2010 Fair Hill Races Expenses Paid by Union Hospital



## 2010 Fair Hill Races Revenue Sources



**Net revenue donated back to Union Hospital: \$16,538.33**

## Community Benefit

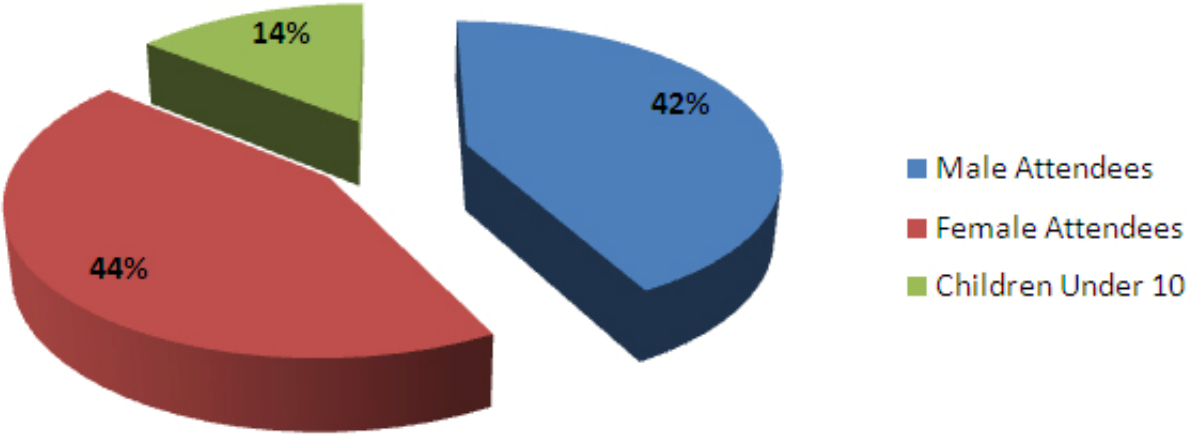
Businesses all over Cecil County benefit from the Fair Hill Races. This event attracts thousands of spectators to our community every May and increases our county's visibility in major markets.

Working closely with WXCY, the PA Equestrian, the Cecil Whig, Maryland Life, and Apple Outdoor the 2010 Fair Hill Races attracted over **15,000** spectators from thirteen different states. Men and women were equally represented and there was a recognizable increase in the number of children under the age of 10.

# 2010 Fair Hill Races State Representation



## Attendance



Local businesses benefit from the Fair Hill Races through increased traffic on race day, marketing and exposure, increase in sales, or direct financial gains through their support of the event. The following local businesses and vendors benefited directly from the 2010 Fair Hill Races, however many more benefit indirectly as well.

A & M Tent	Fritz Printing
A-1 Sanitation	Hunt Cup Productions
Accent Printing	Maryland Jockey Club
American Home and Hardware	Maryland Life
Apple Outdoor	Maryland Racing Commission
Blue Marlin Catering	National Steeplechase Association
Boordy Vineyards	Oxford Market Place
Boy Scout Troup 173	Paint'n Place Signs
Cecil College	Pit Stop Pit Beef
Cecil County Arts Council	PS Printing Solutions
Cecil County Extension Office	Rising Sun Fire Police
Cecil County Sheriff's Office	River Hills Foxhound Club
Cecil County Tourism	Rock Springs Hardware, Inc.
Cecil Graphics	Silpada Designs, Inc.
Chesapeake Web Design	Silver Hill Antiques
Cowboy Way	Singerly Fire Co.
Elkton Florist	Staples
Equine Impressions	Sunflower Trading
Fair Hill International	UHCC Gift Shop
Fairwinds Farm & Stables, Inc.	Verizon
Fawn Hallow Landscaping	

# Sponsorship

## Marketing, Exposure, Benefits – Fair Hill Races:

There are a number of sponsorship packages available for the Fair Hill Races. The benefits vary depending on the level of contribution. Our 2010 sponsors enjoyed the opportunity to receive the following benefits:

### Marketing & Exposure:

- Company banner located on the inside rail of race course near finish line
- Advertisement and sponsor listing in the official race program (*ad size dependent on sponsorship level*)
- Company logo on the Jumbotron and Fair Hill Races web site
- Continual repetition of company's name by race announcer
- Top billing in printed advertisements
- Recognition in the Union Hospital Foundation's Annual Report
- Digital commercial played over the Jumbotron

### Event Benefits:

- VIP Boxes in Aintree Stand (*number dependent on sponsorship level*)
- Reserved seats in the Aintree Stand (*number dependent on sponsorship level*)
- General admission tickets (*number dependent on sponsorship level*)
- VIP passes to private sponsor tent (free lunch & beer/wine open bar) (*number dependent on sponsorship level*)
- Free convenient parking in specially designated area adjacent to course
- Admission to the Paddock Area and private betting windows
- Free program books (*number dependent on sponsorship level*)
- Tent, tables, and chairs provided for your personal party

*The Union Hospital Foundation is grateful for its  
2010 Fair Hill Race sponsors.*

**SPECIAL**

Valentine Family  
Union Hospital Executive Medical Staff  
Delaware Park

**PLACE**

Nancy Simperts

**THOROUGHbred TURN**

Ag-Industrial, Inc.  
Five Rivers Financial Advisors, LLC  
Donald & Judith Hicks

**FRIENDS OF THE FOUNDATION**

**PLATINUM**

Cecil County's UBS  
The Columbia Bank  
PNC Bank

**SHOW**

A & M Tent  
Cecil Whig  
Elk Forge Bed and Breakfast  
Hawthorn Suites  
Maryland Life  
Newark ToyotaWorld  
Price Automotive Group  
Olcott Consulting Group  
Sentman Distributors  
Williams Family AutoMall  
Worthington, Wilkinson & York

**GOLD**

Delmarva Power  
NBRs Financial Bank

**SILVER**

Calvert Manor Healthcare Center  
Marshall Craft Associates  
The Stewart Foundation  
W.L. Gore & Associates, Co.

**FAIR HILL SPONSORS**

**WIN**

WXCy

**We would also like to thank our custom  
sponsors:**

Herr's Food, Inc.  
Oxford Feed & Lumber