



**WTC25**  
WORLD TROTTING CONFERENCE  
CANADA 2017 | 25TH ANNIVERSARY



**WDC**  
WORLD DRIVING CHAMPIONSHIP  
CANADA 2017







## WORLD TROTTING CONFERENCE AUGUST 14-19

Delta Prince Edward | Charlottetown, PEI

## HOST RACETRACKS FOR THE WORLD DRIVING CHAMPIONSHIP

- ★ Century Downs Racetrack and Casino Calgary, AB
- ★ Mohawk Racetrack Campbellville, ON
- ★ Georgian Downs Innisfil, ON
- ★ Hippodrome 3R Trois-Rivières, QC
- ★ Red Shores Racetrack & Casino at CDP  
Charlottetown, PEI

## THE WORLD COMES TO CANADA IN 2017

In 2017, Standardbred Canada will host the World Trotting Conference and the World Driving Championship.

The WTC will be held in Charlottetown, P.E.I. from August 14 to 19, 2017, while the WDC will take place at five racetracks in four provinces from August 12 to 18.

These events, will coincide with the 250th Anniversary of horse racing in Canada, and Canada 150 celebrations. It also marks the 25th edition of the World Trotting Conference.

This is an opportunity to promote to the industry on a world wide basis and tap into new markets with 18 countries participating.

The 2017 WDC will kick off in the west at Century Downs Racetrack and Casino in Calgary, Alberta. The drivers will then head to Ontario for the next two legs, at Mohawk Racetrack and Georgian Downs.

The action then moves to Trois-Rivières, QC, at Hippodrome 3R, before the drivers head to Prince Edward Island and Red Shores Racetrack and Casino at Charlottetown Driving Park for the final leg of the Championship.





## A UNIQUE OPPORTUNITY

The 2017 World Trotting Conference and World Driving Championship provide a unique opportunity for Industry Sponsors to showcase their services and products to a global audience without leaving Canada.

Leaders and key influencers from 18 member countries of the International Trotting Association will attend the World Trotting Conference from August 14 to 19 in Charlottetown, Prince Edward Island, to exchange information, and discuss innovation, best practises and standards in racing.



### **GOLD SPONSORSHIP - \$10,000 (CAD) Investment**

- ☑ Opportunity to make a keynote presentation at the WTC
- ☑ Sponsorship of one WTC luncheon and four tickets
- ☑ Participate as an observer at the WTC including all social activities
- ☑ Two passes for the WTC Symposium
- ☑ Opportunity to have an exhibit/display at the WTC
- ☑ Corporate name and logo prominently placed on WTC signage, printed conference materials, etc.
- ☑ Corporate name and logo prominently placed on the WTC/WDC sections of the Standardbred Canada website
- ☑ One full page ad in *TROT Magazine*

### **SILVER SPONSORSHIP - \$5,000 (CAD) Investment**

- ☑ Sponsorship of one WTC luncheon and a five minute presentation
- ☑ Four tickets to attend the luncheon
- ☑ Two passes for the WTC Symposium
- ☑ Opportunity to have an exhibit/display at the WTC
- ☑ Corporate name and logo prominently placed on the WTC/WDC sections of the Standardbred Canada website
- ☑ One full page ad in *TROT Magazine*

### **BRONZE SPONSORSHIP - \$3,000 (CAD) Investment**

- ☑ Sponsorship of coffee/ nutrition breaks for one day
- ☑ One pass for the WTC Symposium
- ☑ Corporate name and logo prominently placed on the WTC/WDC sections of the Standardbred Canada website
- ☑ One full page ad in *TROT Magazine*





CENTURY DOWNS



MOHAWK RACETRACK



HIPPODROME 3R



GEORGIAN DOWNS



RED SHORES RACETRACK



2150 MEADOWVALE BLVD.  
MISSISSAUGA, ON L5N 6R6  
(905) 858-3060

