

RACING FESTIVAL
**BELMONT
STAKES**
150
JUNE 7-9

RACING FORWARD





Fans line up around the paddock to view the horses before the race.



From 1867-89, the Belmont Stakes was held at Jerome Park in the Bronx.



The clubhouse and grandstand at Belmont Park on its opening in 1905.

The Birth of the Belmont Stakes

People love imagining how the world used to be. What was the United States like 150 years ago? What notable events or milestones occurred in 1867?

The United States, as we know it today, did not exist. Under the direction of President Andrew Johnson, the country was recovering from the devastation of the Civil War, which had only ended two years earlier. And there were only 36 states, until Nebraska became the 37th on March 1. Increasing the country's territories even farther, Alaska was purchased from Russia for \$7.2 million.

Several key people were born in 1867, including Wilbur Wright, who, with his brother Orville, launched the first powered airplane flight in Kitty Hawk, N.C. And "Little House on the Prairie" came to life with the birth of Laura Ingalls Wilder.

Moving to sports, 1867 was the year MLB pitcher Cy Young was born, the namesake for the league's pitcher of the year award.

The Belmont Stakes

But 1867 was a key date for sports and horse-racing fans alike, as that was the year of the first Belmont Stakes. The race is held every year in early June at Belmont Park in Long Island, N.Y. Known as "The Test of the Champion," the Belmont Stakes is the third leg of horse racing's Triple Crown.

That first race was held on a Thursday in the Bronx at Jerome Park, the first major race track built after the Civil War. The race was named after banking magnate August Belmont Sr., who helped finance the new track. The inaugural event of 1 5/8 miles was won by a filly named Ruthless, one of only three fillies to win the Belmont Stakes in the last 149 races.

Jerome Park continued to host the next 22 races before the Belmont Stakes moved for 14 years to Morris Park in the Bronx.

For the first six years, the race was run at 1 5/8 miles. Over the years, it has also been run at 1 1/8, 1 1/4 and 1 3/8 miles. But, since 1926 (also from 1874-89), the race has been run at 1 1/2 miles.

"Our firm has been associated with NYRA (New York Racing Association), the Belmont Stakes and broader horse racing for over 15 years," said Dany Berghoff, principal of the global sport leadership practice at RSR Partners. "Joe Bailey, who is the managing director of our practice, and I think the Belmont Stakes is akin to a major international

competition across the global sport ecosystem. It really is a competition of consequence and one we think is extremely special across the overall industry."

Belmont Park

The Belmont Stakes moved to its permanent home at Belmont Park on Long Island in 1905. The first race at the new track was held on May 4 and attracted the nation's elite. Arriving in both horse-drawn carriages and cars, more than 40,000 ushered in a new era of horse racing for New York and the United States.

When Belmont Park's current grandstand was rebuilt in 1968, it became the largest in thoroughbred racing. It has a total capacity of more than 100,000. Belmont Stakes fans have exceeded the Park's capacity four times and reached a record 120,139 in 2004.

"There's no facility like that (Belmont Park) in American racing, that's so large, with one contiguous building and the 1 1/2 mile oval," says Bryan Pettigrew, senior vice president of marketing and sponsorship for the Breeders' Cup. "In terms of facilities, it's legendary and historic. When you go there, it's somewhere



The owner of the horse that wins the Belmont Stakes receives the August Belmont Memorial Cup, a solid silver bowl and cover made by Tiffany's.

special, whether it's the paddock or to watch the race trackside."

Belmont Park's single 1 1/2-mile lap is the longest dirt track in thoroughbred racing in the United States.

"In today's world, six furlongs (3/4 mile) seems to be the norm," said Walker Hancock, president of Claiborne Farm. "To stretch it out to 1 1/2 miles shows true grit and determination to win the race."

Where Triple Crown Fortunes are Made (or Lost)

Once the Preakness Stakes started in 1873 and the Kentucky Derby in 1875, the status of the Belmont Stakes elevated. As the final race in the quest for the Triple Crown, the fortunes of all the horses competing for horse racing's most prized title comes down to their performance at the Belmont Stakes.

Over the years, only 35 horses have won both the Kentucky Derby and the Preakness Stakes to be eligible for the coveted title of Triple Crown champion. But "The Test of the Champion" and Belmont Park's 1 1/2 mile track is a challenge few can overcome.

And only 12 horses have achieved the sport's ultimate glory. From Sir Barton in 1919 to Secretariat's incredible domination in 1973 to American Pharoah in 2015, the Belmont Stakes has witnessed horse racing's finest.

"Being the third leg of the Triple Crown, the Belmont Stakes is a significant part of racing," said Bill Turner, senior key account executive at Coca-Cola, one of the race's major sponsors. "It creates an overall excitement. The atmosphere is always electric."

"The sport (horse racing) itself is a primary staple in the history of sport in general," says Berghoff.

"That inextricable relationship between the jockeys, the animals, the horse men – the overall ecosystem is exceptionally and incredibly unique. When we think about what it (Belmont Stakes) means to the overall sport of horse racing, it's the pinnacle of that – the overall professionalism, the care for the industry, the engagement from a fan perspective, from a horseman perspective, from an executive perspective." (SEE BIRTH, PAGE 12)

Credit: Photo courtesy of NYRA

RACING FESTIVAL
BELMONT STAKES
150
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RACING FORWARD

Celebrating
150 Years
 of history
 as it's made



THANK YOU FOR YOUR SUPPORT



Q&A with Chris Kay

CEO and President of the New York Racing Association (NYRA)



Chris Kay, CEO and President, New York Racing Association (NYRA)

SBJ: When you joined NYRA in 2013, what were your plans for the future of Belmont Stakes and Belmont Park?

Chris Kay: I had three strategic initiatives, which I articulated in August of 2013, and they've guided our organization ever since. The first was to enhance the guest experience on track and online. The second was to improve the quality of racing and the third was to create a sustainable financial foundation. With respect to Belmont Park, I thought there might come a day when we could transform this property into a tremendous destination and make it one of the best sports entertainment districts in the country.

After several years and a lot of hard work by a lot of people within our organization, we're pleased with the progress we've made to date.

SBJ: What led to the start of the Belmont Stakes Racing Festival?

Chris: One of the things about any sport is that there have to be really special days. Not everybody watches a baseball game in August, but people tune in to the World Series. You might not watch every NFL game, but you watch the Super Bowl. We needed to do the same thing in horse racing, which is available in so many locations on so many days of the year. And so we created what we called "Must See Bigger Than" days, times when if you're not going to pay attention to horse racing all year long, you owe it to yourself to pay attention on those big days. And the Belmont Stakes was the first day. In 2014, we put a lot of great big races that had been on other days on Belmont Stakes Day and it was a success. So in 2015, we expanded it to be a three-day racing festival. And we're very pleased with what we've been able to achieve since 2015.

SBJ: How would you evaluate the success of the racing festival?

Chris: It's been very successful. We no longer have to count on having the possibility of a Triple Crown to make sure we have a great day. We bring in some great entertainment. In addition, we have a power-packed day of great racing on Saturday. We've added better races on that Friday and Thursday. So, for example, in 2017, the handle – the amount of money wagered on races for a given day – increased 30 percent in 2017 over 2016 for those races offered on Thursday and Friday. That tells us that the horse players in the public who are interested in horse racing are looking upon this truly as a three-day festival.

SBJ: What role has corporate sponsorship played in the Belmont Stakes, Belmont Stakes Racing Festival and Belmont Park?

Chris: Sponsorships have played an important role. For example, we had one of the fantasy sports companies sponsor the event in 2015. In 2016, we launched an Internet wagering company called NYRA Bets. And NYRA Bets has been the sponsor for the Belmont Stakes ever since. And we also have other sponsors at a lesser level. We very much appreciate their work and their support. I do believe that when we have that kind of destination at Belmont, including the (new Islanders) arena (and entertainment district), we're going to be able to have far greater opportunities for significant sponsorship.

SBJ: What role does NYRA and Belmont Park have in the development of the New York Islanders arena and the entertainment district?

Chris: We both have the same goal to create a destination where people of all ages and all demographics will come with their friends and family to have a great time. We want to be able to offer a variety of different experiences and we want to be able to do it in a seamless and integrated way. So there's been a lot of dialogue between our two organizations to achieve that goal and there will obviously be a lot more in the weeks and months to come.

(SEE CHRIS KAY, PAGE 12)



American Pharoah, ridden by Victor Espinoza, won the 2015 Belmont Stakes in a gate-to-wire victory, becoming the first Triple Crown winner in 37 years.



Fashion is a key part of the traditions at the Belmont Stakes.



The paddock crowd cheers on 2014 Triple Crown hopeful California Chrome.

For Triple Crown Champions, All Tracks Lead to Belmont Park



Secretariat, ridden by jockey Ron Turcotte, is led to the winner's circle by his owner, Penny Chenery. Secretariat captured the Triple Crown by winning the 1973 Belmont Stakes by a record 31½ lengths.

"The Belmont Stakes is the final leg of the Triple Crown," said Mike Ziegler, executive director of racing at Churchill Downs. "It's the race every horse owner wants to win."

The two most memorable Triple Crown victories were by Secretariat in 1973 and American Pharoah in 2015.

Secretariat

Going into 1973, horse racing fans were starved for a Triple Crown champion. It had been 25 years since Citation claimed the title in 1948. One of the top U.S. racehorses of the 20th century, Secretariat didn't just win the Belmont Stakes, he posted the greatest performance in the history of horse racing. Having set speed records at the Kentucky Derby and Preakness Stakes, Secretariat's appearance in the Belmont Stakes drew a then-record crowd of 69,138 and a TV audience of 15 million households. And he did not disappoint. After Secretariat's fast start, CBS announcer Chic Anderson made the call, "Secretariat is widening now! He is moving like a tremendous machine!" In a record 2:24, Secretariat won by 31½ lengths, both marks that still stand today.

Stuart Janney III, chairman of The Jockey Club, said one of his best memories is, "Secretariat in 1973 because of the magnificence of the horse and the breathtaking way his win was achieved."

In a tribute to Secretariat and his dominant victory, Belmont Park erected the Secretariat Pole just inside the railing – 31½ lengths short of the finish line. And a bronze statue of the famous horse stands inside the Belmont Park paddock.



Sir Barton won the Belmont Stakes in 1919 to become the first Triple Crown winner.

One of the most difficult championships to earn, the Triple Crown is the exclusive title given to the horse that wins the Kentucky Derby (started in 1875), Preakness Stakes (1873) and Belmont Stakes (1867) in the same year.

In more than 140 years of Triple Crown racing, 35 horses have been eligible to claim the title. But only 12 have become racing royalty, capturing the Triple Crown by winning the Belmont Stakes. (See "12 Epic Years of Triple Crown Winners.")

Sir Barton won the first Triple Crown in 1919. The 1940s were dubbed the grand decade of horse racing when four horses won horse racing's ultimate prize. The 1930s and 1970s each featured three Triple Crown winners. But after Affirmed won in 1978, there was a 37-year drought until American Pharoah claimed the title in 2015.

Credit: Photo courtesy of NYRA



American Pharoah wins the 2015 Belmont Stakes to become the first Triple Crown winner in 37 years.

of 22 million watched on TV. Holding the lead from gate to wire, American Pharoah claimed his Triple Crown title at the Belmont Stakes by beating seven other horses by 5½ lengths in 2:26.65, the second fastest Belmont time of all Triple Crown winners.

"My best memory (of the Belmont Stakes) is the 2015 Triple Crown win and having my family with me at the race," said Bryan Pettigrew, senior vice president of marketing and sponsorship for the Breeders' Cup. "I'd gone a number of times when there were Triple Crown attempts. It was exciting and overwhelming to be there for the 2015 Triple Crown win."

"I was lucky enough to be there to see American Pharoah succeed," said Ziegler. "It was one of the most thrilling days of racing I've seen in my career."

Said Walker Hancock, president of Claiborne Farm, "The roar the crowd made when American Pharoah turned towards home would rival any noise I've heard in any sports arena."

American Pharoah

After Secretariat, horse racing gave its fans just two more Triple Crown winners – Seattle Slew in 1977 and Affirmed in 1978. When American Pharoah burst onto the scene in 2015, anticipation ran high among race fans that he could be the one to break the 37-year drought. With the opportunity to see the first Triple Crown winner in a generation, a capped sell-out crowd of 90,000 swarmed Belmont Park, while a record audience



BELMONT PARK

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FOR 150 YEARS

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THE 150TH RUNNING OF THE BELMONT
STAKES. BELMONT PARK IS HOME TO FOUR
BREEDERS' CUP WORLD CHAMPIONSHIPS.



Hockey Joins Horse Racing at Belmont Park



Islanders Center John Tavares, New York Governor Andrew Cuomo, Singer-songwriter Billy Joel and Islanders Right Wing Cal Clutterbuck display their Islanders' jerseys at the press conference.

Hockey and horse racing may sound like an unusual combination, but not in New York.

In 2018, the NHL's New York Islanders won a proposal with the state of New York to build an 18,000-seat arena at Belmont Park. That decision signaled the return of the Islanders to Long Island. Since its launch in 1972, the team had played at Long Island's Nassau Coliseum before moving to Brooklyn's Barclays Center in 2015.

In addition to the arena, the Islanders will build an entire mixed-used development. It will include a 250-room hotel, a 435,000-square-foot retail village and six acres of outdoor recreation space that will include a 10,000-square-foot innovation center. The arena will host up to 150 events a year, from college sporting and family events to concerts and conferences. The retail village will include stores, restaurants and a movie theater.

The arena will be situated on a prized location – behind Belmont Park's grandstand and beside the paddock. The hotel will be beside the grandstand.

"Our most important goal is to create a destination location, to create the finest sports and entertainment district in the country," said Chris Kay, CEO and president of the New York Racing Association (NYRA).

To help fans and guests travel to the new development, the Belmont Long Island railroad station will become a full-year, full-service station. It currently only operates during Belmont Park's horse-racing season.

Joining the Islanders in creating the development are Sterling Project Development, a real estate firm run by the Wilpon family, owners of MLB's New York Mets; and Oak View Group, an arena development company partly owned by MSG. These three groups have formed New York Arena Partners and will invest \$1 billion in private financing to create the development, forgoing the use of public funds. They'll sign a 49-year lease with New York and pay the state \$40 million rent throughout the term of the lease.

The Islanders will break ground on the new arena in late winter/early spring of 2019. The team expects to open the 2021-22 season in their new home. Until then, they'll split home games between the Nassau Coliseum and Barclays Center.

"I'm looking forward to seeing what the development brings," said Walker Hancock, president of Claiborne Farm. "The crowd seems it will be of a younger generation. I hope that happens and we'll make new fans in horse racing."

The development will strengthen Belmont Park as a world-class sports and entertainment destination. The thousands of jobs created, both during construction and continuing thereafter, will create a significant economic impact for the region for years to come.

The move by the Islanders and the guests coming to the entertainment district will introduce a new wave of people to the excitement of horse racing, developing a new generation of potential fans.

"I think the benefit to horse racing (of the development) is that by virtue of now having another reason to come to this property, either for concerts or hockey

games, as well as the retail that will be across the street, we're going to be able to introduce a lot of people to horse racing," said Kay. "A lot of people were brought to the track by their parents and now they're going to realize this is not their grandfather's horse racing. This is a lot of fun. We all want immediate gratification and this is a place where you can watch, wager, win, celebrate and party and then do it again a few minutes later."



NHL Commissioner Gary Bettman and Islanders Owner Jon Ledecky at the press conference announcing the Islanders' new arena at Belmont Park.

Credit: Photo courtesy of NYRA



The NHL Islanders new home will be adjacent to the Belmont and will be the foundation for an extensive sports and entertainment development

Belmont Stakes Facts and Trivia

- The Belmont Stakes is named for August Belmont Sr., a financier who made his fortune in banking, and who helped fund the construction of Belmont Park.
- The Belmont Stakes is known as "The Test of the Champion" as the 1½-mile dirt track at Belmont Park makes the Stakes the longest and most challenging race most horses will ever run.
- The winner of the Belmont Stakes receives the August Belmont Memorial Cup, a solid silver bowl and cover from Tiffany & Co. The winning owner keeps the trophy for one year until the next race is run. The winning owner, trainer and jockey each receive a silver miniature of the trophy.
- It takes five hours and 700 white carnations to make the 40-pound blanket that is draped over the winning horse.
- The Belmont Stakes has been run at four race tracks – Jerome Park in the Bronx (1867-89), Morris Park in the Bronx (1890-1904), Aqueduct in Queens (1963-67 while Belmont Park's grandstand was rebuilt) and Belmont Park in Long Island (1905-present).
- Only two people have won the Belmont Stakes as both a jockey and trainer (James Rowe and George Martin Odom).
- In 1993, Julie Krone became the only female jockey to win the Belmont Stakes.
- In 1871, the Belmont Stakes featured the first post parade in the United States, where the horses walk in front of the crowd before moving into the gates.
- In 1921, the Belmont Stakes became the first race to be run in a counter-clockwise direction.
- The race was cancelled in 1911 and 1912 due to anti-gambling legislation in New York State.
- The Belmont Stakes is the oldest Triple Crown event, predating the Preakness Stakes (1873) by six years and the Kentucky Derby (1875) by eight.
- While 35 horses have been eligible to claim the Triple Crown with a Belmont Stakes victory, only 12 have achieved that feat.
- There has been only one father/son Triple Crown champion – Gallant Fox in 1930 and his son, Omaha, in 1935.
- In 1977, Seattle Slew became the first undefeated horse to win the Triple Crown.

Dynasties

- Eighteen owners have won the Belmont Stakes more than once, accounting for 57 champions.
- Of these 18 owners, 10 posted consecutive victories.
- Three families – Belair Stud, the Belmont Family and James Keene – lead all owners as each have had six Belmont Stakes champions.
- Nine jockeys (with 37 wins) and seven trainers (with 38 wins) account for a quarter of the Belmont Stakes champions.
- Fourteen Belmont Stakes winners have sired at least one Belmont winner, led by 1920 champion Man o' War who sired three champions, including 1937 Triple Crown winner War Admiral.



Carousel horses, which date to the early 20th century, adorn the walls of the Garden Terrace Restaurant on the fourth floor of the Belmont Park Clubhouse

What does the Belmont Stakes and **Claiborne Farm** have in common?

Both were established before:

- | | |
|--------------|---------------------|
| Televisions | The NFL, NBA or NHL |
| Minimum Wage | Wrigley Field |
| FM Radio | Jet Engines |
| Penicillin | Canned Beer |

Since 1910, one of the most **iconic** brands in sports.
And the tradition continues...



12 Epic Years of Triple Crown Winners

YEAR	HORSE	OWNER	TRAINER	JOCKEY
1919	Sir Barton	J.K.L. Ross	H.G. Bedwell	John Loftus
1930	Gallant Fox	Belair Stud*	J.E. Fitzsimmons*	Earl Sande
1935	Omaha	Belair Stud*	J.E. Fitzsimmons*	William Saunders
1937	War Admiral	Samuel D. Riddle	George Conway	Charles Kurtsinger
1941	Whirlaway	Calumet Farm*	Ben A. Jones	Eddie Arcaro*
1943	Count Fleet	Mrs. John D. Hertz	Don Cameron	John Longden
1946	Assault	King Ranch	Max Hirsch	Warren Mehrtens
1948	Citation	Calumet Farm*	H.A. "Jimmy" Jones	Eddie Arcaro*
1973	Secretariat	Meadow Stable	Lucien Laurin	Ron Turcotte
1977	Seattle Slew	Karen L. Taylor	William Turner Jr.	Jean Cruget
1978	Affirmed	Harbor View Farm	Lazaro Barrera	Steve Cauthen
2015	American Pharoah	Zayat Stables	Bob Baffert	Victor Espinoza

*two-time winner



A bronze statue of Secretariat, who won the 1973 Triple Crown by a record 31 ½ lengths, is on display in Belmont Park's paddock.

Photo courtesy of NYRA

Belmont Stakes by the Numbers

22 million – record TV viewers in 2015 to watch American Pharoah win the first Triple Crown in 37 years

90,000 – fans who watched American Pharoah in 2015 win the Triple Crown at Belmont Park

2,015 – horses to start the Belmont Stakes

700 – carnations used to make the carnation blanket that is draped on the winning horse

150 – years of running the Belmont Stakes marked in 2018

37 – years between American Pharoah's Triple Crown win in 2015 and the previous one, by Affirmed in 1978

31 ½ – lengths is the record margin of victory set by Secretariat in his 1973 Triple Crown win

14 – Belmont Stakes winners who have sired at least one Belmont winner

12 – horses that have won the Belmont Stakes to become Triple Crown champions

8 – wins by James Rowe, the most of any trainer at the Belmont Stakes

6 – wins, the most by a jockey in the Belmont Stakes (James McLaughlin and Eddie Arcaro); and by an owner (Belair Stud and James Keene)

5 – consecutive wins in the Belmont Stakes by a trainer (Woody Stephens – 1982-1986)

3 – winning fillies at the Belmont Stakes

2:24 – the posted fastest winning time for the Belmont Stakes, set by Triple Crown winner Secretariat in 1973

1 – lap around the 1½ mile track to crown the Belmont Stakes winner



The gates of Jerome Park, where the Belmont Stakes was run from its inception in 1867 to 1889, are preserved on the fourth floor of the Belmont Park Clubhouse.

Churchill Downs Incorporated

Salutes



AQUEDUCT

**BELMONT
PARK**

SARATOGA

on the 150th Running of the Belmont Stakes

June 9, 2018



CHURCHILL DOWNS
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What Are Some of Your Best Memories of the Belmont Stakes?

"In 2016, rain threatened all day, but it didn't rain. We had a photo finish and a horse named Creator won. Just as Creator passed the finish line, it began to rain. And we did the presentation in the rain. Bobby Flay, one of our board members, was part of the ownership team. When the rain stopped, as Creator and her owners were walking away, there was this rainbow in the background."

– Chris Kay, CEO and President, New York Racing Association (NYRA)

"We like to think of the sports industry as being in the happiness business and it's not just a couple of minutes that the horses are running around the track, it's everything from top to bottom. It's getting on the train in New York City and taking it out to the Belmont stop. It's the palpable energy that's either in those railroad cars or those subway cars. And obviously, the American Pharoah race was probably one of the most transcendent sporting events I've ever experienced. But across the board, it is the energy, the enthusiasm, being on those grounds, watching the full day's worth of races. And now, seeing it expand to an overarching racing festival. Also the chance to actually be a fan in an industry where we don't attend many events as fans is really exciting."

– Dany Berghoff, Principal, Global Sport Leadership Practice, RSR Partners

"As a fan, I try to never miss a Belmont. I'm drawn by the drama of the race itself with the best three-year-olds racing at a mile and a half for the first time with a possible Triple Crown at stake, but also for the extraordinary undercard filled with grade 1 dirt and turf stakes. I've experienced the excitement of running my horse in the race, but sadly not the ecstasy of winning."

– Stuart S. Janney III, Chairman, The Jockey Club

"My best memory was the 2015 Triple Crown win and having my family with me at the race. I'd gone a number of times when there were Triple Crown attempts. It was exciting and overwhelming to be there for the 2015 Triple Crown win."

– Bryan Pettigrew, Senior Vice President of Marketing and Sponsorship, Breeders' Cup

"I've been many times over the past 10 to 15 years. The first one I remember was Smarty Jones' bid for the Triple Crown that came up short. I'll never forget American Pharoah. I'll remember that one as long as I live."

– Walker Hancock, President, Claiborne Farm

"While it was thrilling to see American Pharoah clinch the 2015 Triple Crown at that year's Belmont, I would have to say my favorite memory was the 2004 Smarty Jones Belmont, the first with my wife, Jessica – before we were married."

– Mike Ziegler, Executive Director of Racing, Churchill Downs



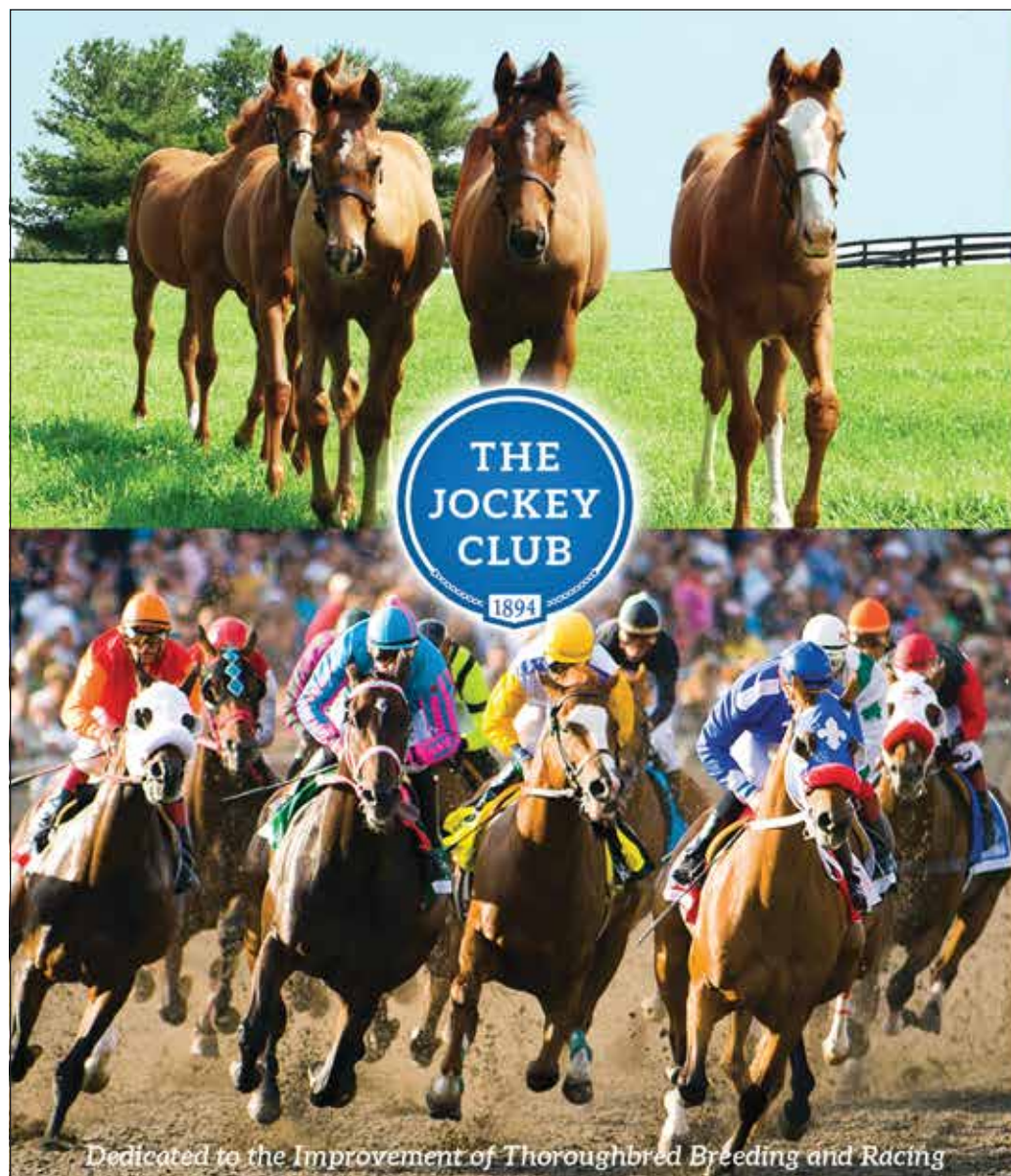
Celebrity Chef Bobby Flay (r) was part of the ownership group for 2016 Belmont Stakes champion Creator, ridden by Irad Ortiz Jr.



Secretariat's historic by win by 31 lengths at 2 minutes and 24 seconds has not been broken and remains one of the most famous feats in all of sports.



Fans turned out in droves to show their support for American Pharoah, the 2015 Triple Crown winner.



Celebrating the Belmont Stakes for its 150th Year Running!

- The Jockey Club Information Systems
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- Equibase Company
- TrackMaster
- TJC Media Ventures
- BloodHorse
- Grayson-Jockey Club Research Foundation
- The Jockey Club Safety Net Foundation

Belmont Stakes Racing Festival and Triple Crown Race Lead to Sports Event of the Year Honors



NYRA CEO and President Chris Kay (c) and members of his staff with the trophy for winning Sports Event of the Year honors at the 2016 Sports Business Awards.

In 2014, the New York Racing Association (NYRA) expanded the Belmont Stakes into a "Must See Bigger Than" day, packing some of the top races that had been held on other days into the schedule on Belmont Stakes Day.

As fortunes would have it, in the 2014 Belmont Stakes, California Chrome was competing to become the 12th horse to win the Triple Crown. The anticipation of having the 36-year Triple Crown drought end, along with entertainment and the other races, attracted 102,199 people to the race, the third largest crowd in Belmont Stakes' history.

The following year, due to the success of the 2014 Belmont Stakes Day, NYRA created the Belmont Stakes Racing Festival. The three-day event featured 17 graded stakes races, more than \$10 million in purses, expanded hospitality options and concerts.

That inaugural festival became the most successful event in New York horse-racing history. It generated more than \$165 million in total wagering and attracted 100,749 fans over three days in June.

"We've had a great partnership with NYRA over the years," said Bill Turner, senior key account executive at Coca-Cola, a major sponsor of the race and festival. "We're happy to be a part of their winning formula. Being in a true partnership has been great."

The 2015 festival came to an historic culmination when a capped, sold-out crowd of 90,000 watched American Pharoah enter sporting immortality by becoming the first Triple Crown winner in 37 years. It was the Northeast's largest single-day sporting event of the year.

With the high attendance recorded in 2014 and knowing demand would be intense for the 2015 festival, all of the reserved seating and hospitality packages for Belmont Stakes Day were sold out before the running of the Preakness Stakes, before people knew there would be a contender for the Triple Crown.

Then, with the intense desire of race fans to have a chance to witness a Triple Crown winner, general admission tickets sold out the day before the race – marking the first

time in Belmont Stakes' history that tickets were not sold on race day.

In addition to the finest of horse racing, the Belmont Stakes Racing Festival has featured some of the country's top musical performers, including O.A.R., Goo Goo Dolls, LL Cool J and Daughtry.

The success of the festival led to the Belmont Stakes being crowned by SportsBusiness Journal as the Sports Event of the Year for the 2015 Sports Business Awards. It was a major upset as the Belmont Stakes beat out NFL Super Bowl 50, the FIFA Women's World Cup Final, NASCAR Southern 500 and the Mayweather vs. Pacquiao fight. It was also the first time in the Sports Business Awards' eight-year history that a horse race had been nominated.

"Each year we see more and more young people coming to the Belmont Stakes Racing Festival," said Chris Kay, CEO and president of NYRA. "Some of them are dressed up, some are not, and all of them are having a great time. This bodes well for what we're doing at Belmont and for the sport. Young people are realizing this is a great place to come for a party and for horse racing and they're going to come again. That's what this sport needs."



A capped, sold-out crowd of 90,000 watch American Pharoah break the 37-year Triple Crown drought, to become the 2015 Triple Crown winner at the Belmont Stakes.

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OF NORTHERN
NEW ENGLAND

Proudly Supports
The Belmont Stakes

TASTE THE FEELING™

(BIRTH, FROM PAGE 2)

Horse Racing at its Finest



At 150 years, the thrill of winning the Belmont Stakes has never diminished. It remains one of the greatest moments in all of horse racing

“We have the most exciting day of racing on Belmont Stakes Day,” said Chris Kay, CEO and president of NYRA, “because we have a tremendous card with six grade one races. And then you have the possibility of a Triple Crown. When you put all that together, if you have a possibility for a Triple Crown, it makes for one incredibly exciting day of racing.”

With the launch of the three-day Belmont Stakes Racing Festival, the success of Belmont Stakes Day is no longer dependent upon the possibility of

a horse contending for the Triple Crown.

“If we don’t have a Triple Crown possibility,” Kay continued, “we still have an event that is a lot of fun and has a lot of quality horse racing for people that are avid horse-racing fans or people who are just getting introduced to the sport.”

The Belmont Stakes has become a place of pageantry and glamor in the midst of the pulsating energy of thoroughbred racing. It is a place where champions are crowned.

“In today’s world, we have a habit of calling something a tradition if it celebrates its second anniversary,” said Stuart Janney III, chairman of the Jockey Club. “That’s a long way from 150 years. The fact that this is one of our oldest races in arguably the oldest sport is cause for great celebration.”



In 2015, a capped, sold-out crowd of 90,000 were on hand to watch American Pharoah in his quest to become the 12th Triple Crown champion.

(CHRIS KAY, FROM PAGE 4)



NYRA CEO and President Chris Kay accepts the trophy for Sports Event of the Year at the 2016 Sports Business Awards for the 2015 Belmont Stakes Racing Festival race, which saw American Pharoah become the first Triple Crown winner in 37 years

SBJ: In addition to the introduction of a new group of potential horse-racing fans, what other benefits do you see from the entertainment district and the Islanders coming to Belmont Park?

Chris: There are ways we can begin to cross-market, to treat various sponsors that will be beneficial to all parties. We can share certain costs, security and maintenance, for example.

SBJ: What would you consider some of the most historical events that have occurred at the Belmont Stakes?

Chris: Certainly the 2015 Belmont Stakes was an exciting time. It was a moment I’ll never forget, when American Pharoah won the Triple Crown, the first one in 37 years. I kid you not, in an equally memorable event, the following May, SportsBusiness Journal selected Belmont Stakes as the Sports Event of the Year, beating out Super Bowl 50, the FIFA Women’s World Cup Final, the NASCAR Southern 500 and the fight of the century between Mayweather and Pacquiao.



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The Global Sport Leadership Practice and the rest of RSR Partners salute Chris Kay and the senior NYRA executive team for exceptional leadership in sport.

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