

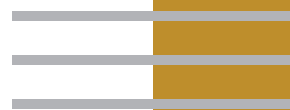
Agenda Item #5



OPERATIONAL PLAN



2025 RACING



CAESARS
ENTERTAINMENT.

Harrahs
HOOSIER PARK
RACING & CASINO



HORSESHOE
INDIANAPOLIS
RACING • CASINO



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EXECUTIVE SUMMARY

Caesars Entertainment Racing is now in its eighth year of operations, and fifth season since being purchased by Eldorado Gaming at Horseshoe Indianapolis and Harrah's Hoosier Park. Many projects and enhancements have been completed with more on the horizon. The 2024 racing season completed the fourth year of a 10-year Racing Capital Fund Advisory Committee plan, along with the 15 year rolling equipment plan more than \$22 million has been provided to improve facilities, upgrade equipment and push positive initiatives toward the upward trend of racing at both facilities.

Caesars Entertainment continues to join the Indiana Horse Racing Commission, Indiana breed organizations and Indiana horsemen and horsewomen to lift Indiana horse racing to a national level. Both racing facilities have continued this year in elevating their racing product, showing robust handles and increased exposure throughout North America and beyond.

As a company, Caesars Entertainment is committed to building a racing brand that exceeds all expectations. The Caesars properties under the Harrah's and Horseshoe racing names are gaining notice as a major player in horse racing. Both Indiana properties lead the way and have become a model for the rest of the Caesars-owned racing properties as the commitment continues.

Once again in 2024, Caesars Entertainment provided the tools and platform for our breeds to have successful racing seasons. Harrah's Hoosier Park Racing & Casino and Horseshoe Indianapolis Racing & Casino have provided a review from 2024 as well as strategic plans for the upcoming racing season.

Caesars Entertainment Racing has and will continue to work toward the goals of all racing entities in the state. The momentum continues as the calendar changes to 2025.





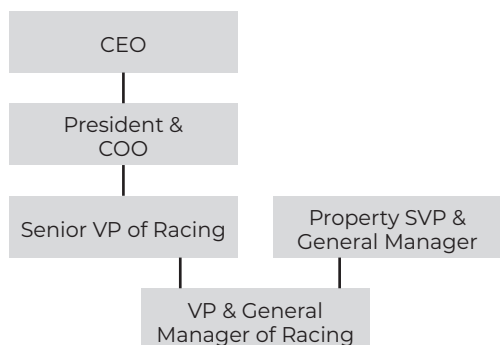
CAESARS ENTERTAINMENT UPDATES

Caesars Entertainment strives to be a leader in gaming, racing, entertainment, sports betting, and rewards. The company's Caesars Rewards program, which has an extension that covers racing, has been voted the best in the gaming industry. The company is also committed to its Racebook operations, which have expanded to include 22 states through the company's relationship with NYRA Bets. As a result, Caesars Rewards can offer great incentives and added value to racing customers that most platforms cannot match, making the program for customers one of the most lucrative in racing.

Caesars Racing also continues its racing sponsorships, including the major sponsor of Jockeys & Jeans, which was held at Caesars Palace in Las Vegas in June 2023 and the title sponsorship of the annual Dan Patch Awards, hosted by the U.S. Harness Writer's Association in Florida.

On a national level, Caesars Racing completed its new Grandstand at Scioto Downs and a new 16 race paddock is under construction. In Nebraska we have completed a new 1 mile Thoroughbred track and completed our first meet to great reviews.

CAESARS RACING ORGANIZATIONAL CHART





HARRAH'S HOOSIER PARK RACING & CASINO

2025 OPERATIONAL PLAN

HARRAH'S HOOSIER
PARK RACING & CASINO





HARRAH'S HOOSIER PARK 2024 EXECUTIVE SUMMARY

After our fourth straight record-setting handle year, Harrah's Hoosier Park started the 2024 season right where we left off last year. In fact, as of Day 53 of the meet which took place on Saturday, June 22 export handle was showing an increase of .6% over last year. However, the next week saw the beginning of the 5-day race weeks season, and we started to see business tail off at that point due to the decrease in starters per race.

As of the end of August export handle is off from prior year by 4.4%. For reference, handle throughout the Standardbred Racing Industry is down 5.6%. The on-track handle continues to transition from wagering through our on-site United Tote terminals to the multitude of Advance Deposit Wagering ("ADW") phone apps that are now so prevalent and popular among bettors.

The signature race night of the meet, Dan Patch Stakes Night, was held on Friday, August 9. Handle was a strong \$1,363,602 but was off from last year's record Dan Patch handle of \$1,611,944. The evening's races were again broadcast on Fox Sports 2 from 8 – 11 pm. Marketing partnerships with TwinSpires, FanDuel, Caesars Racebook and Daily Racing Form were again in place and contributed mightily to the night's handle.

Caesars Trotting Classic Night on Friday September 20 proved to be a rousing success! Handle of \$1,671,740 was the second largest non-Breeders Crown Night in Harrah's Hoosier Park history. Wagering promotions were aplenty as HHP partnered with TwinSpires, FanDuel, Caesars Racebook and Daily Racing Form to generate on-line handle. For the first time ever, we were featured on Fox Sports 1 with a 3-hour broadcast from 8 – 11 pm featuring racing commentators Gabe Prewitt and Jessica Otten. Dave Weaver from FanDuel was again on-site to provide live coverage throughout the night. Twelve out of the fifteen HHP races were featured on TVG/Fanduel 1 which provided great exposure to the rest of the country. And incredible performances from Indiana's own Little Rocket Man in the Hoosier Park Pacing Derby and Winner's Bet in the Caesars Trotting Classic topped off the night in spectacular fashion!

Harrah's Hoosier Park celebrated its fifth Empire of Hope Night on Saturday, July 27 where a record \$57,000 was raised to benefit the after care of Standardbred racehorses.

ADW source market revenues continue to be a boon to the Indiana racing industry. While we budgeted \$4.750 million for 2024 that number seems just a little too aggressive based on year-to-date revenues and we now expect that number to come in at around \$4.600 million for 2024. That will be the budgeted number we will use for 2025.



We made a purse adjustment cut of 5% on June 1 in an effort to react proactively to year-to-date revenues that have not met expectations.

We continue to offer year-round training and stabling for the benefit of our horsemen and horsewomen. This will play an even more important factor in hopefully getting horses ready to race in 2025 with the one-week earlier start of the race meet.

One of the best things we instituted a few years ago was the “Instant Carryover” for those pools who do not produce a winning ticket and subsequently attach a “Guaranteed Pool” to the next race that is offering the same wager. Through Friday, September 20, we have had 68 carryovers amounting to \$325,571 that have produced carryover handle of \$1,607,531.

Harrah’s Hoosier Park continues to be active in community giving both in money and time. We will again disperse around \$430,000 in community donations in addition to the time our team devotes to community relations efforts.

The Hoosier Outdoor Patio (“The HOP”) continues to be a most popular place to “hang” out, particularly on Saturday nights when we feature food trucks and live entertainment. So popular in fact that Harrah’s Hoosier Park and the Indiana Standardbred Association have decided to move forward with a second phase of the HOP.

Race Marketing expenditures continue to track at a pace where we look to spend \$750,000 by the end of the year to promote our live harness racing product.

Harrah’s Hoosier Park has been very active in Capital projects/expenditures. We expect to spend over \$1.3 million in Capital dollars between the 15-Year Equipment list and the RCFAC Capital list in 2024. Major expenditures include the adding of WI-FI in a number of backside buildings and barns, LED lights in all barn stalls, Tankless water heaters in the Paddock barns as well as water heater boosters in all other barns, two new John Deere tractors and a sundry of other Capital items.

Finally, we continue to collaborate with the Indiana Standardbred Association on a regular basis with face-to-face meetings. No matter it be the racing calendar, purse account issues, marketing, and promotional efforts, etc., the ISA is involved in almost every facet of the HHP racing operation.





HARRAH'S HOOSIER PARK 2024 HIGHLIGHTS

- HHP posted its first ever March million dollar handle night on Friday, March 29 with a total handle of \$1,117,520.
- We now feature Live entertainment at the Hoosier Outdoor Patio (The HOP) every Saturday night from June through September.
- In addition, food trucks have been a feature at the HOP every Saturday and our signature Friday Racing Nights.
- And there is always free Cornhole to be played every weekend.
- Our fifth annual Empire of Hope raised a record \$57,000 for the aftercare of Standardbred racehorses.
- We now have new dining venues in the Casino with the addition of Dash Café and Slice Pizza along with the adjoining Sip Bar. Both locations feature a splendid view of Live Racing taking place just outside the windows. And there is a self-serve mutuel terminal as well as a self-serve Sports Wagering kiosk for those wanting to make a wager.
- Our second annual Summertime Kickoff for team members and the public alike was celebrated on Saturday, Jul 27. The day and evening featured a Petting Zoo, DJ and live music, bounce houses, and kids' carnival rides.
- The annual 4 of July Fireworks show produced a packed house on the apron and all surrounding roads. The estimated crowd on the HHP grounds was 3,000 plus!
- First Turn Stable has again returned for its ninth season with 39 club members participating this year. The Club has one win to date along with a number of other check earning performances.
- We are getting ready for the launch of the expansion of the HOP area, which is scheduled to start on Monday, September 9.
- Fifteen additional High-Definition E-terminals have now been installed in the simulcast carrel area at HHP.

- Fright Night at the Races will again be taking place the week of Halloween and will feature free candy for the kids, a horse costume contest, and pumpkin giveaways.
- The last Saturday of every month is Family Fun Night at HHP with Laser Tag, Wipeout Machines, oversized slides for the kids as well as live entertainment.
- HHP continues to offer on-site wagering contests every night of racing.
- We have also increased the quality of gifts on major stakes nights.
- Fox Sports 2 provided live coverage of Dan Patch Night and Fox Sports 1 provided coverage of Caesar Trotting Classic Stakes Night. Both nights featured 3-hour long broadcasts from 8 – 11 pm.
- TVG was also on-site for Caesars Trotting Classic Night with live talent coming in from their California studios.
- Guest handicappers throughout the racing season have included Jessica Otten, Gabe Prewitt, Jenna Otten, Emily Gaskin, and Hollywood Bob Heyden.
- Major Capital Improvements completed in 2024 include the addition of new LED lighting in all barn stalls, Wi-Fi in a number of the barn area buildings, remodeled wash bays in the Paddock barns, new tankless water heaters and hot water heater boosters in all barns used for stabling.
- HHP now has a new Equine Ambulance to address on-track safety issues with our equine participants.
- Live radio remotes have taken place at Harrah's Hoosier Park, Indianapolis Winner's Circle, and the New Haven Winner's Circle.
- The HHP Live Racing Program has featured collectible covers featuring the winners of last year's Sires Stakes Finals.
- HHP has increased its paid racing media advertising throughout the Indianapolis Market.
- HHP continues to feature dining specials in both the Homestretch Steakhouse and Clubhouse every weekend of the live racing season.



HARRAH'S HOOSIER PARK

2024 SPONSORSHIPS HIGHLIGHTS

Harrah's Hoosier Park continued to work hard in 2024 in racing sponsorships, partnering with sponsors from both within, and outside of the racing industry. Harrah's Hoosier Park successfully executed sponsorship packages that paired with signature racing events, simulcast assets, as well as physical signage on property to promote the sponsor. The 2024 Race Sponsorship sales saw an over four-fold improvement from the last non-Breeders Crown year in 2022.

2024 SPONSORSHIP TOTAL: \$70,500

2025 SPONSORSHIP GOAL: \$100,000



Premier Acres





HARRAH'S HOOSIER PARK

2025 RACING DATES



Harrah's Hoosier Park and the Indiana Standardbred Association have agreed on the 2025 Racing Calendar. While the calendar will look quite similar to 2024, there are a couple of nuances worth noting.

The 2025 Racing Season will open a week earlier than 2024 starting on Friday, March 14. The first two weeks will consist of 2-day weekends and the following two weeks will be three-day weeks before we start racing 4 days a week on Wednesday, April 9.

There will be no racing on Wednesday, August 6 to avoid conflicting with the Grand Circuit racing taking place at the Indianapolis State Fairgrounds.

First Post time will again be 6:15 pm EDT every night but Saturday when we will start at 7 pm EDT. It is anticipated that we will again do a split card on Kentucky Derby Day, May 3 with the first half of the card starting at 4 pm and the second half of the card starting at 7:20 pm with the same 7:20 pm post time in place for the other two Triple Crown Saturdays.

Finally, post time for Dan Patch Night on Friday, August 8 and Caesars Trotting Classic Night on Friday, September 19 will be 6 pm EDT if approved by the Indiana Horse Racing Commission.

HARRAH'S HOOSIER PARK

2025 RACING DATES (CONT.)

March

S	M	T	W	T	F	S
						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					

April

S	M	T	W	T	F	S
		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

S	M	T	W	T	F	S
				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

S	M	T	W	T	F	S
						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

S	M	T	W	T	F	S
						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

S	M	T	W	T	F	S
						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

S	M	T	W	T	F	S
						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

S	M	T	W	T	F	S
						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

S	M	T	W	T	F	S
						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						

- POST TIME 4:00 P.M.
- POST TIME 6:00 P.M.
- POST TIME 6:15 P.M.
- POST TIME 7:00 P.M.
- POST TIME 7:20 P.M.

SPECIAL RACE DATES & POST TIMES

- MAY 3 - KENTUCKY DERBY 4:00 P.M.
- MAY 17 - PREAKNESS STAKES 7:20 P.M.
- JUNE 7 - BELMONT STAKES 7:20 P.M.
- AUGUST 8 - DAN PATCH NIGHT 6:00 P.M.
- SEPTEMBER 19 - CAESARS TROTting CLASSIC NIGHT 6:00 P.M.
- OCTOBER 10 - HOOSIER CHAMPIONS 6:15 P.M.

HARRAH'S HOOSIER PARK

POST TIME SCHEDULE



6:15PM POST TIME			7PM POST TIME			4PM POST TIME		
RACE	POST TIME	OFF TIME	RACE	POST TIME	OFF TIME	RACE	POST TIME	OFF TIME
1	6:15 PM	6:23 PM	1	7:00 PM	7:08 PM	1	4:00 PM	4:08 PM
2	6:40 PM	6:44 PM	2	7:26 PM	7:30 PM	2	4:24 PM	4:28 PM
3	7:01 PM	7:05 PM	3	7:48 PM	7:52 PM	3	4:44 PM	4:48 PM
4	7:22 PM	7:26 PM	4	8:10 PM	8:14 PM	4	5:04 PM	5:08 PM
5	7:43 PM	7:47 PM	5	8:32 PM	8:36 PM	5	5:24 PM	5:28 PM
6	8:04 PM	8:08 PM	6	8:54 PM	8:58 PM	6	5:44 PM	5:48 PM
7	8:25 PM	8:29 PM	7	9:16 PM	9:20 PM	KENTUCKY DERBY		
8	8:46 PM	8:50 PM	8	9:38 PM	9:42 PM	7	7:20 PM	7:28 PM
9	9:07 PM	9:11 PM	9	10:00 PM	10:04 PM	8	7:46 PM	7:50 PM
10	9:28 PM	9:32 PM	10	10:22 PM	10:26 PM	9	8:08 PM	8:12 PM
11	9:49 PM	9:53 PM	11	10:44 PM	10:48 PM	10	8:30 PM	8:34 PM
12	10:10 PM	10:14 PM	12	11:06 PM	11:10 PM	11	8:52 PM	8:56 PM
13	10:31 PM	10:35 PM	13	11:28 PM	11:32 PM	12	9:14 PM	9:18 PM
14	10:52 PM	10:56 PM						
15	11:13 PM	11:17 PM						

7:20PM POST TIME			6PM POST TIME CAESARS TROTting CLASSIC			6PM POST TIME DAN PATCH STAKES		
RACE	POST TIME	OFF TIME	RACE	POST TIME	OFF TIME	RACE	POST TIME	OFF TIME
1	7:20 PM	7:28 PM	1	6:00 PM	6:08 PM	1	6:00 PM	6:08 PM
2	7:42 PM	7:46 PM	2	6:26 PM	6:30 PM	2	6:26 PM	6:30 PM
3	8:00 PM	8:04 PM	3	6:48 PM	6:52 PM	3	6:48 PM	6:52 PM
4	8:18 PM	8:22 PM	4	7:10 PM	7:14 PM	4	7:10 PM	7:14 PM
5	8:36 PM	8:40 PM	5	7:33 PM	7:37 PM	5	7:33 PM	7:37 PM
6	8:54 PM	8:58 PM	6	7:56 PM	8:00 PM	6	7:56 PM	8:00 PM
7	9:12 PM	9:16 PM	7	8:19 PM	8:23 PM	7	8:19 PM	8:23 PM
8	9:30 PM	9:34 PM	8	8:42 PM	8:46 PM	8	8:42 PM	8:46 PM
9	9:48 PM	9:52 PM	9	9:05 PM	9:09 PM	9	9:05 PM	9:09 PM
10	10:06 PM	10:10 PM	10	9:28 PM	9:32 PM	10	9:28 PM	9:32 PM
11	10:24 PM	10:28 PM	11	9:51 PM	9:55 PM	11	9:51 PM	9:55 PM
12	10:42 PM	10:46 PM	12	10:15 PM	10:23 PM	12	10:14 PM	10:18 PM
			13	10:43 PM	10:51 PM	13	10:43 PM	10:51 PM
			14	11:10 PM	11:14 PM	14	11:10 PM	11:14 PM
			15	11:33 PM	11:37 PM	15	11:33 PM	11:37 PM

SPECIAL RACE DATES & POST TIMES

MAY 3, 2025	KENTUCKY DERBY	4PM POST TIME
MAY 17, 2025	PREAKNESS STAKES	7:20PM POST TIME
JUNE 7, 2025	BELMONT STAKES	7:20PM POST TIME
AUGUST 8, 2025	DAN PATCH NIGHT	6PM POST TIME
SEPTEMBER 19, 2025	CAESARS TROTting CLASSIC	6PM POST TIME
OCTOBER 10, 2025	HOOSIER CHAMPIONS	6:15PM POST TIME

HARRAH'S HOOSIER PARK

2025 STAKES SCHEDULE

Total purses (est.) **\$6,560,000**

NAME OF RACE	CATEGORY	DAY OF WEEK	DATE	PURSE (est.)
Dan Patch	Free For All	Friday	8/8/2025	\$300,000
The Hoosier Cup Eliminations (IN sired)	3yo C&G pace	Friday	9/5/2025	\$15,000
The Carl Becker Mem. Elims (IN sired)	3yo Filly pace	Thursday	9/11/2025	\$15,000
The Jim Doherty Memorial	2yo filly trot	Friday	9/12/2025	\$350,000
The Peter Haughton Memorial	2yo C&G trot	Friday	9/12/2025	\$400,000
The Hoosier Cup Final (IN sired)	3yo C&G pace	Friday	9/12/2025	\$75,000
Caesars Trotting Classic	Free For All trot	Friday	9/19/2025	\$200,000
Kentuckiana Stallion Management	2yo filly trot	Friday	9/19/2025	\$200,000
Kentuckiana Stallion Management	2yo filly pace	Friday	9/19/2025	\$200,000
The Elevation	2yo C&G pace	Friday	9/19/2025	\$125,000
The Jenna's Beach Boy	3yo C&G pace	Friday	9/19/2025	\$150,000
The Carl Becker Mem. (IN sired)	3yo Filly pace	Friday	9/19/2025	\$75,000
The Harrah's Hoosier Park Pacing Derby	Free For All	Friday	9/19/2025	\$175,000
The Madison County	2yo C&G trot	Friday	9/19/2025	\$100,000
The Phil Langley Memorial	3yo C&G trot	Friday	9/19/2025	\$100,000
Indiana Sires Stakes Super Finals	Aged/3yo/2yo	Friday	10/10/2025	\$2,400,000
The Pegasus	3yo filly trot	Friday	10/17/2025	\$60,000
The Pegasus	3yo filly pace	Friday	10/17/2025	\$60,000
The Pegasus	3yo C&G trot	Friday	10/17/2025	\$60,000
The Pegasus	3yo C&G pace	Friday	10/17/2025	\$60,000
The Circle City	3yo C&G pace	Friday	10/24/2025	\$60,000
The Circle City	3yo filly pace	Friday	10/24/2025	\$60,000
The Circle City	3yo C&G trot	Friday	10/24/2025	\$60,000
The Circle City	3yo filly trot	Friday	10/24/2025	\$60,000
The Monument Circle	3yo C&G pace	Friday	10/31/2025	\$200,000
The Carl Erskine	3 year olds trot	Friday	10/31/2025	\$200,000
The USS Indianapolis Mem.	3yo filly pace	Friday	10/31/2025	\$100,000
The Crossroads of America	3yo filly trot	Friday	10/31/2025	\$100,000
The Star Destroyer	3yo filly trot	Friday	11/14/2025	\$50,000
The Star Destroyer	3yo C&G trot	Friday	11/14/2025	\$50,000
The Star Destroyer	3yo filly pace	Friday	11/14/2025	\$50,000
The Star Destroyer	3yo C&G pace	Friday	11/14/2025	\$50,000
The Ballys Randy	3yo filly trot	Friday	11/21/2025	\$50,000
The Ballys Randy	3yo C&G trot	Friday	11/21/2025	\$50,000
The Ballys Randy	3yo filly pace	Friday	11/21/2025	\$50,000
The Ballys Randy	3yo C&G pace	Friday	11/21/2025	\$50,000
The Thanksgiving Classic	3yo filly trot	Friday	11/28/2025	\$50,000
The Thanksgiving Classic	3yo C&G trot	Friday	11/28/2025	\$50,000
The Thanksgiving Classic	3yo filly pace	Friday	11/28/2025	\$50,000
The Thanksgiving Classic	3yo C&G pace	Friday	11/28/2025	\$50,000
TOTAL				\$6,560,000



HARRAH'S HOOSIER PARK

2025 WAGERING MENU

With approval from the Indiana Horse Racing Commission, Harrah's Hoosier Park will maintain the same wagering menu that has proved to be so successful over the last few years. As far as exotic wagering is concerned the wagering menu will include an early and late Daily Double, four Pick 3's, two Pick 4's, two Pick 5's, a Jackpot Pick 6 and one Hoosier High 5.

There will be exacta, trifecta, and superfecta wagering on every race that qualifies based on the number of horses needed to conduct such wagering. The only exception to this will be our last race on Tuesday through Friday, where we feature our signature bet, The Hoosier High 5, without superfecta wagering being offered on this race.

In addition, Harrah's Hoosier Park will continue with the instant carryovers on Superfecta, Pick 4 and Pick 5 races where that particular race does not produce an outright winner.

Harrah's Hoosier Park will continue to offer a \$10,000 Guaranteed Late Pick 4 pool on all Thursdays and a \$10,000 Guaranteed Hoosier High5 pool on the last race of each evening, with the exception of Saturdays.

2025 WAGERING MENU

RACE	\$2 Min	\$2 Min	\$2 Min	.50 Min	.50 Min	.50 Min	.20 Min	.20 Min	.20 Min
1	WPS	Exacta	Daily Double	Trifecta		Pick 5	Superfecta		
2	WPS	Exacta		Trifecta	Pick 3		Superfecta		
3	WPS	Exacta		Trifecta		Pick 4	Superfecta		
4	WPS	Exacta		Trifecta			Superfecta		
5	WPS	Exacta		Trifecta			Superfecta		
6	WPS	Exacta		Trifecta	Pick 3		Superfecta		
7	WPS	Exacta		Trifecta			Superfecta	Jackpot Pick 6*	
8	WPS	Exacta		Trifecta			Superfecta	Jackpot Pick 6	
9	WPS	Exacta		Trifecta	Pick 3*		Superfecta		
10	WPS	Exacta		Trifecta			Superfecta		
11	WPS	Exacta		Trifecta		Pick 5*	Superfecta		
12	WPS	Exacta		Trifecta		Pick 4*	Superfecta		
13	WPS	Exacta		Trifecta	Pick 3**		Superfecta		
14	WPS	Exacta	Daily Double*	Trifecta			Superfecta		
15	WPS	Exacta		Trifecta					Hoosier High 5*

Trifecta/Superfecta wagering available in accordance with IHRC rules and regulations

Early Daily Double starts in Race 1. Late Daily Double* is the last two races of the night

Pick 3 wagering is Races 2-4, 6-8, 9-11 and the last three races of the night

Early Pick 4 starts in Race 3. Late Pick 4* is the last four races of the night

Early Pick 5 starts in Race 1. Late Pick 5* is the last five races of the night

Jackpot Pick 6 starts in Race 8. Jackpot Pick 6* starts in Race 7 in a 12 race card

Hoosier High 5* is in the last race of the night

Takeout Rates: WPS - 18% Hoosier High 5 - 12% All Other Wagers - 21%

HARRAH'S HOOSIER PARK

HANDLE NARRATIVE

After recording our fourth straight record handle year in 2023 expectations for 2024 are not quite as rosy. All three line items that make up our total handle number look to be coming in below 2023 numbers. Taking out the Breeders Crown impact of last year, we are looking at the following handle projections for 2024. We are projecting live on-track handle to be down 14% from 2023. Export handle is projected to be down 4% less than last year. And we are looking at Australia being off 21% from last year, although it should be noted that this includes Breeders Crown handle since we had no way of breaking it out. Actual numbers can be found in the below handle table.

For 2025, we are projecting to hold live on-track handle flat at \$1,880,000. We are looking to grow export handle by 2% with a total of \$107,000,000. And Australia is budgeted to be even at \$7,000,000.

	2023 HANDLE	2024 PROJECTED	2025 PROJECTED
ON TRACK	\$2,185,292	\$1,879,351	\$1,880,000
2023 BREEDERS CROWN ON TRACK	\$288,502	N/A	N/A
TOTAL ON TRACK	\$2,473,794	\$1,879,351	\$1,880,000
EXPORT	\$109,176,122	\$104,809,077	\$107,000,000
2023 BREEDERS CROWN EXPORT	\$4,816,582	N/A	N/A
TOTAL EXPORT	\$113,992,704	\$104,809,077	\$107,000,000
AUSTRALIA HANDLE	\$8,816,291	\$7,000,000	\$7,000,000
TOTAL	\$125,282,889	\$113,688,428	\$115,880,000
2025 Projected On Track Handle is the same as the 2024 Projected On Track Handle			




HARRAH'S HOOSIER PARK 2025 HORSEMEN'S AGREEMENT

At the time of this writing the 2025 Horsemen's Agreement between Harrah's Hoosier Park and the Indiana Standardbred Association has not been executed.



ADW AGREEMENTS & SOURCE MARKET FEES

The Advance Deposit Wagering ("ADW") companies continue to drive the bulk of the handle when it comes to pari-mutuel wagering in North America. That statement holds true for the state of Indiana also. Consider that in 2019 total in-state ADW revenues came in at \$1.705 million. With the onset of the Covid pandemic that number soared to \$4.689 million. For 2024, we budgeted at \$4.750 million but as we continue to track throughout this year it appears that we will come in slightly lower than we had projected. At the end of July, we are now projecting that number to be \$4.600 million by the end of the year. This will also be the baseline budget number for 2025.

Harrah's Hoosier Park and Horseshoe Indianapolis continue to have all major ADW companies under contract. They include FanDuel, TwinSpires, Xpressbet, NYRA Bets, Caesars Racebook, Penn Gaming and Premier Turf Club.

We will continue to focus a great percentage of our marketing dollars on these ADW partnerships to make sure we are taking full advantage of having a great presence where the bettor is placing his/her wagers. When it comes to target marketing the ADW companies are a great Return On Investment!

HARRAH'S HOOSIER PARK

KEY RACING TEAM



JOE MORRIS
SVP of Racing
Caesars Entertainment



COLIN SKIDMORE
SVP & GM



RICK MOORE
VP & GM of Racing



STEPHANIE TALLEY
VP of Finance



JEREMY MEDLEY
Director of Marketing



SCOTT PEINE
Director of Racing



JACOB RHEINHEIMER
Race Marketing Mgr./
Analyst



COOPER KEELER
Track Superintendent



ANDREW PAXSON
Backside Operations Mgr.



MICHAEL CHAMBERLAIN
Track Announcer



RON PARKER
Director of Mutuels



TEENA WALDEN
Dormitory Supervisor



RYAN CLENDENEN
AV Director



LIAM "CLAY" STOUT
Backside Security Sup.



TAYLOR OWEN
Marketing & Ops Admin.



GENE CISCELL
Dir. of Market Tech./Eng.



2019 VS 2025 RACING STAFF COMPARISON

2019 RACING OPERATIONS TEAM

Sr. Vice President & General Manager
Vice President & GM of Racing
Vice President of Marketing
Dir. Of Racing/Racing Secretary
Assistant Director of Racing
Track Superintendent
Director of Audio Visual/Producer
Director of Veterinary Services
Director of Mutuels/Simulcasting
Director of Programs
Race Publicist/Race Marketing Manager
Race Marketing & Operations Admin.
Track Announcer
Race Office Assistant/Horse Identifier
Race Office Assistant
Race Office Assistant
Charter/Program Director
Horsemen's Bookkeeper
Paddock Judge
Stall Superintendent
Dormitory Supervisor
Backside Security Supervisor
Backside Operations Manager
Starter/Patrol Judge
Outrider
Racing Controller
Backside Security Supervisor
Photo Finish Technician
Judge's Stand Tote Assistant

2025 RACING OPERATIONS TEAM

Senior Vice President of Racing, Corporate
Sr. Vice President & GM
Vice President & GM of Racing
Director of Marketing
Director of Racing/Racing Secretary
Track Superintendent
Director of Audio Visual/Producer
Director of Veterinary Services
Director of Mutuels/Simulcasting
Director of Programs
Race Marketing Manager/Commentator
Race Marketing & Operations Admin.
Track Announcer
Race Office Assistant/Horse Identifier
Race Office Assistant
Charter/Program Director
Horsemen's Bookkeeper
Dormitory Supervisor
Paddock Judge
Stall Superintendent
Starter Patrol Judge
Backside Operations Manager
Outrider
Racing Accountant
VP of Finance
Backside Security Manager
Backside Security Surveillance
Photo Finish Technician
Judge's Stand Tote Assistant
Marketing Coordinator
Race Marketing Specialist
Race Marketing Intern



HARRAH'S HOOSIER PARK FRONTLINE POSITIONS TABLE

Below is a look at current team member positions at Harrah's Hoosier Park. Positions currently open and seeking to be filled are noted in the chart.

POSITION	2019	2025
Track Maintenance	8 - 1 Open	10
Backside Maintenance	9 - 1 Open	11
Receiving Barn	4	4
Backside Housekeeping	5	5
Racing Office	9	7 - 1 Open
Racing Security	18	18



HARRAH'S HOOSIER PARK

TEAM MEMBER TRAINING & RESOURCES

Under Caesars Entertainment, the Harrah's Hoosier Park team members will continue to have enhanced training, resources and benefits promoting employee retention and growth, superior guest service, responsible gambling initiatives, and Business growth including:

- Total Returns –Earn Credits for gift cards, travel, home improvement etc.
- Enhanced Benefits Packages, including medical, on-site health clinic, 401k with matching etc.
- No Cost Continued Education and Student Loan Reimbursements
- Professional Development Opportunities
- Expanded Compliance and Ethics Training
- Responsible Gaming Training and Awareness initiatives
- Commitment to Family Style Service
- All In on Diversity, Equity, and Inclusion
- Monthly Team Member Appreciation Events

INDIANA STANDARD BRED ASSOCIATION/ HARRAH'S HOOSIER PARK PARTNERSHIP

Harrah's Hoosier Park and the Indiana Standardbred Association continue to foster a joint effort to make racing at HHP the best it can possibly be. HHP works in tandem with the ISA on important racing issues that impact the racing operation and the horsemen and horsewomen that live, work and race at HHP.

Whether it be race dates, RCFAC Capital Items, or day-to-day issues that impact racing operations at HHP, the ISA's input is very much valued.

Meetings have been held throughout the year with various ISA committees to discuss, plan and workout any issue that needs to be addressed. Furthermore, The HHP GM of Racing meets regularly with the ISA Executive Director to discuss any and all topics related to the racing operation in an effort to solve whatever challenges there may be before they become major issues.

HHP and the ISA also work collaboratively on marketing promotions and sponsorships. Speaking of which, our pre-race show, The Night Drive, is sponsored by the ISA, which is very much appreciated.





HARRAH'S HOOSIER PARK'S COMMITMENT TO EQUINE SAFETY & INTEGRITY

To ensure the safety of our equine athletes, Harrah's Hoosier Park employs a Director of Veterinary Services on a full-time, year-round basis. Our Track Veterinarian inspects each equine participant as he/she steps on to the racetrack and while warming up to determine to his satisfaction that the horse has demonstrated there are no health or soundness issues prohibiting that horse from racing. If there is any question as to whether a particular horse is questionable with regards to racing, our Vet has the authority to scratch a horse out of a race.

Our Track Veterinarian also monitors equine health conditions from around North America to make sure there is no horse coming from a jurisdiction with a health issue that could endanger the horses residing and racing at Harrah's Hoosier Park. It should also be noted that we have had the same Track Veterinarian since 1994, so his experience and knowledge are without question.

In 2024, Harrah's Hoosier Park purchased, and took possession of, a new state-of-the-art Equine Ambulance to deal with any equine medical emergency occurring on the racetrack.

Harrah's Hoosier Park also employs a full-time, year-round Track Superintendent and a full-time, year-round Track Maintenance crew. During the racing season the crew is divided into morning and evening teams, with Leads assigned to both crews, to ensure that the track is the best it can be for morning training as well as in the evening for live racing. We always seek input from the Indiana Standardbred Association as to the condition of the racing surface.

During the racing season Harrah's Hoosier Park also has on retainer and brings in the internationally renowned Coon Brothers, considered to be the foremost track consultants in the harness racing industry, to meet with our Track Superintendent to determine if there are any racing surface issues that may need to be addressed. During 2024 both Greg and Dan Coon have paid visits to Harrah's Hoosier Park.

Finally, it should be noted that Harrah's Hoosier Park remains the only harness track in North America that has 100% state-of-the-art camera coverage of all barn area stalls. Harrah's Hoosier Park employs a dedicated security officer to monitor and view all camera activity daily.

HARRAH'S HOOSIER PARK

2025 RACING CAPITAL PLANNED EXPENDITURES

Harrah's Hoosier Park is planning on spending approximately \$1,400,000 in Capital Projects/Purchases in 2025 between the 15-year Equipment List and the Racing Capital Fund Advisory Committee ("RCFAC") list to not only maintain the racing facility in a first-class manner but to also continue to make the facility an even better one for our horsemen to race at and our patrons to enjoy.

2025 HARRAH'S HOOSIER PARK RACING CAPITAL

15-Year Equipment List	
John Deere Tractor 6110M	109,125
John Deere Tractor 6110M	109,125
John Deere Tractor 6110M	109,125
John Deere Tractor 6110M	109,125
John Deere Tractor 6110M	109,125
International 4300 Pump Truck	114,869
Large Snow Box	6,892
Straight Blade Tractor Attachment	5,743
Roto Tiller Tractor Attachment	5,743
Aerator Tractor Attachment	5,743
Box Blade Tractor Attachment	5,743
Bush Hog Mower Tractor Attachment	5,743
Finish Mower Tractor Attachment	5,743
John Deere 915 Small Zero Turn Mower	8,615
John Deere 930 72" Zero Turn Mower	12,636
John Deere 930 72" Zero Turn Mower	12,636
John Deere 930 72" Zero Turn Mower	12,636
Total	748,367

2025 HARRAH'S HOOSIER PARK RCFAC CAPITAL LIST

Video Board Wings	650,000
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HARRAH'S HOOSIER PARK

MARKETING & BUDGET OVERVIEW

CATEGORY	2025 BUDGETED	2024 ACTUAL	2023 ACTUAL	2022 ACTUAL	NOTES
Paid Media (Racing Industry)	\$275,000	\$281,150	\$275,286	\$291,112	FanDuel Pay Per Race & Race Day Enhancements (does not include horsemen contribution), Twin Spires, DRF, Fox Sports, Trackmaster, Harness Racing Media
Sponsored Media	\$25,000	\$26,631	\$20,282	\$22,250	Sponsored media with Mohawk/Breeders Crown, Red Mile, & USHWA Dan Patch Awards Banquet.
Paid Media (General - Racing-Specific)	\$90,000	\$110,000	\$98,527	\$105,596	Billboards, Direct Mail, Radio, Television
Promotions	\$190,000	\$198,085	\$219,028	\$208,898	Prizes, Awards, Gifts, VIP Racing Perks
Collateral / Décor	\$10,000	\$12,207	\$13,000	\$12,870	Décor provided for all Signature Race nights.
Entertainment	\$90,000	\$104,025	\$81,400	\$52,291	Hoosier Park Fun Nights, Family Entertainment
Comp F&B	\$20,000	\$23,563	\$37,000	\$22,885	Racing Parties, Horsemen Events, Etc.
Total	\$700,000	\$755,661	\$744,523	\$715,902	
Target		\$690,000			

*The 2024 race marketing budget does not include VIP Complimentary Racing Programs, which is estimated to be an additional \$20,000 expense. Sponsored Media figure may change based on secured sponsorships. The \$700,000 Race Marketing Budget for 2025 compares favorably to the baseline 2019 budget of \$605,748, which is the measuring stick for Race Marketing spend.

HARRAH'S HOOSIER PARK

MARKETING & BUDGET OVERVIEW

The 2024 racing season at Harrah's Hoosier Park proved once again to be a success, seeing both the best within the sport of harness racing make their way to Anderson, Indiana along with enthusiastic crowds to greet them. Riding the momentum from a record-breaking season in 2023, 2024 presented Harrah's Hoosier Park the opportunity to continue and improve mainstay promotions and events along with the chance to create new staples for the track.

There was a palpable buzz to Harrah's Hoosier Park's signature stakes nights such as The Dan Patch Stakes, Caesars Trotting Classic, Peter Haughton/Jim Doherty and Hoosier Champions. This same excitement extended to other mass attended events, such as Kentucky Derby Day, Fourth of July, Eclipse and Empire of Hope.

Throughout the season, family activities were paired with days like the above, to ensure fun nights for the members of our community, regardless of age. This meant a special focus on providing such things as food trucks, live music, roaming entertainment, carnival style rides, and giveaways. The thought behind each activity being to create a special moment for our local families and something that younger generations will remember fondly about our property.

To that end, the new Hoosier Outdoor Patio (The HOP) was taken full advantage of with the addition of The Hop Be-Bop live concert series, providing our guests with a live local musical act each Saturday, June through September, to accompany live racing.

Relationships with local news affiliates were continued and expanded upon in 2024, ensuring Harrah's Hoosier Park's biggest events were promoted widely to the local community. Currently, we have run full length segments on such series as Indy Now, Lifestyle Live, Business Equity & Opportunities, with more to come via our partnership with WRTV before the end of the season. Commercial units for racing currently run on Fox59, WRTV (ABC), WISH, CBS 4, and WTHR (NBC). In addition to this intense focus on broader media, we are still committed to investing in opportunities with Caesars Racebook, TwinSpires, FanDuel, Daily Racing Form and various other racing specific media entities

Harrah's Hoosier Park is confident that the 2025 racing season will once again feature a strong and exciting marketing program, featuring targeted marketing strategies, events and promotions. Race Marketing spend will maintain that of 2024 levels.

Harrah's Hoosier Park focuses on three primary audiences for its marketing efforts: on-track customers, on-track VIP customers and simulcast wagering customers.



HARRAH'S HOOSIER PARK

MARKETING & BUDGET OVERVIEW (CONT.)

Below is an overview of each target audience:

ON-TRACK CUSTOMERS

Harrah's Hoosier Park continues to aspire to provide not just fantastic racing on the track, but an experience for all to enjoy while watching racing as well. In 2025, Race Marketing will promote Harrah's Hoosier Park as an entertainment experience through tactics that include the following:

- Fan Appreciation Days
- Gift Giveaways on signature racing nights
- A free-to-play handicapping contest each night of the racing season
- Engaging Stakes Race Promotions
- The Hop Be-Bop Concert Series
- Expanded Hop Outdoor Recreational Area
- Food Trucks each Saturday/Signature Night
- Fourth of July Fireworks Show
- Fan-Tastic Friday Food & Beverage Specials
- Family Fun Saturday Series
- Racing Bounce back Promotions
- Racing Play counts towards Casino Promotions
- Expanded Food & Beverage Specials/Offerings
- Bounce back offers to horsemen

The focus for the 2025 racing season is to continue to expand on new ways of getting first-time visitors and casual race fans to become regular contributors to the sport of harness racing while also growing on-track play.

A tool Harrah's Hoosier Park utilizes for tracking on-track play and engagement is through understanding the racing-dominant database in Caesars Rewards to understand what guests are responding positively to, and where the track sees opportunities to improve upon.

Currently, Harrah's Hoosier Park has 794 dominant racing guests. Of those guests, 220 have received race wagers on a weekly basis as a form of Caesars Rewards reinvestment.

In 2025, Race Marketing's goal will be to increase Caesars Rewards rated racing play through the various initiatives listed below:

- Kiosk Promotions that require card use (2X points multipliers on racing, gift giveaways, mystery vouchers, etc.)
- Nightly promotions that engage guests over the course of multiple races
- Weekly/Monthly cash drawings where entries are determined by participation levels
- Increased tutorials and wagering tips on Social Media
- Continuation and expansion of racing messaging in Caesars Rewards monthly core mailings

ON-TRACK VIP

In 2025, Harrah's Hoosier Park will focus on maintaining perks and benefits for VIP and VVIP programs while creating new and exciting benefits to reward those maximizing their Caesars Rewards play while enticing others to do the same.

Harrah's Hoosier Park implements three levels of VIP Programs based on 12-month Racing Theoretical Wagering (THEO) – Show (\$10,000-\$14,999 THEO), Place (\$15,000-\$19,999 THEO) and Win (\$20,000+ THEO). Each group receives complimentary handicapping materials aligning with their level of VIP status. Show members receive \$12 daily, Place \$23 daily, and Win \$36 daily. In 2024, Harrah's Hoosier Park maintained its 2023 levels with a total of 77 VIP guests.

Additionally, VVIP guests have access to not only VIP benefits, but exclusive signature racing events such as Racing GM's Mix & Mingle parties, VVIP promotions such as Bet or MegaBet promotions, along with other drawings and offers.

For the 2025 racing season, Harrah's Hoosier Park will create a new class of VVIP designed to increase rewards and benefits for its most loyal players while also maintaining the additional VIP/VVIP tiers.

With these players being Harrah's Hoosier Park's most loyal players, the Race Marketing department seeks the opportunities to have face-to-face interactions and discussions with its VIP players through GM's Mix & Mingle parties in the Top of the Park room. These events have become a staple the weekend prior to a signature stakes night, and provide the opportunity to discuss upcoming events with the players, while also asking feedback to strategies already in play. Players enjoy complimentary hors d'oeuvres and drinks to go along with the opportunity to win a special VIP MegaBet on the signature event tied to that specific Mix & Mingle. Implemented in 2021, the Mix & Mingles have seen continued growth with attendance and have become a staple for our very best horseplayers.

Harrah's Hoosier Park's player development team will continue to market racing-specific events to hosted guests and promote racing activities to non-racing dominant guests who have a propensity to gamble on racing or enjoy racing-related activities and events.

HARRAH'S HOOSIER PARK

MARKETING & BUDGET OVERVIEW (CONT.)

SIMULCAST CUSTOMERS

Export handle makes up nearly 96% of Harrah's Hoosier Parks total handle and remains a focus for the Race Marketing team to provide fresh and industry leading enhancements to its broadcast and provide tools to off-track racing customers. The below tactics will continue to be utilized and perfected:

- GmaxGPS Tracking System
- Fanduel TV Pay-Per_Race Broadcast
- Fanduel TV Race Enhancements
- Promotions on the Caesars Racebook App
- TwinSpires Promotions, Contests and Bonuses
- On-Property TwinSpires VIP Parties
- Daily Racing Form Advertising and Past Performances
- Rotation of guest handicapping analysts including Bob Heyden, Emily Gaskin and Jenna Otten
- Free Trackmaster Past Performances post on website daily
- Nightly guaranteed wagers
- Updated State of the Art Graphics Package
- Hi-Definition Broadcasting
- Nightly Australia Broadcast – one of only five tracks to do so
- NYRA Bets Content Management Services
- Pre-race Horsemen Interviews on signature stakes nights



HARRAH'S HOOSIER PARK

2025 MARKETING INITIATIVES

RACING-FOCUSED ADVERTISING & INTERACTIVE PROMOTIONS

- Nationally broadcasted races on Fox Sports
- FanDuel Pay-Per-Race Broadcast
- FanDuel Race Enhancements for signature nights
- TwinSpires weekly promotions & signature night enhancements
- Daily Trackmaster Free Online Program
- Regular advertising with racing outlets such as Harness Racing Update, Hoof Beats, ISA Magazine, etc.,
- Fan Appreciation Mailing & Bonus Offer for Opening Weekend/Dan Patch Stakes
- DRF Handicapping Analysis
- United States Trotting Association (USTA) and Advance-Deposit Wagering Companies (ADW) awareness on carryovers
- NYRA Bets Simulcast Dispersion

RACING PROMOTIONAL PROGRAMS & FAN ENGAGEMENT

- 2X Caesars Rewards Points on All Live Races
- Trifecta Tuesday Handicapping Contest
- Sur-5-Or Wednesday Handicapping Contest
- Ace of Races Thursday Handicapping Contest
- Bet Against the Boss Friday Handicapping Contest
- Across the Board Saturday Handicapping Contest
- Fan-Tastic Friday Food & Beverage Specials
- Weekly Food & Beverage Specials
- Enhanced VIP Owners Club Program
- First Turn Stable Fractional Ownership Program
- Monthly Cash Drawings bases on racing participation
- Road to the Derby Handicapping Contest
- Gift Giveaways on signature nights

SIGNATURE RACING EVENT PROGRAMMING

- Opening week Fan Appreciation Event
- Kentucky Derby Watch Party/Programming
- Triple Crown VIP Promotion
- Dan Patch Stakes Festival
- Peter Haughton/Jim Doherty Night
- Caesars Trotting Classic/Community Night at the Races
- Hoosier Champions Event

COMMUNITY EVENTS & OUTREACH

- HERO Volunteer Events
- Fourth of July Firework Display
- HOP Be-Bop Summer Concert Series
- Indiana Standardbred Association Horsemen Events
- Harness Horse Youth Foundation Tours/Events
- Future Farmers of America Tours
- Empire of Hope Fundraising Event for the aftercare of retired standardbreds
- Dan Patch Festival
- Community Night at the Races
- Pink Out at the Races – Breast Cancer Awareness Event

GROUP SALES INITIATIVES

- Increased focus on Race Sponsorships
- Corporate/Group Nights at the Races

SPONSORSHIPS & PARTNERSHIPS

- Indiana Standardbred Association
- Indiana Breed Development
- Grand Circuit Racing at The Red Mile
- The Little Brown Jug
- Title Sponsor at USHWA Dan Patch Awards
- Harness Racing Hall of Fame Sponsor
- External Sponsorship Sales Program

VIP/RELATIONSHIP MARKETING PROGRAM

- Executive Hosts for Qualified Players
- Exclusive VIP/VVIP Promotions and Offers
- GM Mix & Mingle VIP Events

EXPORT PROMOTIONAL OPPORTUNITIES

- Regular guest handicappers/analysts
- Behind the scenes camera shots/interviews
- Handicapping initiatives with FanDuel Racing, TwinSpires and Caesars Racebook
- Weekly/Nightly Guaranteed Wagers
- Updated Simulcast Graphics/Look
- Free Daily Online Program
- DRF Advertising for signature events

CAESARS ENTERTAINMENT OPPORTUNITIES

- Increased awareness/promotion on Caesars Racebook/Sportsbooks
- Continued support of the Indiana Horse Racing Association's Hall of Fame
- Continued support and assistance to Indiana Standardbred Breed Development
- Continued partnership with the Indiana Standardbred Association
- Promotions with sister properties under Caesars Racing umbrella
- Continued support of the Standardbred Transition Alliance

HARRAH'S HOOSIER PARK

2025 SIGNATURE RACES

CHAMPION RACING SEASON

Harrah's Hoosier Park will continue its annual Championship Racing Season and its efforts to both build the Indiana racing program while hosting the best harness racing athletes in the world.

\$325,000 DAN PATCH STAKES

- Indiana's Richest Pacing Event
- Dan Patch Weekend Festival
- Fox Sports Coverage
- National headline entertainment (pending routing)
- Free Family Activities
- Food Trucks & Live Entertainment
- Promotional giveaways & drawings
- VIP Pick Six & Split It (or replaced with new VIP promo)
- FanDuel & FanDuelRacing PromotionalPackage
- TwinSpiresPromotional Package
- Indiana Standardbred Association Sponsorship
- Expanded social media coverage and added promotional support for contenders
- Caesars Racebook support



\$200,000 CAESARS TROTTING CLASSIC

- Caesars Trotting Race (Indiana's Richest Older Trotting Race) leads Grand Circuit stakes on the evening, including the Hoosier Park Pacing Derby
- Fox Sports coverage
- Free Family Activities
- Food Trucks & Live Entertainment
- Promotional giveaways & drawings
- U.S. Trotting Association Strategic Wagering platform featuring guaranteed pools on various wagers
- Enhanced FanDuel & FanDuel Racing Coverage
- TwinSpiresPromotional Package
- Indiana Standardbred Association Sponsorship
- Expanded social media coverage and added promotional support for contenders
- Caesars Racebook support



HOOSIER CHAMPIONS

- Featuring the top Indiana sired horses in 12 Super Finals for the Indiana Sires Stakes program with purses exceeding the \$1.8 million mark.
- TwinSpires and FanDuel promotional packages.
- Enhanced FanDuel TV & FanDuel Racing coverage.
- Fox Sports coverage
- Free Family Activities
- Promotional giveaways & drawings
- U.S. Trotting Association Strategic Wagering platform featuring guaranteed pools on various wagers
- Caesars Racebook support



\$400,000 PETER HAUGHTON & \$400,000 JIM DOHERTY MEMORIAL STAKES

FEATURING THE TOP 2 YEAR OLD COLT AND FILLY TROTTERS

- Free Family Activities
- Promotional giveaways & drawings
- Caesars Racebook support





HORSESHOE INDIANAPOLIS RACING & CASINO

2025 OPERATIONAL PLAN





HORSESHOE INDIANAPOLIS

2024 EXECUTIVE SUMMARY

After a record breaking 2023, in which handle was up nearly 20% over 2022, it is with great pride that we report to the Indiana Horse Racing Commission that we expect to exceed that record handle in 2024. All of this accomplished despite an historic amount of rainfall that severely limited turf racing early in the meet and fighting economic headwinds that prevail throughout the world.

After a total handle of over \$309,000,000 in 2023, which included Horseshoe Indianapolis' initial foray into International Simulcasting, it was expected to be a tall task to match that number in 2024. But the quality of racing with both breeds has improved to the level that our product is now nationally and internationally respected as never before. The proof is seen in our consistent weekly simulcasting results and the continued growth of our Indiana Derby and other premier events. There is no question that the Horseshoe Indianapolis product has become a staple for horse bettors all over the world.

Speaking of the Indiana Derby – this year's version was another rousing success. The event, which has found its home on the first Saturday in July, was again shown via national broadcasts on Fox Sports and TVG. Both networks sent their own talent and equipment and further proved that Indiana's greatest race has turned into a nationwide must-see event. The winner of the race, Dragoon Guard, has already returned to win an additional prominent Derby so it's apparent that the quality needed to compete in Indiana is at its highest level ever. That day's handle of \$8.1 million in our own pools set a new record but when you consider the growth in International wagering, it is likely that the all-in total was somewhere between \$8.5 - \$9 million.

But its not just the Thoroughbreds that are thriving in Shelbyville. The Quarter Horse program continues to ascend both regionally and nationally and the horses and horsemen who race at our facility can compete just about anywhere. With the recent upgrade of the QHRAI Stallion Service Auction Futurity and the Miss Roxie Little to Grade 3 races we do expect that the eyes of the world will be even more focused on our program in Indiana in the coming years.

The 2024 season got off to a most unique start on April 8 with a racing program centered around the once-in-a-generation Total Solar Eclipse. The event was very well received and the all-Indiana racing was excellent. So much so that we continue to brainstorm of ways to start the 2025 season off with a bang and



honor our local horses and horsemen, most of whom spend the winter with us and train over our dirt surface in preparation for the upcoming meets.

As was mentioned, the wintertime training clearly helps with the beginning of our meet. At one point in late February we had over 500 horses on the grounds preparing for the April 8 beginning to the season. The surface has held up well and we're happy to say the wintertime training was very safe for our equine population.

Included in the participation of wintertime training this year was more Quarter Horses than any season prior. With the new springtime Quarter Horse meet taking place in Kentucky, Horseshoe Indianapolis was a good place for our Indiana horsemen to prepare not only for our own meet but to get some starts in prior to that in Kentucky.

It's a good time to mention our racing surfaces and the pride we have in the work our staff has done to produce one of the safest racetracks in the country. Statistically speaking the safety results at Horseshoe Indianapolis for 2023 were near the top in terms of the health and welfare of our equine athletes. As we approach the end of our 2024 meet it is encouraging to report that we are tracking similar to last year and those excellent results.

With the relatively uncertain times in racing we are proud to work closely with Jessica Barnes and the Breed Development Committees for both the Thoroughbreds and Quarter Horses. It is clear that the future of racing in Indiana will be very reliant on our local horses and horsemen. With that in mind, and with the cooperation of the Indiana HBPA, funds were diverted mid-meet to increase the base purse and facilitate more Indiana bred races. With a nationally declining horse population and reduced number of foals it seems almost assured that the number of Indiana races will increase as a percentage of the total number of races at Horseshoe Indianapolis. Jessica's guidance through some thoughtful discussions has been much appreciated.

As we prepare for the final month of our 2024 season, and in closing, it goes without saying that we believe the partnership that we have with our horsemen is key to the success of our racing business. As the handle continues to grow it is our belief that we will see our product ascend through the list of tracks nationally and become even stronger in the future. It is especially pleasing to see days like we had on Thursday, May 23 where, with the help of a Pick 5 carryover, Horseshoe Indianapolis was the highest handling track in the country – beating the likes of Churchill Downs, Gulfstream Park, Woodbine and other prominent racetracks. Those results were unheard of several years ago and we look forward to seeing our racing product continue its rise among the industry leaders.





HORSESHOE INDIANAPOLIS 2024 HIGHLIGHTS

- Over 600 horses are already on the property as the official start to the training season begins on March 3. The previous three-plus months of winter training had a perfect safety record for our equine athletes.
- April 8 brings an early start to the racing season when the first card on the calendar coincides with the Total Solar Eclipse. Great weather assists as a fun crowd gathers and Horseshoe handles nearly \$1.8 million on an abbreviated program.
- The Kentucky Derby takes place on May 4 and the national audience supports the Horseshoe Indianapolis races heavily on its 11-race program. The first \$3 million day is registered with a handle of over \$3.1 million.
- The new portable turf rail is unveiled for the start of turf racing on May 6th. The rail, a \$150,000 RCFAC investment, makes the moving process quicker and offers options for rail settings that we have never seen before. On multiple occasions over the 2024 meet the rail was moved to facilitate turf racing where it wouldn't have been possible in prior seasons.
- May 13th is the debut of Horseshoe Indianapolis' newest wager – The Horseshoe Hat Trick Turf Pick 3.
- Over five inches of rain inundates the Shelbyville area prior to the May 15 running of The Caesars and Horseshoe Indianapolis and Swifty and Sagamore Sired Handicaps. The conditions in the area force the cancellation of the racing program and a rescheduling of two of the track's biggest races of the year and the postponement of the Sired Handicaps for one week.
- The rescheduling of the Swifty and Sagamore moves the races to Wednesday, May 22 and helps key a big day – nearly \$3.3 million wagered. The races are won by horses that went off at 54-1 and 58-1 and trigger large carryovers into the following day.

- Great racing and the carryovers in the late Pick 4 and late Pick 5 produce a record non-major stakes day handle record of more than \$4.6 million. Horseshoe Indianapolis is the highest handling track in the country that day beating the likes of Churchill Downs, Gulfstream Park, Woodbine and others.
- The May 20 - 23 cards are a bonanza with handle of nearly \$12.5 million over the four racing days.
The first all Quarter Horse card is a good day with handle just shy of \$1 million. Up considerably over the same date in 2023.
- Even without a Triple Crown on the line in the Belmont Stakes live racing card at Horseshoe Indianapolis on June 8 is up significantly over the 2023 version. More than \$2.5 million is wagered on the day while navigating extreme competition. Just as importantly, Horseshoe Indianapolis donates 11 bicycles to the Dakich Cycles for the City program that are distributed to Shelby County kids who need a bike.
- More than \$900k is wagered on the all Quarter Horse program on June 29. The card consists of 12 races with 10 of those being Stakes Trials for the Gordon Mobley and Heartland Futurity races.
- Between June 26 and August 8 much of Indiana is gripped with incessant rains. Horseshoe Indianapolis feels the pain as 15 of the 22 days of racing between those days are taken off the turf.
- July 2 starts Indiana Derby Week and the results are excellent. Despite torrential rains on July 4 (forcing the cancellation of the entire racing card) over \$15 million is wagered during the span of 4 racing days.
- July 6 is a spectacular day of racing at Horseshoe Indianapolis. With 12 races, including the Grade 3 Indiana Oaks and Grade 3 Indiana Derby, a new single-day handle record is set at \$8,108,367. That figure does not include International wagering so the actual figure is likely closer to \$8.5 - 9 million on the day.
- The rescheduling of the Caesars and Horseshoe Indianapolis Stakes, along with Boots and Brews, draws a big crowd on July 13th and the handle shows it...nearly \$2.9 million wagered on the night.
- July 20 brings an exceptional day of Quarter Horse racing highlighted by a victory by Drinkinatacartelbar in the Jaguar Rocket Futurity. The filly, co-owned by QHRAI President Chris Duke and the former Executive Director of the Indiana HBPA Brian Elmore, won by a nose in a thriller.
- The 2024 rendition of the Governor's and First Lady Handicaps brings a healthy \$3.1 million in handle on July 31.
- Another set of Handicaps on August 21, The Bucchero and Peony, helps with another \$3 million Wednesday.
- The "2024 Grayson Grass Challenge" concludes with a star-studded group of national handicappers helping to raise over \$6,000 for Equine Research programs.
- August 31, the fifth of the stand-alone Quarter Horse days, produces a victory by AP Political Patriot, owned and trained by Oscar Preciado, in the QHRAI Stallion Service Auction Futurity. The Grade 3 race is contested for a purse of \$212,170.



HORSESHOE INDIANAPOLIS 2024 SPONSORSHIP HIGHLIGHTS

Horseshoe Indianapolis continued to work hard in 2024 to bring in new sponsors and businesses into the racing business in Shelbyville. With a strong basis returning from 2023 Sponsorships, it was an excellent year for promoting our racing product to more and more people across the Indianapolis metro area.

2024 Sponsorship total: \$184,750

Partnerships included:

- Indiana Breed Development
- Brown Forman
- Champions Day – IN BDF
- Murphy Trailer Sales
- B&H Electric
- Indiana HBPA
- Caesars Entertainment Equine Specialty Hospital (Purdue University)
- Lip Chip
- Coady Media
- Family Leisure
- Duke Racing
- Cowboy Culture
- Finish Line Transport
- Horse Racing Nation
- ITOBA
- Pam Hahn
- QHRAI
- R Star Stallions
- Swifty Farms



2025 Target Sponsorship Sales: \$225,000



HORSESHOE INDIANAPOLIS

2025 RACING DATES

The 2025 Thoroughbred and Quarter Horse race will meet will begin and end at roughly the same time as the 2024 season. Post times for Monday – Thursday racing will be 2:10 p.m. which is similar to 2024. With that said here are the highlights of the proposed meet (pending IHRC approval):

- April 15 – Start of the 2025 racing season
- May 3 – Kentucky Derby Day (10:45 a.m.)
- May 31 – All Quarter Horse Day #1 (10:45 a.m.)
- June 7 – Belmont Stakes Day (10:45 a.m.)
- June 14 – First Saturday evening card (5:10 p.m.)
- June 28 – All Quarter Horse Day #2 (10:45 a.m.)
- July 4 – Fourth of July holiday racing card
- July 5 – Indiana Derby Day (12:00 p.m.)
- July 12 – Second Saturday evening card (5:10 p.m.)
- July 19 – All Quarter Horse Day #3 (10:45 a.m.)
- Mid-meet break July 20 – July 27
- August 9 – All Quarter Horse Day #4 (10:45 a.m.)
- August 16 – Third Saturday evening card (5:10 p.m.)
- August 30 – All Quarter Horse Day #5 (10:45 a.m.)
- September 5 – Special Friday racing card (no Labor Day racing that week)
- October 4 – All Quarter Horse Day #6 (10:45 a.m.)
- October 25 – Indiana Champions Day (12:00 p.m.)
- November 11 – Veteran’s Day holiday racing card
- November 13 – Closing Day to the 2025 racing season

HORSESHOE INDIANAPOLIS

2025 RACING DATES (CONT.)

April

S	M	T	W	T	F	S
		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

S	M	T	W	T	F	S
				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

S	M	T	W	T	F	S
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

S	M	T	W	T	F	S
		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

S	M	T	W	T	F	S
					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

S	M	T	W	T	F	S
	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

S	M	T	W	T	F	S
			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

S	M	T	W	T	F	S
						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						

POST TIME 10:45 A.M.

POST TIME 12:00 P.M.

POST TIME 2:10 P.M.

POST TIME 5:10 P.M.

SPECIAL POST TIMES

MAY 3 - KENTUCKY DERBY 10:45 A.M.

MAY 26 - MEMORIAL DAY 12:00 P.M.

JUNE 7 - BELMONT STAKES 10:45 A.M.

JULY 4 - 4 OF JULY 12:00 P.M.

JULY 5 - INDIANA DERBY 12:00 P.M.

OCT. 25 - IN CHAMPIONS 12:00 P.M.

QUARTER HORSE DAYS

MAY 31 - 10:45 A.M.

JUNE 28 - 10:45 A.M.

JULY 19 - 10:45 A.M.

AUGUST 9 - 10:45 A.M.

AUGUST 30 - 10:45 A.M.

OCTOBER 4 - 10:45 A.M.

HORSESHOE INDIANAPOLIS

2024 THOROUGHBRED PREMIER RACING SCHEDULE

RACE NAME	DATE	AGE	SEX	DIST	TURF	"IN BRED/ SIRE"	PURSE
THE DARK SIDE OF THE MOON OVERNIGHT HANDICAP	4/8/2024	3 UP		5 1/2		SIRE AND BRED	\$55,000
THE TOTAL ECLIPSE OF THE HEART OVERNIGHT HANDICAP	4/8/2024	3 UP	F&M	5 1/2		SIRE AND BRED	\$55,000
THE SAGAMORE SIRE	5/15/2024	3		5 1/2		SIRE	\$100,000
THE SWIFTY SIRE FILLIES	5/15/2024	3	F	5 1/2		SIRE	\$100,000
THE CAESARS (BT)	5/15/2024	3		1M	TURF		\$150,000
THE HORSESHOE INDIANAPOLIS (BT)	5/15/2024	3	F	1M	TURF		\$150,000
THE WILLIAM HENRY HARRISON	6/5/2024	3 UP		6		SIRE	\$100,000
THE SHELBY COUNTY	6/5/2024	3 UP	F&M	6		SIRE	\$100,000
THE HOOSIER BREEDERS SOPHOMORE	6/12/2024	3		6		SIRE AND BRED	\$100,000
THE HOOSIER BREEDERS SOPHOMORE - FILLIES	6/12/2024	3	F	6		SIRE AND BRED	\$100,000
THE NOBODY LISTENS	6/26/2024	3 UP		6		SIRE AND BRED	\$100,000
THE CHECKERED FLAG	6/26/2024	3 UP	F&M	6		SIRE AND BRED	\$100,000
THE WILLIAM GARRETT	7/5/2024	3 UP		5	TURF		\$100,000
THE CLARKSVILLE	7/5/2024	3 UP	F&M	5	TURF		\$100,000
THE MICHAEL G. SCHAEFER MEMORIAL (LISTED)	7/6/2024	3 UP		1M 70			\$100,000
THE MARI HULMAN GEORGE MEMORIAL	7/6/2024	3 UP	F&M	11/16			\$100,000
THE JONATHAN B. SCHUSTER MEMORIAL STAKES (LISTED)	7/6/2024	4 UP		11/16	TURF		\$100,000
THE INDIANA GENERAL ASSEMBLY DISTAFF	7/6/2024	4 UP	F&M	11/16	TURF		\$100,000
INDIANA OAKS (GRADE III)	7/6/2024	3	F	11/16			\$200,000
INDIANA DERBY (GRADE III)	7/6/2024	3		11/16			\$300,000
THE SNACK	7/6/2024	3		1M	TURF	SIRE AND BRED	\$100,000
THE ELLEN'S LUCKY STAR	7/6/2024	3	F	1M	TURF	SIRE AND BRED	\$100,000
THE GOVERNOR'S	7/31/2024	3		11/16		SIRE AND BRED	\$250,000
THE INDIANA FIRST LADY	7/31/2024	3	F	11/16		SIRE AND BRED	\$200,000
THE BUCCHERO	8/21/2024	3 UP		11/16	TURF	SIRE AND BRED	\$100,000
THE PEONY	8/21/2024	3 UP	F&M	11/16	TURF	SIRE AND BRED	\$100,000
THE EMPIRE	9/11/2024	3 UP		11/16		SIRE AND BRED	\$100,000
THE HOOSIER HEARTLAND	9/11/2024	3 UP	F&M	11/16		SIRE AND BRED	\$100,000
THE DON DUNHAM OVERNIGHT HANDICAP	9/25/2024	3 UP		5 1/2		SIRE AND BRED	\$55,000
THE PIEDI BIANCHI OVERNIGHT HANDICAP	9/25/2024	3 UP	F&M	6		SIRE AND BRED	\$55,000
THE CIRCLE CITY	10/2/2024	2		6		SIRE AND BRED	\$100,000
THE BACK HOME AGAIN	10/2/2024	2	F	6		SIRE AND BRED	\$100,000
THE TOO MUCH COFFEE	10/2/2024	3 UP		11/16		SIRE AND BRED	\$100,000
THE CARDINAL	10/2/2024	3 UP	F&M	11/16		SIRE AND BRED	\$100,000
THE ITOBA STALLION SEASON	10/2/2024	3	C&G	1M		SIRE AND BRED	\$100,000
THE ITOBA STALLION SEASON - FILLIES	10/2/2024	3	F	1M		SIRE AND BRED	\$100,000
THE JOE DAVIS OVERNIGHT HANDICAP	10/26/2024	3 UP		6		SIRE AND BRED	\$55,000
THE BRIAN ELMORE OVERNIGHT HANDICAP	10/26/2024	3 UP	F&M	6		SIRE AND BRED	\$55,000
THE UNREACHABLE STAR	10/26/2024	3		11/16		SIRE	\$250,000
THE LADY FOG HORN	10/26/2024	3	F&M	11/16		SIRE	\$200,000
THE CROWN AMBASSADOR	10/26/2024	2		6		SIRE AND BRED	\$100,000
THE INDIANA STALLION - FILLIES	10/26/2024	2	F	6		SIRE AND BRED	\$100,000
THE INDIANA FUTURITY	11/14/2024	2		1M 70		SIRE AND BRED	\$100,000
THE MISS INDIANA	11/14/2024	2	F	1M 70		SIRE AND BRED	\$100,000
TOTAL PURSES							\$5,030,000

* THE 2025 STAKES SCHEDULES FOR BOTH THOROUGHBREDS AND QUARTER HORSES WILL BE FINALIZED IN EARLY JANUARY, 2025.

HORSESHOE INDIANAPOLIS

QUARTER HORSE STAKES AND TRIALS SCHEDULE

RACE NAME	STAKES PURSE	AGE	DIST	"IN BRED"	DATE	TRIALS & STAKES
HARLEY GREENE DERBY TRIALS		3	350	SIRE	5/16/2024	\$15,000
BORN RUNNER CLASSIC	\$75,000	4+	400	SIRE	6/1/2024	\$75,000
HARLEY GREENE DERBY FINAL	\$75,000	3	350	SIRE	6/1/2024	\$75,000
HORSESHOE INDIANAPOLIS QHRAI DERBY TRIALS		3	400		6/1/2024	\$14,000
CARTER RILEY OVERNIGHT STAKES	\$34,000	3+	350		6/4/2024	\$34,000
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	SIRE	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
EASYS NIGHT BEAT OVERNIGHT STAKES	\$35,000	3+	350	BRED	7/5/2024	\$35,000
JAGUAR ROCKET FINAL	\$100,000	2	350	BRED	7/20/2024	\$100,000
GORDON MOBLEY FUTURITY FINAL	\$150,000	2	350	SIRE	7/20/2024	\$150,000
HEARTLAND FUTURITY FINAL	\$100,000	2	350		7/20/2024	\$75,000
BLUE RIVER DERBY FINAL	\$100,000	3	400	BRED	7/20/2024	\$100,000
MARY HULMAN GEORGE OVERNIGHT STAKES	\$34,000	2	350		8/1/2024	\$34,000
PAUL MARTIN OVERNIGHT STAKES	\$34,000	3	350		8/6/2024	\$34,000
AIR BORN LEADER OVERNIGHT STAKES	\$35,000	3+	350		8/8/2024	\$35,000
HORSESHOE INDIANAPOLIS CLASSIC (FILLIES AND MARES)	\$75,000	3+	400		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
ESCONDIDO BEACH OVERNIGHT STAKES	\$34,000	3+	350		8/28/2024	\$34,000
JULIE VELTMAN OVERNIGHT STAKES (FILLIES AND MARES)	\$34,000	3+	350		8/29/2024	\$34,000
JOHN DEERE JUVENILE CHALLENGE TRIALS					8/31/2024	\$10,000
ADEQUAN DERBY CHALLENGE TRIALS					8/31/2024	\$10,000
Q-RACING VIDEO DISTAFF CHALLENGE TRIALS (FILLIES AND MARES)					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		10/5/2024	\$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
TOTAL PURSES	\$2,050,000					\$2,321,000

* THE 2025 STAKES SCHEDULES FOR BOTH THOROUGHBREDS AND QUARTER HORSES WILL BE FINALIZED IN EARLY JANUARY, 2025.

HORSESHOE INDIANAPOLIS

2024 HANDLE HIGHLIGHTS

HANDLE FOR MAY 25, 2024	
Horseshoe Indianapolis	4,636,179
Churchill Downs	4,345,573
Gulfstream Park	4,086,788
Woodbine	2,587,703
Delaware Park	2,221,912
Charles Town	1,567,949
Evangeline Downs	1,517,858
Thistledown	648,742
HANDLE FOR JULY 6, 2024	
Belmont	12,046,543
Horseshoe Indianapolis	8,152,578
Woodbine	6,406,559
Gulfstream Park	6,131,578
Monmouth	5,015,114
Los Alamitos	4,382,985
Ellis Park	4,180,880
Prairie Meadows	2,172,536
Laurel	2,091,383
Evangeline Downs	2,089,198
Charles Town	1,688,888
Pleasanton	1,291,482
Hawthorne	972,852
Canterbury Park	933,861
Emerald Downs	787,414
Fan Duel	628,860
Belterra Park	569,076
Hastings	481,756
Lone Star	426,782
HANDLE FOR WEEK ENDING JULY 7, 2024	
Belmont	37,885,877
Woodbine	20,396,021
Monmouth	16,522,397
Gulfstream Park	16,200,711
Horseshoe Indianapolis	15,487,421
Los Alamitos	14,700,959
Ellis Park	14,059,313
Parx	11,158,165

HORSESHOE INDIANAPOLIS

2025 WAGERING MENU

123 Day Thoroughbred/Quarter Horse Meet opens April 15 and closes Nov 13
 Indiana Derby Weekend, Friday 7/4, Saturday 7/5: Post time 12:00 PM Eastern
 Indiana Champions Day, Saturday 10/25: Post time 12:00 PM Eastern
 Kentucky Derby Day, 5/3 and Belmont Stakes Day, 6/7: Post time: 10:45AM
 Saturday Evening racing, 6/14, 7/12, 8/16: Post time: 5:10PM
 Quarter Horse Saturdays (5/31, 6/28, 7/19, 8/9, 8/30, 10/4): Post time: 10:45 AM Eastern
 Friday racing 9/5: Post time 2:10 PM Eastern
 Memorial Day (5/26): Post time 12:00 PM Eastern
 No Live Racing 7/21 - 7/26

Monday - Thursday

Race	Estimated Post		
	Pacific	Central	Eastern
1	11:10 AM	1:10 PM	2:10 PM
2	11:41 AM	1:41 PM	2:41 PM
3	12:12 PM	2:12 PM	3:12 PM
4	12:43 PM	2:43 PM	3:43 PM
5	1:14 PM	3:14 PM	4:14 PM
6	1:45 PM	3:45 PM	4:45 PM
7	2:16 PM	4:16 PM	5:16 PM
8	2:47 PM	4:47 PM	5:47 PM
9	3:18 PM	5:18 PM	6:18 PM
10	3:49 PM	5:49 PM	6:49 PM
11	4:20 PM	6:20 PM	7:20 PM
12	4:51 PM	6:51 PM	7:51 PM

12:00 Post time days

Race	Estimated Post		
	Pacific	Central	Eastern
1	9:00 AM	11:00 AM	12:00 PM
2	9:31 AM	11:31 AM	12:31 PM
3	10:02 AM	12:02 PM	1:02 PM
4	10:33 AM	12:33 PM	1:33 PM
5	11:04 AM	1:04 PM	2:04 PM
6	11:35 AM	1:35 PM	2:35 PM
7	12:06 PM	2:06 PM	3:06 PM
8	12:37 PM	2:37 PM	3:37 PM
9	1:08 PM	3:08 PM	4:08 PM
10	1:39 PM	3:39 PM	4:39 PM
11	2:10 PM	4:10 PM	5:10 PM
12	2:41 PM	4:41 PM	5:41 PM

Early Saturdays (QH days)

Race	Estimated Post		
	Pacific	Central	Eastern
1	7:45 AM	9:45 AM	10:45 AM
2	8:13 AM	10:13 AM	11:13 AM
3	8:41 AM	10:41 AM	11:41 AM
4	9:09 AM	11:09 AM	12:09 PM
5	9:37 AM	11:37 AM	12:37 PM
6	10:05 AM	12:05 PM	1:05 PM
7	10:33 AM	12:33 PM	1:33 PM
8	11:01 AM	1:01 PM	2:01 PM
9	11:29 AM	1:29 PM	2:29 PM
10	11:57 AM	1:57 PM	2:57 PM
11	12:25 PM	2:25 PM	3:25 PM
12	12:53 PM	2:53 PM	3:53 PM

Evening Saturdays

Race	Estimated Post		
	Pacific	Central	Eastern
1	2:00 PM	4:00 PM	5:00 PM
2	2:31 PM	4:31 PM	5:31 PM
3	3:02 PM	5:02 PM	6:02 PM
4	3:33 PM	5:33 PM	6:33 PM
5	4:04 PM	6:04 PM	7:04 PM
6	4:35 PM	6:35 PM	7:35 PM
7	5:06 PM	7:06 PM	8:06 PM
8	5:37 PM	7:37 PM	8:37 PM
9	6:08 PM	8:08 PM	9:08 PM
10	6:39 PM	8:39 PM	9:39 PM
11	7:10 PM	9:10 PM	10:10 PM
12	7:41 PM	9:41 PM	10:41 PM

Estimated 31 Minute Post Times

2025 Wagering Format

Race	\$2 min	\$2 min	.50 min	.10 min	.50 min	.50 min	\$2 min	\$.10 min
1	WPS	Exacta	Trifecta	Super	Pick 3	Pick 5	Double	
2	WPS	Exacta	Trifecta	Super	Pick 3	Pick 4	Double	
3	WPS	Exacta	Trifecta	Super	Pick 3		Double	
4	WPS	Exacta	Trifecta	Super	Pick 3		Double	
5	WPS	Exacta	Trifecta	Super	Pick 3	Pick 5*	Double	
6	WPS	Exacta	Trifecta	Super	Pick 3	Pick 4*	Double	Grand HI 5-TB
7	WPS	Exacta	Trifecta	Super	Pick 3		Double	Grand HI 5-TB
8	WPS	Exacta	Trifecta	Super	Pick 3		Double	Grand HI 5-TB
9	WPS	Exacta	Trifecta	Super	Pick 3		Double	Grand HI 5-TB
10	WPS	Exacta	Trifecta	Super	Pick 3		Double	Grand HI 5-QH
11	WPS	Exacta	Trifecta	Super			Double	
12	WPS	Exacta	Trifecta	Super				

Trifecta / Superfecta /Grand High 5 wagering available in accordance with IHRC rules and regulations Early Pick Five starting on Race 1.
 Late Pick Five on last 5 TB races.

Early Pick Four starting on Race 2. Late Pick Four on last 4 TB races.

Rolling Pick Three & Daily Double wagering varies based on number of races carded

Horseshoe Hat Trick - offered daily on three turf races (races vary per day - if turf racing canceled, this wager is canceled)

Takeout Rates: WPS 18% Pick Five 11.99% Pick Four 15% All Other Wagers 21½%

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

PROJECTED HANDLE

	2020 ACTUAL	2021 ACTUAL	2022 ACTUAL	2023 ACTUAL	2024 PROJECTED	2024 ACTUAL
LIVE HANDLE	\$1,625,107	\$2,581,042	\$2,740,125	\$2,799,655	\$2,715,665	\$2,750,000
EXPORT HANDLE	\$197,335,615	\$220,570,747	\$233,162,376	\$276,550,785	\$279,316,293	\$285,000,000
INTERNATIONAL HANDLE	\$0	\$0	\$0	\$32,591,626	\$33,272,901	\$34,250,000
TOTAL HANDLE	\$198,960,722	\$223,151,789	\$235,902,501	\$311,922,066	\$318,020,524	\$322,750,000
AVG. STARTS/ RACE-TB/QH	7.90/9.21	7.06/8.66	7.83/9.00	7.97/9.01	7.80/8.90	7.85/8.95
AVG. RACES/DAY- TB/QH	9.04/1.82	8.52/1.78	8.25/1.8	8.40/1.75	8.4/1.81	8.4/1.8
RACING DAYS- TB/QH	90/96	117/123	120/127	117/123	118/124	117/123



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 2025 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

POSITION	2019	2025
Track Maintenance	13	15
Backside Maintenance	11	13
Receiving Barn	4	6
Backside Housekeeping	2	2
Racing Office	7	8
Racing Security	30	25 - 5 open



HORSESHOE INDIANAPOLIS

PARTNERSHIPS WITH HORSEMEN'S ASSOCIATIONS

At the time of this writing the 2025 Horsemen's Agreements between Horseshoe Indianapolis and the various groups representing racing have not been executed. These agreements will be finalized in early 2025.

HORSESHOE INDIANAPOLIS

2024 CAPITAL INVESTMENTS AND SAFETY PLAN

The 2024 Horseshoe Indianapolis Capital Investment schedule was extensive with an original plan to purchase 14 trucks at a total of \$698,221. And while there was a need for a good number of replacement trucks for our Facilities, Security and Track Maintenance teams there was a clear opportunity to use some of the Capital on more pressing equipment needs. After a thorough review of our current fleet of trucks and Gators it was respectfully requested that a substitution plan be put into place. At the March IHRC meeting the following 2024 purchases were approved at a total of \$713,815:

REGULARLY SCHEDULED PURCHASES

- 2 – Ford F150 4x4 Supercrew Lariat
- 2 – Ford F250 4x4 Styleside
- 2 – Ford F150 4x4 Supercrew XL
- 3 – Ford F150 4x2 Supercab XL

SUBSTITUTE PURCHASES

- 1 – Ford Explorer for Frontside Security
- 3 – Harrows to replace used equipment
- 1 – Gator for Racing Security
- 3 – Snow Pushers for Equine Maintenance



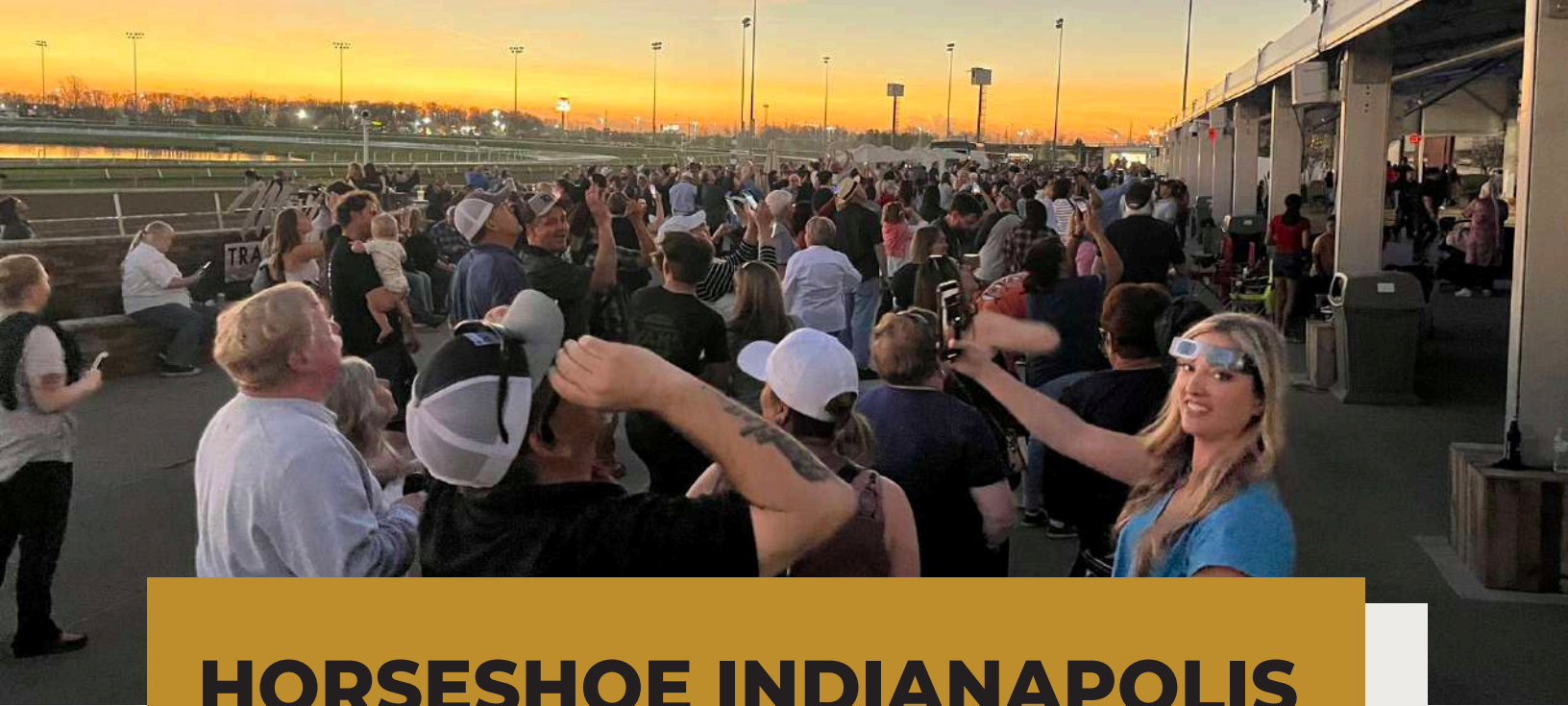
HORSESHOE INDIANAPOLIS

2024 CAPITAL INVESTMENTS AND SAFETY PLAN

2024 CAPITAL INVESTMENTS AND PLAN FOR RCFAC

The 2024 Horseshoe Indianapolis Capital Investment Plan for RCFAC was extensive. There were 16 projects that were approved by the RCFAC Committee and forwarded to the IHRC for approval. Those projects are listed below as well as the approved amount:

- Video Board - \$800,000
- Barn 7 Winterization and Fans - \$164,000
- Grading Between Barns 7 and 8 - \$100,000
- Receiving Barn Mats - \$85,000
- Air Conditioning in Jockey's Quarters - \$69,600
- Speakers for the Building - \$49,000
- Track Viewing Stand - \$40,000
- Men's Jockey's Steam Room - \$36,435
- Surveillance Cameras Backstretch - \$30,000
- Sand for Drainage on Turf Course - \$20,000
- Footing for Eurocizer - \$20,000
- Heaters for Dorm Rooms - \$17,000
- Shelter for Officials and Gate Crew - \$12,767
- Track Kitchen Equipment - \$10,000
- Backstretch Community Center - \$1,200,000 (On hold to be discussed)
- Community Center Advance - \$200,000 (Approved for research on the project)



HORSESHOE INDIANAPOLIS

MARKETING & BUDGET OVERVIEW

It's been a busy year from start to finish at Horseshoe Indianapolis. The season had a unique kickoff with opening day surrounding the Total Solar Eclipse. The track was on the direct line of totality, which provided a backdrop for racing and live entertainment before and after the celestial phenomenon. Several thousand fans were in attendance to witness the spectacular sky show and enjoyed numerous giveaways and promotions throughout the day.

Opening Day set the tone for the entire meet. Excitement for racing carried over through a big turnout for Kentucky Derby Day followed by several summer events beginning in June. The lineup included six all Quarter Horse racing days along with Boots 'N Brews, Pups & Ponies, and Empire of Hope, each raising funding and awareness for a philanthropic cause. Fall events such as Hoosier Day, Indiana Champions Day, and Veteran's Day will complete the 2024 racing season.

The 30th running of the Grade 3 Indiana Derby once again smashed all previous records. Total handle for the day was more than \$8.1 million as a packed house watched Dragon Guard score the win in the state's top race.

At press time, final preparations are being put into place to host the fifth annual Indiana Champions Day which showcases the state's top Thoroughbreds and Quarter Horses. Activities for the day are sponsored by Indiana Breed Development with Indiana Thoroughbred Owners & Breeders Association (ITOBA), Indiana Horsemen's Benevolent and Protective Association (HBPA) and Quarter Horse Racing Association of Indiana (QHRAI) all playing a part throughout the program. Pink Out has also been combined with Indiana Champions Day to assist with fundraising for Indiana Women in Need (I.W.I.N.) in observance of Breast Cancer Awareness month.

Indiana also hosted its first two Restricted Graded Stakes for Quarter Horse racing in 2024 as the QHRAI Stallion Service Auction Futurity and the Miss Roxie Little Futurity both now hold the prestigious title of Grade 3. This distinction elevates them to a whole new level of national prominence on the Quarter Horse stakes schedule.

HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW (CONT.)

The final special event day places the spotlight on those who served and are currently serving our country with a special Veteran's Day program slated for Monday, Nov. 11. Each race is dedicated to a veteran tied to Horseshoe Indianapolis with horseplayers enjoying the free \$2,500 Veteran's Day Legends contest, provided by Indiana HBPA. Ten nationally known handicappers are back to raise funding for Hoosier Families and Veterans (HVAF) through the Late Fire Five Pick 5 Challenge. Each handicapper receives \$500 to place a wager into the pool with all proceeds from any winning wagers going directly to HVAF.

Outside of regular racing events, Horseshoe Indianapolis continues to find success with various local qualifiers for the National Horseplayers Championship, held annually in Las Vegas. The local qualifiers continue to attract new players into Indiana focused on the state's Thoroughbred action, building fans and generating additional revenue to the sport.

Horseshoe Indianapolis' own Mike Gillum, who qualified for the NHC Finals in Vegas at the local qualifier, was the overall winner of the National Finals, winning more than \$800,000 and the Eclipse Award for Handicapper of the Year.

Finally, Horseshoe Indianapolis shifted additional funds to advertising in 2024, picking up two additional billboards, increasing buys with all four network television stations, and continuing longstanding partnerships with racing related media outlets such as Caesars Racebook, Twinspires, FanDuel TV, Daily Racing Form, and Quarter Horse campaigner StallionESearch. The additional money provided extra exposure for not only the bigger events but the regular racing season from start to finish.



2025 MARKETING BUDGET

CATEGORY	2025 BUDGETED	2024 PROJECTED (through Aug. 2024)	2023 ACTUAL	2022 ACTUAL	NOTES
Advertising & Sponsored Media	\$685,000	\$680,000	\$671,459	\$774,504	Racing-specific media, billboards, magazines, Internet, print, TV, radio, newspaper, FanDuel, Twinspires, various racing podcasts, National Beverage program
Promotions & Events & Collateral	\$540,000	\$540,000	\$540,000	\$452,861	Prizes, awards, promotional gifts, special events, décor, posters
Entertainment	\$50,000	\$50,000	\$40,000	\$35,797	Special Events
Comp F & B/ Race Wagers	\$225,000	\$230,000	\$222,397	\$236,725	Specialty Race Day events, industry events, vouchers
Total	\$1,500,000	\$1,500,000	\$1,473,856	\$1,499,887	

Note: The \$1.5 million Race Marketing Budget for 2025 compares favorably to the baseline 2019 budget of \$1,348,618.

ON-TRACK RACING VIP STRATEGY

On-track Racing VIP services are still substantial for racing specific events to cater to guests who frequent the entire property at Horseshoe Indianapolis. By providing a special program, many of the guests who normally do not attending the racing side of the facility are exposed to racing through dedicated host-supported 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 continue to be active in bigger racing events, such as Indiana Derby and Indiana Champions Day while offering exclusive programs throughout the season for additional promotions and events. In addition, the Caesars Racebook and Sportsbook teams continue to find ways to enhance and elevate player interest in horseracing.

HORSESHOE INDIANAPOLIS

MARKETING & BUDGET OVERVIEW (CONT.)

ON-TRACK RACING VIP STRATEGY (CONT.)

ONGOING OPPORTUNITIES FOR RACING VIPS:

- Racing VIP gatherings during special live racing events hosted by Relationship
- Marketing, including food and beverage, programs, racing wagers and special giveaways
- VIP Owner's Club with free programs, water and coffee daily 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 and networking from "Racing" Rachel McLaughlin to national events, including the NHC Finals, Breeders' Cup, and Jockeys and Jeans.

EXPORT STRATEGY

Horseshoe Indianapolis' efforts to reach horseplayers outside of Indiana is an ongoing team effort. It all starts with the racing office putting together quality racing programs and is supported through the mutuel department creating the perfect time slots daily to ensure Indiana's races are in the prime spot for viewing and wagering. It takes a juggling act at times for mutuels to stay in between the bigger tracks, but results are paying off through total handle. The mutuel department also works with various entities to seek new ways to capture additional crowds and promote the signal to off-site wagering platforms.

In addition to signal strength and placement, race marketing supports both initiatives by engaging online players through various contests, which set new records this season with participation growing to more than 500 in a single contest. Additionally, hosting nationally recognized handicapping tournaments through the prestigious National Horseplayers Championship has also garnered new interest and added value to wagering handles via association.

Initiatives for both Thoroughbred and Quarter Horse racing in 2025 includes:

- Continued involvement with FanDuel TV coverage during the week through the "pay to play" plan to add live racing on their broadcast
- Continued Quarter Horse racing programs at late morning post times to attract wagering through export locations such

as FanDuel TV and Twinspires with little or no competition while providing on track promotions and events

- Continued support from nationally known handicappers for both breeds to enhance specialty events and social media presence to engage new followers
- Continued online handicapping contests to attract horseplayers nationally with enticing prize money and formats
- Search for additional opportunities to cross promote with other Caesars Entertainment owned racing properties, including the new Harrah's property in Columbus, Nebraska
- 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 Facebook promotions, including Two-Times points on all Caesars Entertainment racing properties

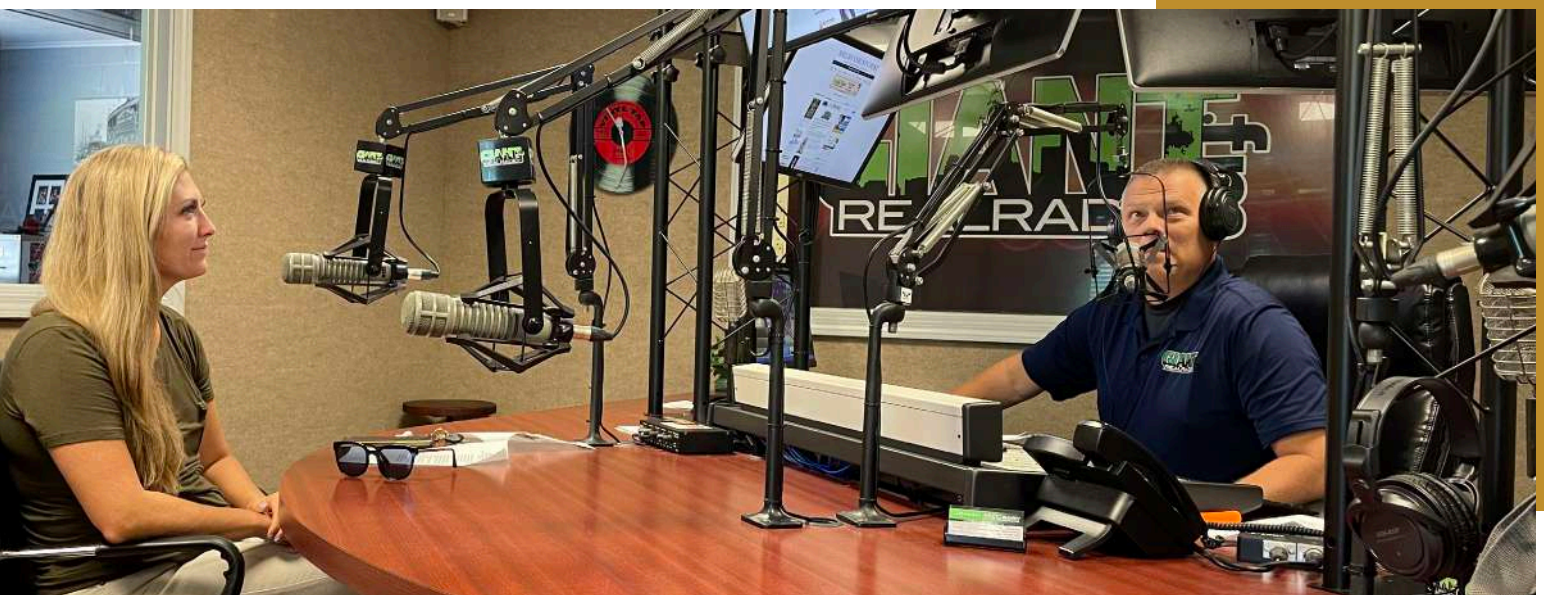
ADVERTISING BUYS

The marketing department took another step forward and increased advertising buys, especially with television in Central Indiana. The buys were increased across the board with all four major networks. Special segments featuring "Racing" Rachel McLaughlin continued on all four networks, capturing large audience numbers in anticipation of major events centered around Indiana Derby, Eclipse Day, and Champions Day. In addition, general commercials ran to promote other smaller summer events including Kentucky Derby Day, Horseshoe Hysteria, Quarter Horse racing, Boots 'N Brews, Pups and Ponies and Empire of Hope.

Additionally, radio spots were purchased in the Greencastle, Ind. area for the first time in 2024 focused on Quarter Horse racing. A large number of Quarter Horse racing fans and supporters live in that immediate area, so the target was to enhance their knowledge about specific racing dates for the sprinters.

Daily weather segments continued for the third year with WRTV Channel 6 to enhance the "Wire to Wire" show featuring Racing Rachel McLaughlin and John Dooley prior to each racing program. Advertising also continued locally on all Shelby County venues, including WSVX, Shelby News, and Shelby County Post.

Trade advertisement remained as a focus also throughout the year, providing content on industry outlets such as Paulick Report, StallionESearch (Quarter Horse), Daily Racing Form, Horse Racing Happy Hour, Horse Racing Radio Network, Down the Stretch Sirius Radio, Steve Byk's At the Races, The Pressbox, and Horse Racing Nation, who provided daily statistical work to elevate the racing program.





HORSESHOE INDIANAPOLIS MARKETING & BUDGET OVERVIEW (CONT.)

GROUP SALES INITIATIVES

Horseshoe Indianapolis has a sales and banquets team providing group opportunities during the season, many of which are combined with racing. The team is committed to providing group experiences during live racing. Several of the private rooms. Also, many of the larger racing days utilized space under the new trackside awning in 2024.

Many racing specific group outings were also provided, including visits and tours to the jockeys quarters for veterinary groups, University of Tennessee racetrack program students, and National FFA Week guests.

ON-TRACK PROMOTIONAL INITIATIVES

- Free daily racing contests for both on-track and on-line horseplayers with prize money of \$100,000-plus offered during the 2025 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
- Continuation of the Horseshoe Hat Trick, an All-Turf Pick 3 during programs with turf racing with a 15% takeout.
- Provide at least three 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 2025
- 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, Pups and Ponies, Veteran's Day, Hoosier Day, and Indiana Champions Day
- Enhanced all-Quarter Horse racing programs on Saturdays to showcase the sport through added incentives and promotions
- Road to Louisville kickoff contest in January over 15 weeks featuring added prizes
- Introduction and utilization of the new awning trackside with additional opportunities for seating, entertainment, and promotions

COMMUNITY EVENTS & OUTREACH

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

- National FFA Convention Week as a partner in the on-site interactive horse racing booth
- 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, higher educational racetrack industry studies and programs, 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 sixth year in 2025, to raise funding and awareness for the organization, which is part of The Jockey Club
- Fundraiser for local rescue Canine Castaways on “Pups and Ponies” with the adoption station trackside for on-site adoptions

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
- IMPD Mounted Patrol
- Thoroughbred Aftercare Alliance, Friends of Ferdinand, Tri State Thoroughbreds, Horse Angels, Inc., Race for Aftercare, New Vocations Racehorse Adoption, Thoroughbred Retirement Foundation, Old Friends

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 and Caesars Sportsbook
- Caesars Suite/Derby Suite options for specialevents
- National racing industryappearancesby 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, Summer at the Shoe, Exactamundo, BA’s Hat Trick, and other online handicapping contests
- Highlighted online incentives and promotions with Caesars Racebook & Sportsbook
- Weekly appearances on Sirius Radio and other shows, including Fanduel TV, TwinSPIRES, America’s Best Racing, Horse Racing Nation, and other industry-related media outlets
- Blood Horse National Stakes Guide listing and ads to promote major premier racing events
- Enhanced Quarter Horse media coverage and advertising for specialty days and stakes races with StallionESearch Website

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, including the new Harrah's Columbus Racing & Casino in Nebraska
- Relationship marketing opportunities to expand awareness and participation in racing specific 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
- 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 2025
- 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

2025 SIGNATURE RACES

GRADE 3 \$300,000 INDIANA DERBY

- Indiana's richest day of racing with purses of more than \$1.2 million
- Known as one of Central Indiana's biggest summer sporting event, attracting the largest crowd annually for racing
- On site coverage and support from nationally known podcasts and television, including Fox Sports, Horse Racing Happy Hour, The Pressbox, and more
- Cigar rolling station, live entertainment, Magic Mirror Selfie booth, and other free activities for fans of all ages
- \$3,000 Indiana Derby Megabet Drawing VIP Party experience and retail seating sales in Clubhouse
- Enhanced racing media coverage from Caesars Racebook, Fanduel TVG, Twinspires, Daily Racing Form, and other major racing media outlets in addition to local television and radio coverage
- Special \$2,500 Derby Legends handicapping contest sponsored by Indiana HBPA
- Two National Horseplayers Championship qualifiers over Derby weekend, sending seven to the multi-million-dollar finals in Las Vegas
- Special blanket, flower and trophy presentations to premier race winners



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 Caesars and the \$150,000 Horseshoe Indianapolis, both Listed events
- More than a half-million in purses for the day, making it the fourth largest Thoroughbred racing card each season
- Expanded coverage on Caesars Racebook, 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

2025 SIGNATURE RACES

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 trophy, flower bouquet, and blanket presentations to each premier race 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, Magic Mirror Selfie Station, massage chairs, and more
- Fundraiser and awareness for Indiana Women in Need (I.W.I.N.), a local cancer organization
- Enhanced media coverage with Caesars Racebook, FanDuel TV, Daily Racing Form, TwinSpires, StallionEsearch, and other outlets



QUARTER HORSE STAKES

- Six dedicated Saturdays of racing with a 10:45 a.m. post time
- Total of 28 stakes races with purses in excess of \$2 million
- Entertainment and free activities geared toward family fun
- Promotional giveaways and drawings
- Specialty days featuring events such as the Fishing Derby and Pups and Ponies
- Indiana Champions Day spotlights four stakes, including the Restricted Grade 3 Miss Roxie Little Futurity with total purses exceeding \$500,000 along with a dedicated handicapping contest, \$3,000 Megabet, and more
- Expanded coverage with Quarter Horse trade media outlets including social media platforms
- Promotion and presence with Caesars Racebook and FanDuel TV through specially placed racing programs
- Added handicapping analysis daily by nationally known Quarter Horse personality Martha Claussen



HARRAH'S HOOSIER PARK AND HORSESHOE INDIANAPOLIS COMMUNITY IMPACT REPORT

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 2024 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.





HARRAH'S HOOSIER PARK	2019	2020	2021	2022	2023	2024
Madison Co. / Anderson	\$105,885	\$270,494	\$271,000	\$275,000	\$195,000	\$200,500
Madison Co. - Other	\$15,650	\$3,750	\$4,000	\$64,500	\$150,150	\$124,150
Madison County Total	\$121,535	\$274,244	\$275,000	\$339,500	\$345,150	\$324,650
Equine	\$57,217	\$119,537	\$120,000	\$75,000	\$36,500	\$57,500
Other	\$43,088	\$34,563	\$35,000	\$15,500	\$36,500	\$47,850
GRAND TOTAL	\$221,840	\$428,344	\$430,000	\$430,000	\$430,000	\$430,000



HORSESHOE INDIANAPOLIS	2019	2020	2021	2022	2023	2024
Shelby Co./ Shelbyville	\$135,830	\$269,000	\$273,500	\$316,500	\$208,413	\$213,250
Shelby Co. - Other	\$60,333	\$30,700	\$31,270	\$130,000	\$205,587	\$212,750
Shelby County Total	\$196,163	\$299,700	\$304,770	\$ 446,500	\$414,000	\$426,000
Equine	\$5,900	\$70,000	\$70,250	\$70,000	\$70,000	\$70,000
Other	\$132,277	\$155,300	\$151,564	\$8,500	\$41,000	\$29,000
GRAND TOTAL	\$334,340	\$525,000	\$526,584	\$525,000	\$525,000	\$525,000

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 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.

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 2024, 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 2024, providing support for key organizations in host communities and in the state of Indiana. An outline of the 2023 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®

Harrahs
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 Ascension St. Vincent Cancer Walk hosted on the track as well as the Walk out of Darkness Suicide Prevention walk, 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, we gave \$10,000 to 4 different charities in Anderson.



HARRAH'S HOOSIER PARK

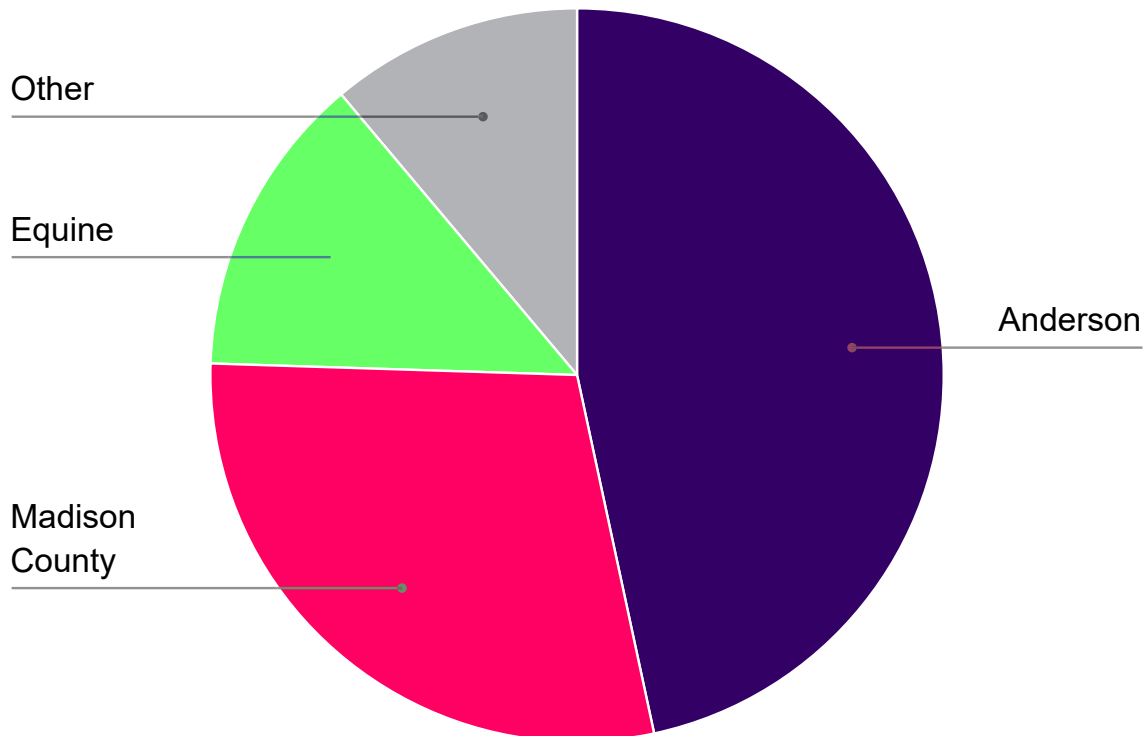
SPONSORSHIPS & COMMUNITY RELATIONS ORGANIZATIONS

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.

2024 COMMUNITY GIVING

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Anderson	\$ 5,000.00	\$16,000.00	\$13,500.00	\$17,500.00	\$31,000.00	\$15,000.00	\$17,000	\$34,000.00	\$22,500.00	\$10,000	\$14,000.00	\$ 5,000.00	\$200,500
Madison County	\$ -	\$ 8,500.00	\$36,000.00	\$22,500.00	\$ 5,000.00	\$ 8,500.00		\$23,000.00	\$ 9,000.00	\$ 5,000.00	\$ 3,650.00	\$ 3,000.00	\$124,150
Equine	\$10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$20,000.00	\$10,000.00	\$ 7,500.00	\$ -	\$ -	\$10,000.00	\$57,500
Other	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 6,850.00	\$22,000.00		\$ 7,000.00	\$10,000.00		\$ 1,000.00		\$47,850
Total	\$16,000.00	\$24,500.00	\$49,500.00	\$40,000.00	\$42,850.00	\$45,500.00	\$37,000.00	\$74,000.00	\$49,000.00	\$15,000.00	\$18,650.00	\$18,000.00	\$430,000.00



HARRAH'S HOOSIER PARK

SPONSORSHIPS & COMMUNITY RELATIONS ORGANIZATIONS

ORGANIZATIONS SUPPORTED

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



HORSESHOE INDIANAPOLIS COMMUNITY GIVING



Horseshoe Indianapolis Racing & Casino remains committed to Shelbyville and Shelby County through various initiatives and projects. A total of \$525,000 is disbursed annually into the community to support more than 50 organizations with almost 75 percent of the total budget earmarked to Shelbyville and Shelby County combined.

In addition to local commitments, more than 18 percent of the total budget is set aside for Equine Related projects and causes. This year alone, more than \$25,000 was dedicated to racehorse aftercare programs in the tri-state area. Many of these groups deal directly with horses whose careers are now complete and need assistance in transitioning into new careers outside of racing. Horseshoe Indianapolis is proud to partner with Quarter Horse Racing Association of Indiana and Indiana Horsemen's Benevolent and Protective Association in supporting this initiative.

Horseshoe Indianapolis also provides support to the community outside of monetary donations. A special luncheon was offered in downtown Shelbyville to provide thanks and support to all First Responders in Shelby County on Sept. 11. Plus, following approval from the Indiana Horse Racing Commission, a shuttle bus was donated to Shelby Parks and Recreation which will further their services to local youth programs.

Additionally, Equine Giving held numerous fundraisers in conjunction with racing this season, including Boots & Brews to benefit the Permanently Disabled Jockeys Fund, Pups and Ponies to benefit Shelby County's Canine Castaways rescue, Pink Out for Indiana Women in Need, Empire of Hope to benefit racehorse aftercare programs, and Veteran's Day to support Hoosier Veteran's and Families, Inc. Additional funding was raised during these events which were directed to these organizations.

The track held it's fifth annual Grayson Grass Challenge, featuring eight nationally known handicappers who received \$500 to place wagers on turf racing over five weeks. All proceeds were earmarked to Grayson-Jockey Club Equine Research, and a record total of \$9,695.70 was raised for the cause in 2024. Overall, more than \$45,000 has been raised for equine research through the unique promotion.



HORSESHOE INDIANAPOLIS COMMUNITY GIVING

Horseshoe Indianapolis' commitment to several multi-year projects also continues. Shelby County Players are completing a new addition to their facility to accommodate concerts, plays, and other community engagements with a three-year donation. Also, the Indianapolis Mounted Patrol has added a new facility for their equine officers, a much needed project supported by both Horseshoe Indianapolis and Harrah's Hoosier Park over the past five years.

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

SHELBYVILLE/SHELBY COUNTY ORGANIZATIONS

Shelby County Players *
Shelby Co. Historical Society
Shelby Co. Chamber of Commerce
Cancer Society of Shelby County
Lykins Charity Golf
The NRA Foundation - Shelby County
Shelby County Boys & Girls Club
Shelbyville Parks Department
The Court and Child Advocacy Group
Dinner Before Bedtime
Special Olympics
Downtown Shelbyville Holiday Celebration
SCUFFY (Shelby County United Fund for You)
Girls Inc. & Boys Club Challenge
Leadership Shelby County
Morristown Football
The Arc of Shelby County Mayor's 5K Walk
Girls, Inc. Bootleggers Ball
Shelby County Arts in the Park

REGIONAL ORGANIZATIONS

Indiana Coalition Against Domestic Violence
Helping Hands for Freedom
Wheeler Mission
Kenneth Butler Memorial Soup Kitchen
Clarksville
First Responders Appreciation

EQUINE RELATED ORGANIZATIONS & PROJECTS

Jockeys and Jeans
Indiana Women in Need
Agape of Greenfield
Mistletoe Market - Shelbyville
American Quarter Horse Association
Racing Medication and Testing Consortium
Dakich Cycles for the City
Grayson Jockey Club Research Foundation
Permanently Disabled Jockeys Fund Inc.
University of Arizona Racetrack Industry Program
Second Stride, Inc.,
Friends of Ferdinand
Thoroughbred Aftercare Alliance
New Vocations Racehorse Adoption
Old Friends
Canine Castaways
Race for Aftercare, Inc.
Horse Angels
Tri State Thoroughbreds
Shelbyville High School FFA Equine Program
Organization of Racing Investigators
Central Indiana Police Foundation
Hoosier Veterans and Families, Inc.

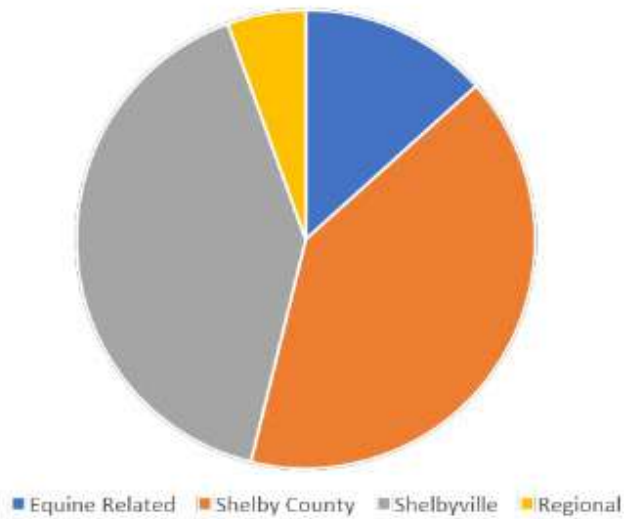
*Third of Three-Year Commitment



HORSESHOE INDIANAPOLIS

SPONSORSHIPS & COMMUNITY RELATIONS ORGANIZATIONS

YTD Distribution by Group



Summary Stats

(through Aug. 2024)

Equine Related	\$70,000
Shelby County	\$212,750
Shelbyville	\$213,250
Regional	\$29,000
Annual Target – Giving	\$525,000
YTD Total Projected	\$525,000

HORSESHOE INDIANAPOLIS

2024 EQUINE 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 2024.

- ITOBA
- Indiana Standardbred Association
- Quarter Horse Racing Association of Indiana
- Greenwood Men's Club
- Thoroughbred Owners & Breeders Association National Awards Dinner
- Horse Angels, Inc.
- Thoroughbred Aftercare Alliance
- Race for Aftercare, Inc.
- Changing Saddles
- Indiana Women in Need
- University of Tennessee/Illinois State Equine Studies



Agenda Item #6



State of Indiana Indiana Horse Racing Commission

Eric Holcomb, Governor

www.in.gov/hrc

Sent VIA email to: kevin@liengamesracing.com and john@potentsystems.com

November 7, 2024

Kevin J. Hall
President
Lien Games Racing LLC
P.O. Box 1029
Fargo, ND 58107-1029

Agent for Lien Games Racing LLC:
John J. Ford
Chief Executive Officer & Co-Founder
Potent Systems, Inc.
7750 Okeechobee Blvd.
Suite 4-3020
West Palm Beach, Florida 33411

Interim Approval of Lien Games Racing LLC as a Secondary Pari-Mutuel Organization

Gentlemen:

This letter is to inform you that the Indiana Horse Racing Commission (“IHRC”) Executive Director Deena Pitman has authorized interim approval of Lien Games Racing LLC (“Lien Games”) as a secondary pari-mutuel organization (“SPMO”) licensed by the IHRC.

The issuance of this interim approval confirms that the Executive Director has found that Lien Games’s SPMO application is consistent with the requirements set forth in 71 Ind. Admin. Code 9-2.2 *et seq.* This interim approval does not, however, waive any right of the IHRC, its staff, or its Executive Director to request additional information or conduct an additional investigation.

Based on the IHRC letters to Lien Games dated February 16, 2024, and March 15, 2024, and the Acknowledgment signed by Lien Games, dated February 26, 2024, this interim approval is **only** for the horse racing section of offtrackbetting.com for traditional pari-mutuel betting directly on horse racing and horse racing only. Acknowledgment attached as Exhibit A.

Lien Games’s interim approval shall be presented to the IHRC for ratification/denial at the next publicly scheduled meeting. During the interim approval period, Lien Games must continue to comply with IHRC requests for additional information and/or IHRC investigations of the information offered. Any failure to cooperate with the IHRC in its continuing evaluation process may result in immediate revocation of the interim approval.



State of Indiana Indiana Horse Racing Commission

Eric Holcomb, Governor

www.in.gov/hrc

If you have any additional questions or concerns, please do not hesitate to contact IHRC Staff Attorney Dale Lee Pennycuff via email at DPennycuff@hrc.in.gov or IHRC Deputy General Counsel Matt Eggiman via email at MEggiman1@hrc.IN.gov.

Sincerely,

/s/Deena Pitman

Deena Pitman
Executive Director
Indiana Horse Racing Commission