

Breeders' Cup Limited Selects SMA as Media Rights Advisors

June 10, 2024 – Breeders' Cup Limited has engaged media advisory firm Sports Media Advisors ("SMA") to assist the organization with its media rights strategy it was announced today. The Breeders' Cup World Championships entertain fans from around the globe as the sport's best horses, owners, breeders, trainers, and jockeys compete over two days of world-class racing worth \$33 million in purses and awards.

"As the media landscape continues to evolve at a rapid pace, it's of the utmost importance for our organization to develop and execute the optimal forward-looking media strategy," said Justin McDonald, Executive Vice President and Chief Marketing Officer at Breeders' Cup Limited. "Doug and his team have years of experience working with top-tier properties and a stellar reputation in the sports industry, and we look forward to partnering with them on this project."

"SMA is excited to be advising the Breeders' Cup," said Doug Perlman, founder and CEO of Sports Media Advisors. "We look forward to helping its leadership navigate the evolving media landscape as they continue to build upon the Breeders' Cup's long-standing track record of excellence."

About Breeders' Cup

Breeders' Cup Limited administers the Breeders' Cup World Championships, Thoroughbred racing's year-end Championships, as well as the Breeders' Cup Challenge Series: Win and You're In, which provides automatic starting positions into the Championships races through an 82-race series hosted by 12 countries, and the U.S.-based Dirt Dozen Bonus Series. The Breeders' Cup supports and operates under the Horseracing Integrity and Safety Authority (HISA), which, for the first time, establishes a national, uniform set of rules applicable to every Thoroughbred racing participant and racetrack. HISA seeks to enhance the safety of both horse and rider and to protect the integrity of the sport to the benefit of all racing participants, patrons, and bettors.

The 2024 Breeders' Cup World Championships, consisting of 14 Grade 1 Championship races and \$33 million in purses and awards, will be Nov. 1-2 at Del Mar in Del Mar, California. The 2025 World Championships will also be held at Del Mar on Oct. 31-Nov. 1. The Championships will be televised live by NBC Sports. Press releases appear on the Breeders' Cup website, BreedersCup.com. You can also follow the Breeders' Cup on social media.

About SMA

Since SMA's inception in 2009, it has worked with a wide range of sports properties, including the NFL, NASCAR, the USTA, U.S. Soccer, UFC, MLB, Hockey Canada, Little League, and multiple major league teams and Division I athletic departments. In addition to its media rights negotiation and strategic consulting work, SMA has also consulted with numerous leading private equity firms to help assess investment opportunities in the sports space.