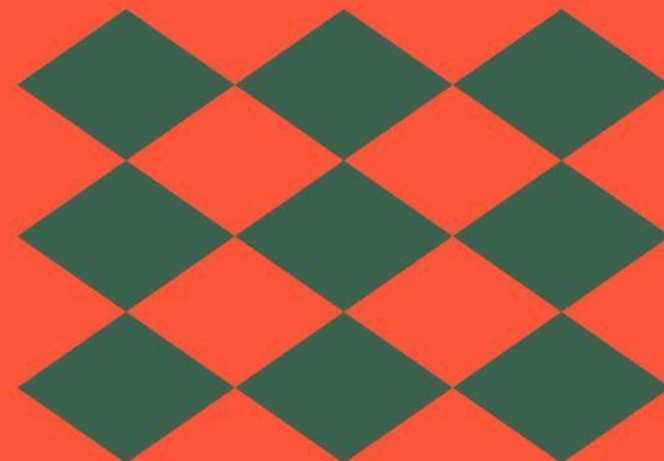




CALIFORNIA CROWN

SEPT 28 // 2024
SANTA ANITA PARK





CALIFORNIA CROWN



THE INAUGURAL CALIFORNIA CROWN WILL BE THE FIRST ENTERTAINMENT-DRIVEN THOROUGHBRED RACING EVENT AT THE HISTORIC SANTA ANITA PARK, SEAMLESSLY BLENDING THE ALLURE OF OLD HOLLYWOOD GLAMOUR WITH THE ENERGY OF SOUTHERN CALIFORNIA'S VIBRANT RACING SCENE.

SET AGAINST THE BACKDROP OF THE ICONIC CALIFORNIA LANDSCAPE, THIS LUXURIOUS EVENT WILL SHOWCASE THE ELEGANCE AND SPEED OF THOROUGHBREDS COUPLED WITH SOME OF TODAY'S MOST ELEVATED AND RELEVANT BRANDS, AMPLIFIED BY THE 2ND LARGEST MEDIA MARKET IN THE COUNTRY.

IT WILL BE A CELEBRATION OF SPORT, ENTERTAINMENT & LIFESTYLE.

*CALIFORNIA
CROWN*

IS...



RACING





HOSPITALITY

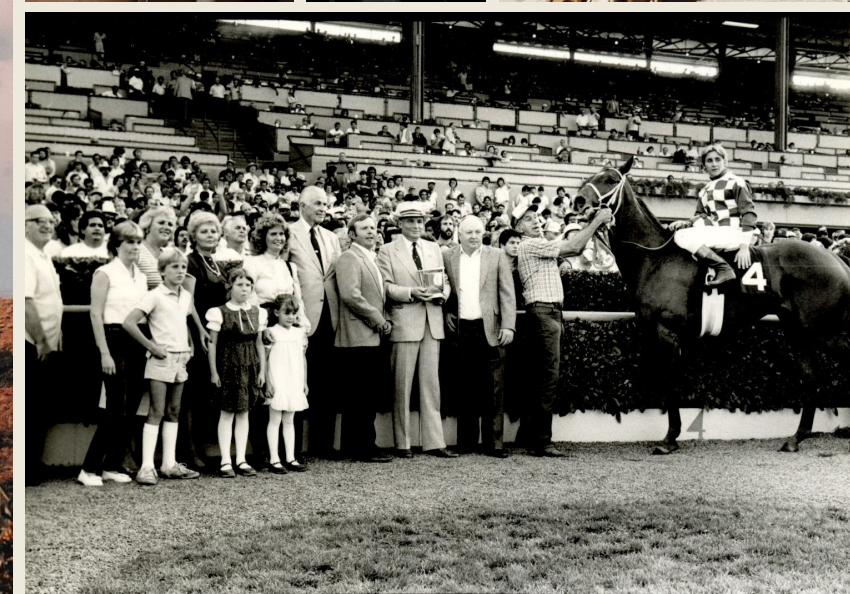
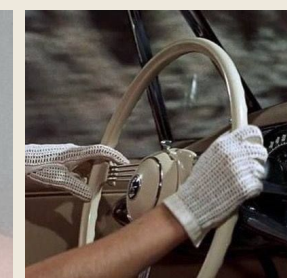
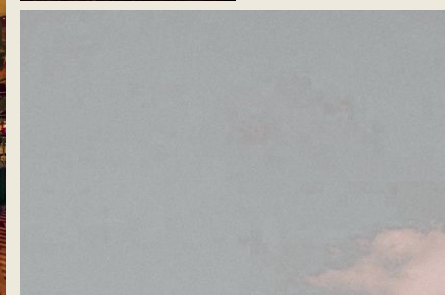
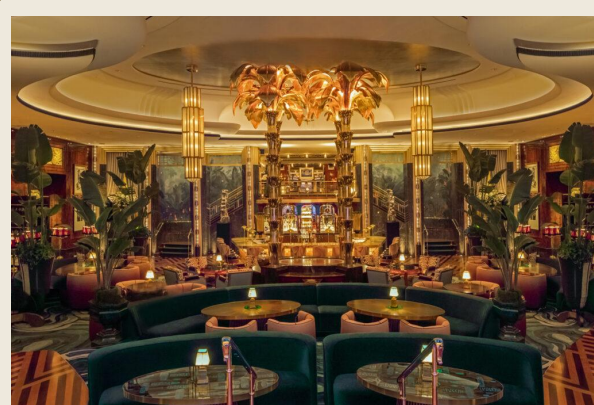
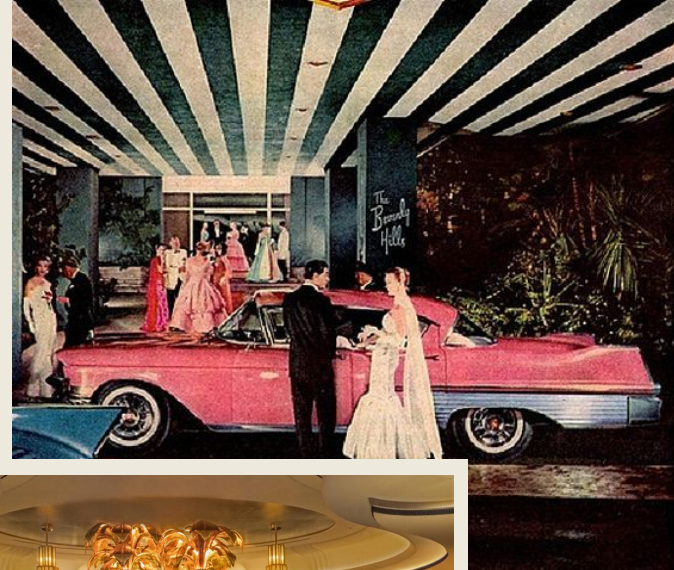


ENTERTAINMENT



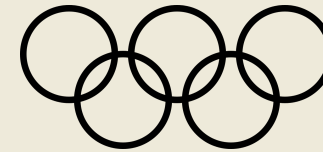
CALIFORNIA

CLUB HOUSE

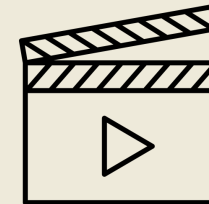




HISTORIC LA SPORTS ***LANDMARK***



HOME OF THE
1984 OLYMPICS



FILMING LOCATION FOR
HOLLYWOOD
FILMS + SHOWS

300+ ACRE
PROPERTY

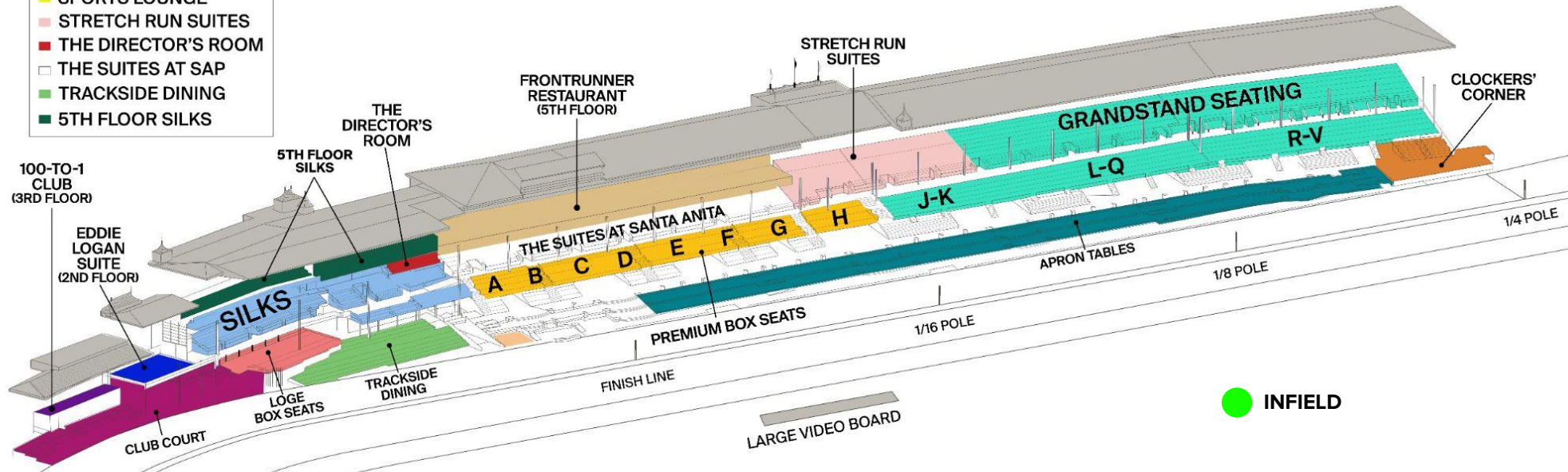
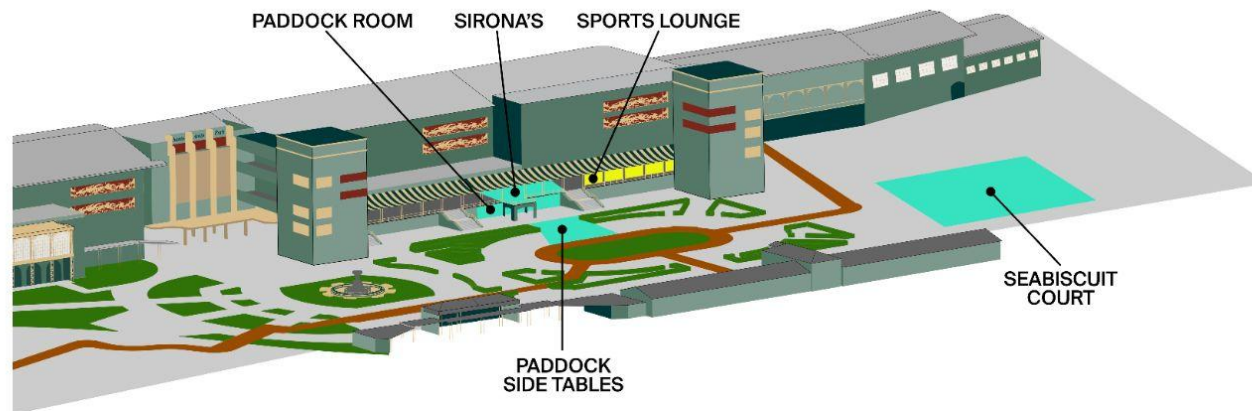
HIGH END HOSPITALITY
& EVENT SPACES AT THE
BASE OF SAN GABRIEL
MOUNTAINS



LOCATION

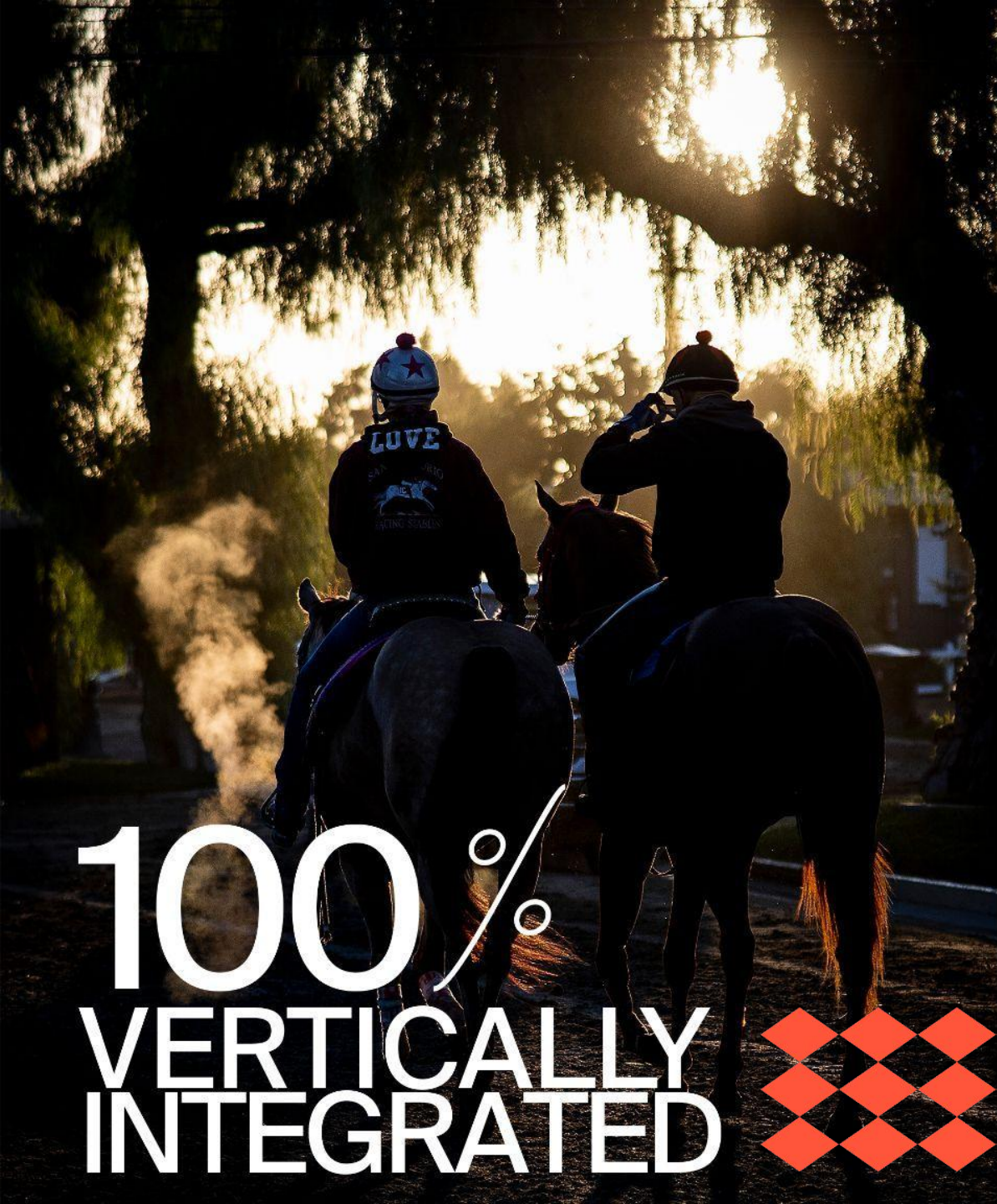


- 100-TO-1 CLUB
- APRON TABLES
- CLOCKERS' CORNER
- CLUB COURT
- EDDIE LOGAN SUITE
- FRONTRUNNER
- GRANDSTAND SEATING
- INFIELD
- LOGE BOX SEATS
- PADDOCK ROOM
- PREMIUM BOX SEATS
- SEABISCUIT COURT
- SILKS
- SIRONA'S
- SPORTS LOUNGE
- STRETCH RUN SUITES
- THE DIRECTOR'S ROOM
- THE SUITES AT SAP
- TRACKSIDE DINING
- 5TH FLOOR SILKS



● INFIELD





100%
VERTICALLY
INTEGRATED



THE CALIFORNIA CROWN PLATFORM



ACCESS TO
RIGHTS & MARKS



SOCIAL /
DIGITAL



CURATED
HOSPITALITY



NATIONAL TV
BROADCAST



RACE
PARTNERSHIPS



IN-VENUE & TV
VISIBLE SIGNAGE



PAID MEDIA &
PUBLIC RELATIONS



EXPERIENTIAL

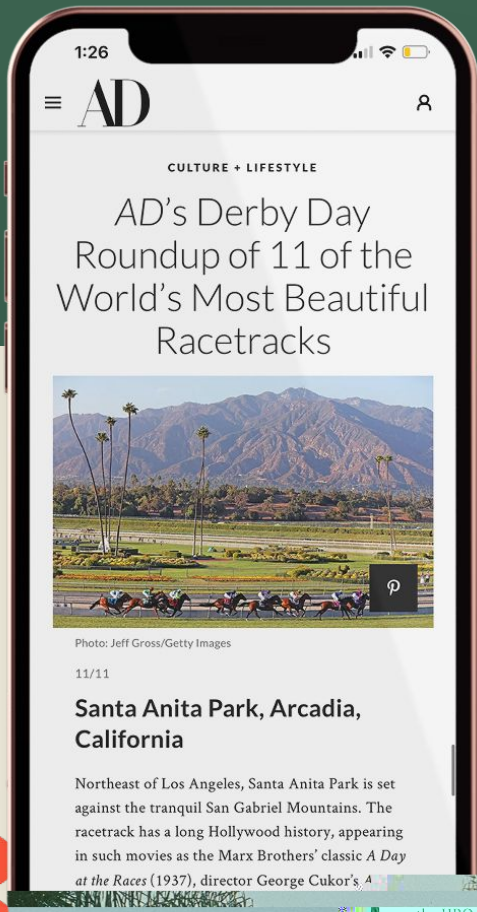


BRANDED CONTENT
& STORYTELLING

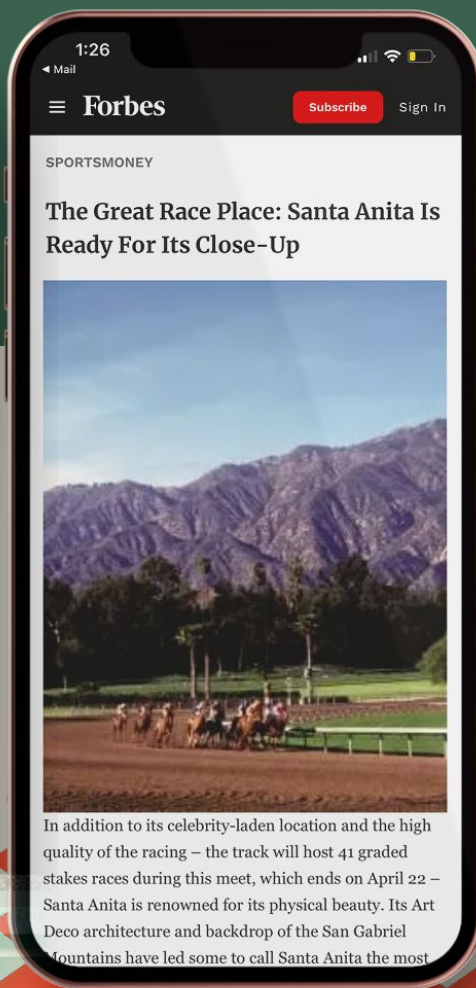


CALIFORNIA CROWN 2024

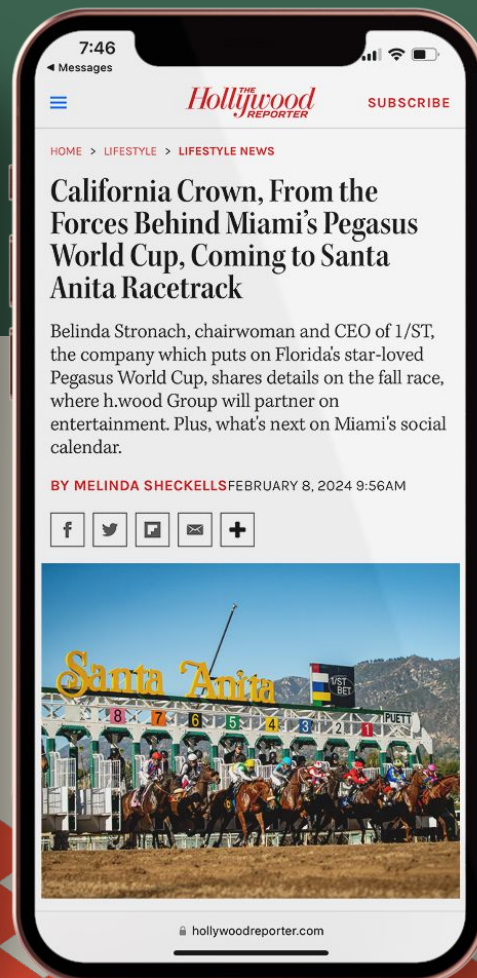
PRESS



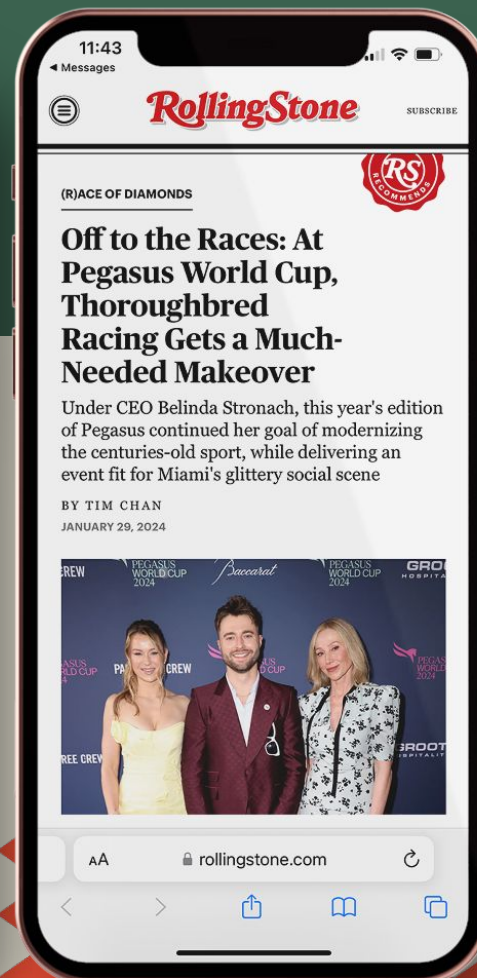
ARCHITECTURAL DIGEST



Forbes



THE HOLLYWOOD REPORTER



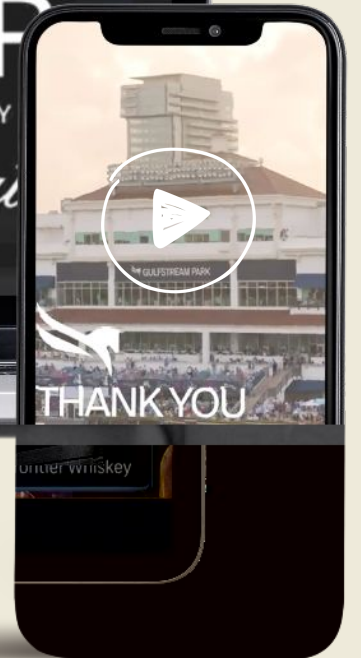
Rolling Stone

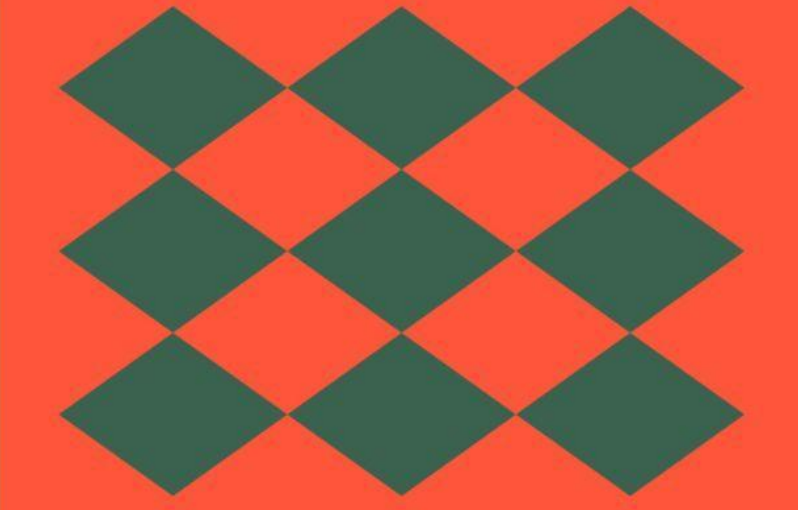


CALIFORNIA CROWN 2024

BRAND PARTNER

CUSTOM CONTENT





THANK YOU

