2018 – 811 Horse Racing Initiatives Report
Strategy Summary

• Horse racing continues to produce major national television audiences for its top events (Triple Crown and other high-stakes races).

• Live events are one of the few “DVR-proof” forms of televised entertainment in 2018, offering a captive audience and limited competing branded messaging.

• Events occurred during peak excavation season, covering the late spring months (May/June), as well as 8/11 Day.
15 Organizations “Placed a Bet” on 811
“Winner’s Circle” Sponsors

[Logos for Atmos Energy, DigAlert, Dig Safely New York, USA North, and CGA Common Ground Alliance]
“Place” Sponsors

ALABAMA 811
Know what’s below. Call before you dig.

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Before You Dig

Pennsylvania 811
A privately funded non-profit Pennsylvania Corporation
“Show” Sponsors
“Exacta” Sponsors
“Trifecta” Sponsor
2018 Sponsored Races Approach

• **Triple Crown Races**
  - Kentucky Derby (May 5)
  - Preakness Stakes (May 19)
  - Belmont Stakes (June 9)

• **Arlington Million (8/11 Day)**
  - A top prize-money event near Chicago
2018 Sponsored Races Approach

• **Triple Crown Races**
  • Different and multiple jockeys for each race to increase ability to ride along with a winner
  • Victor Espinoza for Derby due to near guarantee of pre-race interview
2018 Sponsored Races Approach

- Arlington Million
  - Ran with both Ortiz brothers for increased chance at a win and ability to be on a “team” of jockeys
Television Exposure – Triple Crown
Television Exposure – Triple Crown

Jockey Victor Espinoza got his brands Monster Energy, Call 811 and American Scaffold $1.5 million in equivalent TV ad value with his Bob Costas interview just now on NBC, according to @ApexMGAAnalytics.
Social Media Approach – Triple Crown

• Toolkit:
  • Artwork
  • Recommended messages
  • Hashtags
Social Media Approach – Triple Crown

#Safedigging is always a safe bet with @Call811 Before You Dig sponsored jockeys Drayden Van Dyke aboard Instilled Regard and Jose Lezcano aboard Flameaway and Victor Espinoza aboard Bolt D’Oro @KentuckyDerby. Will 811 win its third Derby in five years? #Call811 #KentuckyDerby

38,000 Thoroughbreds foaled annually
11,400 will start a race
570 will earn points in a stakes race
20 top point earners qualify for the Kentucky Derby
1 winner

A great run at the Kentucky Derby gives way to a phenomenal cover on the official Preakness Stakes racing program. Sometimes when lose...you really do win. 200,000 programs reinforcing our important safety message. Call 811 Before You Dig! #Call811 #KyDerby

7:05 AM - 22 May 2018
Television Exposure – Arlington Million
Social Media Approach – Arlington Million

🎉 Good luck to @iradortiz and Jose Ortiz as they race on #811Day on @NBCSN! Both riders will be sporting the #Call811 message while riding all of their mounts this Saturday at Arlington Park.
A Win for 811 at the Arlington Million!

Robert Bruce king of 36th Arlington Million

John Leusch

Updated 8/11/2018 9:33 PM
Kentucky Derby by the Numbers
(Top Exposure Due to Victor Interview)

- **15 million** viewers on NBC/NBCSN/NBCSports.com
- **2 minutes 48 seconds** of combined air time for showing 811, worth **$1.8 million** in ad equivalency value
- Call811.com traffic spiked during 6-7 p.m. EDT hour during Derby broadcast
- **31% increase** in web traffic to Call811.com compared to Derby Day 2017, with majority of visitors coming to site via Google search on mobile devices
Total Metrics for All Races

• **30 million** viewers on NBC/NBCSN for all 811-sponsored races.

• **More than 4 minutes** of combined air time for NBC/NBCSN segments showing 811, worth **$2.1 million** in ad equivalency value.