



Breeders' Cup Event Sale

October 29, 2015





RIDERS UP

For over 30 years, the Breeders' Cup has been the industry leader in Thoroughbred racing. **For the first time the race will be held at Keeneland Race Course, located in the heart of Central Kentucky's Bluegrass Region.** But it will be a homecoming for this event: the idea for the Breeders' Cup originated in Central Kentucky, and many of its champions were raised nearby and sold at Keeneland sales.

Lexington, Kentucky boasts a rich history, offering some of the most prominent Thoroughbred racing in the world, and Keeneland is the world's largest Thoroughbred auction house. At ADESA Lexington, we're proud of our local heritage and excited to share this tradition with our auction customers.

Join us for an unforgettable experience:
**The Breeders' Cup Event Sale at
ADESA Lexington, October 29, 2015.**



Event schedule

OCTOBER 29

- 1,200+ unit event sale at ADESA Lexington

OCTOBER 30-31

- Special guests will be invited to attend the 2015 Breeders' Cup World Championship at Keeneland
- ADESA will host dinner for all attending dealers during each night of this event
- Invited guests will stay at the Hyatt Regency in downtown Lexington

Marketing tactics

- Incentives for in-lane and online buyers
- Email campaign to target buyers
- Multi-week promotion on ADESA.com
- Direct marketing via targeted call campaigns
- Marketing collateral in auction



RESERVE YOUR RUN NUMBERS

Contact us now to ensure prime position at the start line!

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