

Chasing

NATIONAL STEEPLECHASE ASSOCIATION | 400 FAIR HILL DRIVE, ELKTON, MD 21921

NSA Network to make its debut

The National Steeplechase Association, in partnership with video provider TPH Productions, will inaugurate professionally produced TV programming of steeplechase race meets for the upcoming 2019 season. The launch of the National Steeplechase Association Network follows the debut of high-definition video for race stewards last fall and builds upon that innovation.

The network-quality programming, similar to television shows in other sports, will be broadcast over broadband and will be available around the globe.

All of the NSA's 28 race meets will participate in the NSA Network shows and the meets will share in revenues produced by the new programming.

The fully produced TV shows will highlight all the racing action and will feature horses, jockeys, trainers, and standings as the season progresses. These features will provide an introduction to the sport for new fans of jump racing and will enhance the experience of existing fans.

"The Board of Directors and I are excited about the prospects for the National Steeplechase Association Network and the shows it will be producing," said NSA President Guy J. Torsilieri. "With these shows, we will be able to reach new audiences in our traditional markets and around the world." The NSA Network broadcasts are expected to reach at least five million viewers in 2019, adding to the nearly one million fans who attend the events each year.

In past years, race meets such as the Iroquois Steeplechase, Far Hills Races, and the Virginia Gold Cup have offered professional shows for their races. Those types of shows will be available to all meets in 2019, said Steve Hankin, a principal of the NSA Network with Piper Klemm.

The principles are straightforward. While live streaming of the steward videos certainly has value, a produced TV show delivers content and



Steve Hankin
TOD MARKS PHOTO

context that are not available from a mere live stream. A produced TV show--like the ones the NSA Network will deliver--has the capability to build markets and to gain new followers for the sport.

Hankin, a video-industry entrepreneur who is the brother of prominent steeplechase owner Michael Hankin, presented his vision of the new video programming at the annual NSA Race Chairmen's Meeting in Baltimore on Jan. 17. In the broadest terms, he said, the goal of the NSA Network is to increase the visibility and popularity of jump races in the race-meets' home markets as well as nationally and internationally.

Among the features of the new NSA Network shows will be:

- Full race-day coverage as well as prerace and post-race programming;
- At least four cameras providing full coverage

- of the racing action;
- Professional commentary provided in an NSA Network studio show;
- An industry-grade uplink to assure a quality video stream onto the Internet; and
- Full marketing support for participating race meets.

TPH Productions is tailoring the individual productions to the specific needs of each meet, allowing the individual meets to shape the production, and the TV Show content, to ensure the best approach is developed. The tailoring will include the number, location, and technology for cameras, as well as the degree of on-site work commentary and fan engagement.

Hankin emphasized in his presentation that the new programming is intended to provide value to the race meets by enhancing their visibility in their local markets and also by providing a new revenue stream through advertising on the shows.

Race meets typically raise funds for purses, operating costs, and charitable donations through ticketing, tailgating-location sales, and sponsorships. The NSA Network will partner with participating race meets to sell local advertising on the shows and will split that revenue equally with the meets.

Participating race meets will receive support on every NSA Network show and on the National Steeplechase Association website on a year-round basis. The NSA Network shows also will be highlighted on www.nationalsteeplechase.com.

The NSA Network has assembled a strong, experienced team to deliver the steeplechase TV programming. Klemm is editor of The Plaid Horse Magazine, a photojournalist, and a social-media expert. The video imagery is provided by Craig Farrell's Alliance Productions, whose crews have experience with Major League Baseball, the National Football League, and other high-visibility sports programming.



Go Jump Racing!





2019 NSA racing season kicks off with Aiken, Carolina Cup meets

The National Steeplechase Association's 2019 season kicks off in South Carolina this month at its traditional opening race meets, the Aiken Spring Steeplechase on Saturday, March 23, and the Carolina Cup Steeplechase in Camden a week later on Saturday, March 30.

Both race meets are located in historic centers of winter horse training, and both welcome spring to the Carolinas with festive crowds and quality racing.

Aiken Spring always attracts a capacity crowd to the Aiken Horse Park and has a waiting list for prime tickets. The meet's net revenues benefit a long list of local charities, including Helping Hands, Inc., Hitchcock Woods Foundation, The Cumbee Center, Public Education Partners, CanHope, Aiken S.P.C.A., Aiken Rescue Squad, Aiken Public Safety Horse Rescue Squad, National Steeplechase Association Injured Jockey Fund, and the Aiken Thoroughbred Hall of Fame.

The racing kicks off at 1 p.m., and the afternoon's feature will be the \$30,000 Budweiser Imperial Cup, a ratings handicap for horses rated at 120 or lower. The ratings handicap is a popular race in which weights are determined by ratings assigned to each horse by a three-member panel overseen by NSA Director of Racing Bill Gallo Jr.

Also offering a \$30,000 purse will be a Sport of Kings maiden hurdle. The Aiken schedule in the NSA's condition book offers a second ratings handicap, the \$20,000 Ford Conger, for horses at 110 or lower who have never won two races. Aiken Spring's hurdle races are run at a two-mile distance.

The Carolina Cup will be run at Camden's Springdale Race Course for the 87th time, with a 1:30 p.m. post time at the historic course.

2019 NSA Spring Racing Schedule

RACE MEET	LOCATION	DATE
AIKEN SPRING STEEPLECHASE	Aiken, SC	Saturday, March 23
CAROLINA CUP	Camden, SC	Saturday, March 30
GEORGIA STEEPLECHASE	Kingston, GA	Saturday, April 6
TRYON BLOCK HOUSE RACES	Columbus, NC	Saturday, April 13
MY LADY'S MANOR	Monkton, MD	Saturday, April 13
GRAND NATIONAL	Butler, MD	Saturday, April 20
MIDDLEBURG SPRING RACES	Middleburg, VA	Saturday, April 20
FOXFIELD SPRING RACES	Charlottesville, VA	Saturday, April 27
MARYLAND HUNT CUP	Glyndon, MD	Saturday, April 27
QUEEN'S CUP STEEPLECHASE	Mineral Springs, NC	Saturday, April 27
VIRGINIA GOLD CUP	The Plains, VA	Saturday, May 4
WINTERTHUR RACES	Winterthur, DE	Sunday, May 5
IROQUOIS STEEPLECHASE	Nashville, TN	Saturday, May 11
WILLOWDALE STEEPLECHASE	Kennett Square, PA	Sunday, May 12
RADNOR HUNT RACES	Malvern, PA	Saturday, May 18
FAIR HILL TWILIGHT RACES	Fair Hill, MD	Friday, May 24
FAIR HILL RACES	Fair Hill, MD	Saturday, May 25

For the first time, the \$50,000 Carolina Cup will be run as a ratings handicap limited to horses ranked at 130 or lower at a 2 3/8-mile distance.

The Carolina Cup again will offer opportunities for horses beginning their careers over fences. A \$35,000 allowance hurdle is limited to four-year-olds who have never won two races. Last year, Hudson River Farms' Iranistan made his debut over fences in a similar race and won by 11½ lengths.

He won his next start by 10 lengths at the Middleburg Spring meet and then defeated a quality field by six lengths in the Iroquois

Steeplechase's Marcellus Frost Champion Hurdle. Trainer and co-owner Jonathan Sheppard then sent him into top company at Saratoga Race Course, where he completed his inaugural jumps season with a second in the A. P. Smithwick Memorial (Gr. 1) and a third in the New York Turf Writers Cup Handicap (Gr. 1). Iranistan was the year's novice champion.

The Carolina Cup also will offer a \$30,000 Sport of Kings maiden hurdle. Both the four-year-old race and the Sport of Kings maiden will be run at 2 1/8 miles.

KershawHealth is a longtime charitable beneficiary of the Carolina Cup.

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