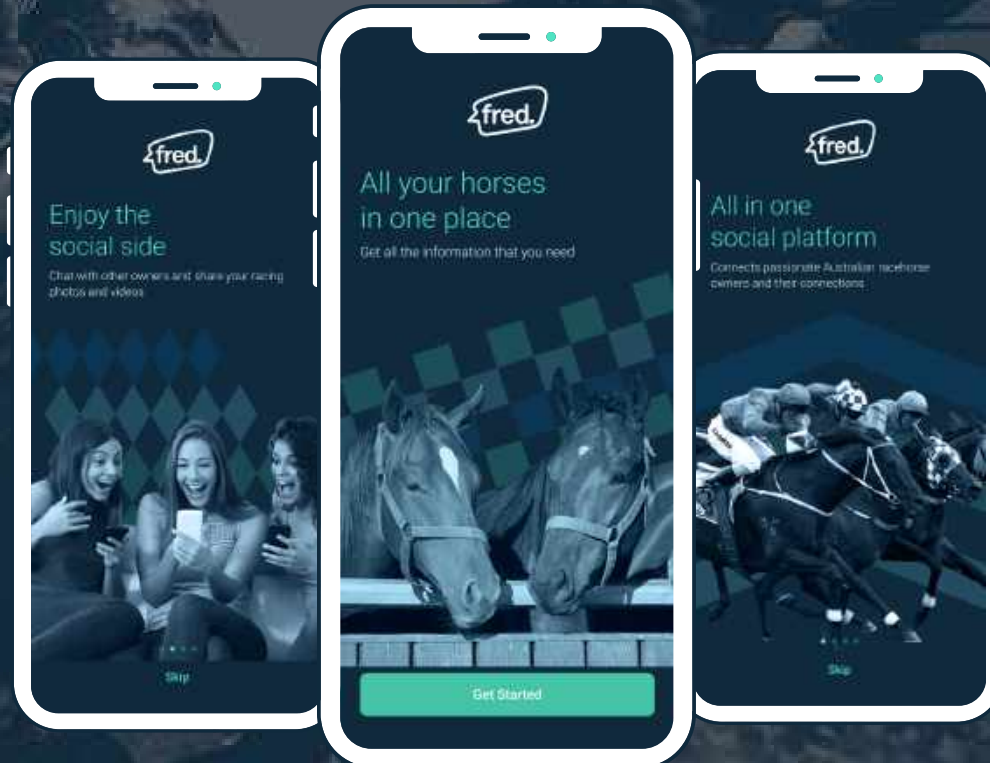


# Fred Advertising Kit

Access Australia's most captive racehorse owner and prospective owner audience



# Welcome to Fred

Fred provides trainers and syndicators a unique opportunity to access a captive racehorse owner and prospective owner audience.

Advertise with Fred to increase awareness of your business across a highly targeted audience of existing owners and potential racehorse owners.

All Australian racehorse owners and their connections far and wide are welcome to join the Fred app to experience the thrills and spills of horse ownership.

Our advertising packages offer your brand to be seen by an audience primed for buying shares in your horses.



## Enhance the experience of your owners

How do you differentiate yourself as the trainer or syndicator of choice?

Fred's Social Package offers you the chance to further engage with owners and their connections by utilising our unique events functionality. Invite your owners to social events you are hosting:

- Instantly share events to owners and their connections
- RSVPs managed by you
- Link to google maps
- Event date/time shown in the users local time zone
- Link to your preferred ticketing company
- Link to virtual meeting tools (Zoom etc)
- Any changes made to the event will be automatically update to your owners via the horse chatroom

Access a new audience of racing fans primed for ownership

Close connections primed for ownership <sup>1</sup>

Racehorse owners

On average Fred users have x3 friends/family that follow each horse

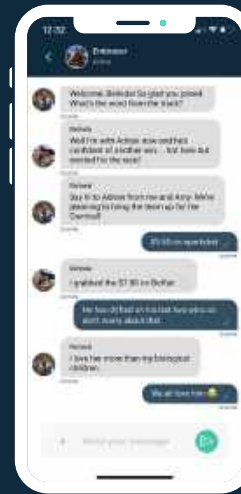
# What is Fred?




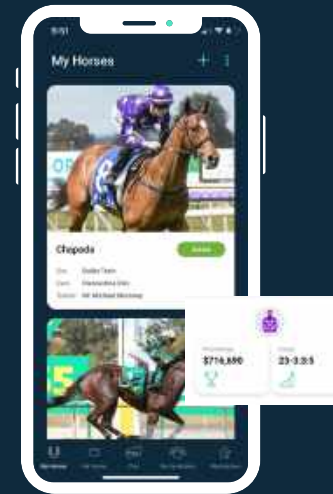
Fred is a horse owners companion app. It removes pain points for owners, fans and syndicate managers and amplifies the thrill of racehorse ownership, well beyond moments on the track.


Fred's key drivers for use include:

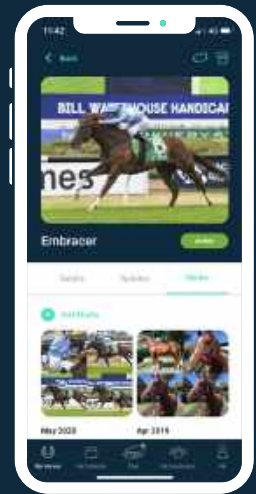
- **Instant access:** Anyone can use the app as long as they own, or are connected to someone who owns a registered Australian racehorse.
- **Show off your horses:** Users can easily show their friends and family the horses they own including key statistics such as winnings, trainer and videos and photos. Friends and family are invited to follow along.
- **Event calendar:** Users can see when the horse is racing or when their trainer/syndicator has a virtual or in-person social event. A geo-location set calendar ensures they never miss an event even if they're interstate or in a different country.
- **Horse Marketplace:** Fred wants to become the easiest place to search for a new racehorse. Users can easily access horses with shares available by searching through the trainers and syndicators advertising in the Fred Marketplace.




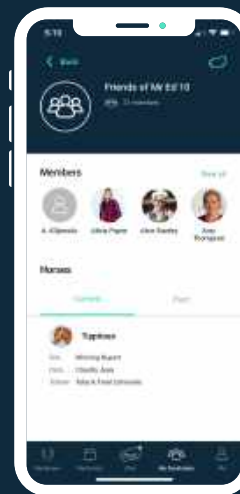
 **connect**  
Private owner and syndicate chat groups.




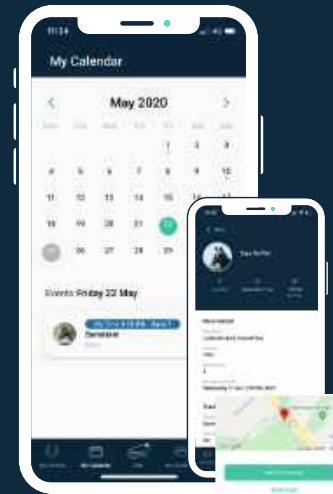
 **horses**  
All horse data in one place.



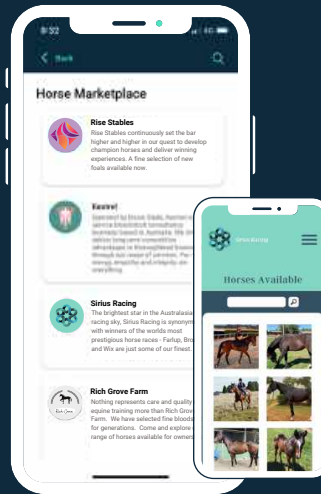
 **media**  
Share photos, videos and buy official race photos.



 **syndicates**  
Syndicate management functions

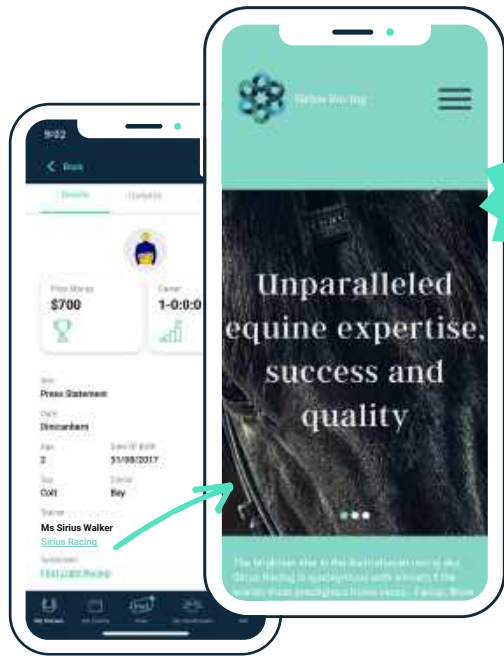


 **events**  
Race and social events in the one place.



 **find+buy**  
Search for new horses in the marketplace.

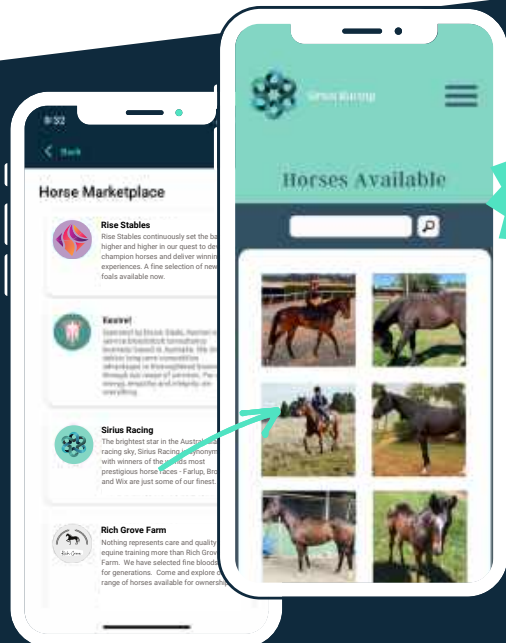
# 2020 Advertising Rates



**NEW**

## Horse Profiles

Owners will be able to easily access your website homepage.



**NEW**

## Marketplace

All owners and users of the Fred app will be able to find all horses you have for sale.

Advertising Inclusions	Starter Package	Social Package
<b>Horse Profiles</b> Your website link on the profile page of every horse you train/syndicate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Marketplace</b> Your logo Your promotional message Website link	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
<b>Events</b> Promote unlimited number of events per annum		<input checked="" type="checkbox"/>
<b>Bonus</b> Your logo added to our website and linked to your horse sales page Your horse updates can be easily displayed in Fred* Social media promotion^	<input checked="" type="checkbox"/> - -	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
<b>Annual Cost</b>	<b>\$350 + GST</b>	<b>\$750 + GST</b>

\*No change to your existing process or systems such as Prism, Ardex, MiStable etc..

^Social media promotion includes a choice of 2 x channels from Twitter, LinkedIn, Facebook or Instagram. Featured in our Fred in Focus segment highlighting the people and businesses behind the racing industry. Post will appear at a mutually agreed date/time.

Pricing correct at July 2020. Rates are subject to change. Advertising will be live within 2 business days of payment and correct information supplied. Event information to be supplied 2 business days in advance of going live.

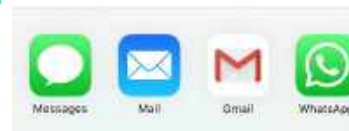
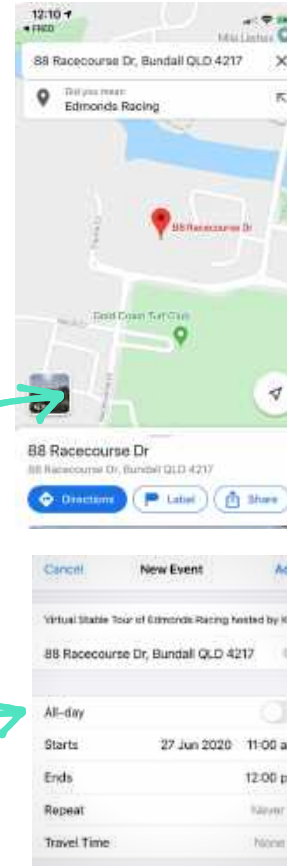
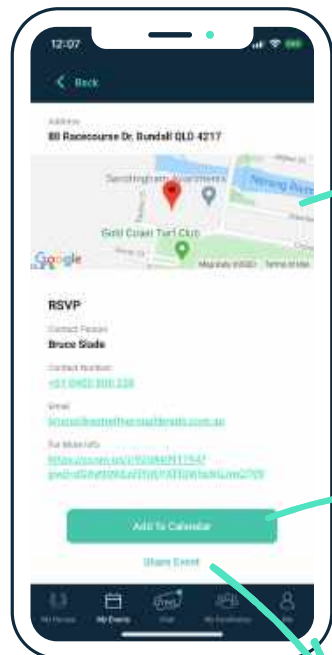
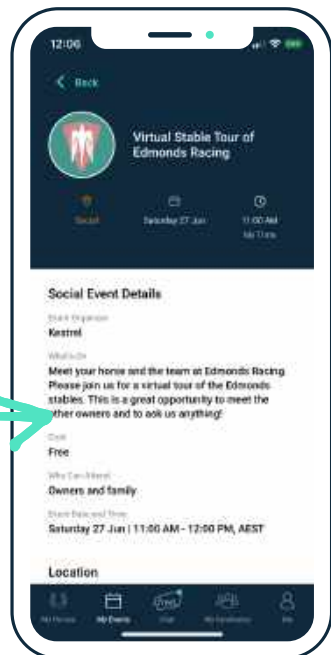
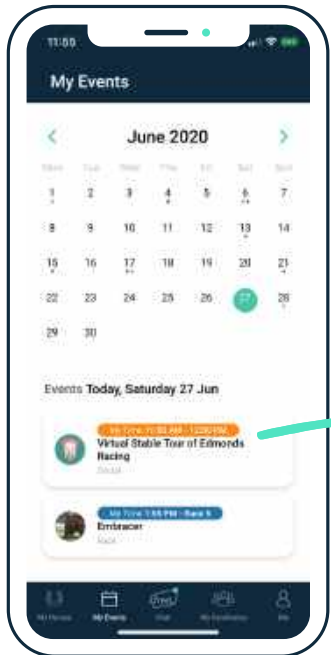
# How do events work?

Part of the Social Package



## Events

Use Fred to easily push and manage RSVPs for social events, building customer advocacy and engagement for your brand.





# Who's behind Fred?

Fred is an Australian based app built by Friends of Mr Ed Pty Ltd and backed by Startupbootcamp, chosen as one of the top 10 SportsTech start-ups world wide.

Friends of Mr Ed was founded in 2017 by Amy Thompson and Richard Busso who own over 10 horses and had a vision for a better ownership experience.

Supported by numerous industry partners, Fred remains agnostic across states and racing bodies, driven by the mission to breathe new life into the industry and keep it going strong for years to come.



## Our Mission

We are here to amplify the fun and thrill of thoroughbred ownership both on and off the track.

Our app will be the social stable that connects Aussie horse racing lovers to live the dream.

Our work not only demystifies the ownership experience it enhances it, in turn, breathing new life into the racing industry by democratising and increasing racehorse ownership.

## Our Purpose

- We want to connect people over their shared love of horse racing.
- We want to educate our audience attract new owners to become involved.
- We want to democratise the ownership experience.
- We want to create a platform to help improve animal welfare and knowledge.



# Amplify the thrill of racehorse ownership

For questions contact [fred@friendsofmred.com](mailto:fred@friendsofmred.com)

Book online here: <https://www.friendsofmred.com/advertise>