STEVE BESHEAR
GOVERNOR

ROBERT D. VANCE
SECRETARY

ROBERT M. BECK, JR.
CHAIRMAN

PUBLIC PROTECTION CABINET

KENTUCKY HORSE RACING COMMISSION
LISA E. UNDERWOOD, EXECUTIVE DIRECTOR
4063 IRONWORKS PKWY, BLDG. B
LEXINGTON, KENTUCKY 40511
TELEPHONE: (859) 246-2040 FAX: (859) 246-2039
WEB SITE: WWW.KHRC.KY.GOV

To: **ALL LICENSED RACING ASSOCIATIONS, JOCKEYS AND HORSEMEN**
From: Lisa Underwood, Executive Director
Date: April 13, 2011
Re: **JOCKEY ADVERTISING**

Jockey Advertising

The following information is intended to provide an explanation of the regulation governing the wearing of advertising by jockeys in thoroughbred races in the Commonwealth of Kentucky, 810 KAR 1:009 Section 15. This information is not meant to replace or modify the regulation in any way, but to serve as a reference.

I. **General Rule**: A jockey is not permitted to wear advertising or promotional materials within 1 hour before or after a race unless the material falls within an exception as explained below or prior permission is obtained.

II. **Exceptions to General Rule:** A jockey may wear the following advertising or promotional materials within the parameters outlined in the Size Restrictions below without obtaining prior approval:

A. Materials advertising or promoting the Jockey's Guild in the form of the picture of a jockey's boot or the picture of a wheelchair, with no additional picture or logo;

B. The Permanently Disabled Jockey's Fund in the form of the pictures of its logo, with no additional picture or logo.

C. All materials must conform to the size requirements set out below.

III. **Written Approval Required for all other Advertising**: A jockey may not wear any other advertising or promotional materials unless he/she obtains approval by completing all the following steps:

A. Complete the "Request to Wear Advertising and Promotional Material" form available on the KHRC website at www.khrc.ky.gov.

B. Obtain written approval by having all of the following sign the above form:
   1. The managing owner of the horse or the managing owner's authorized agent♦;
   2. The jockey riding the horse or the jockey's authorized agent♦;
   3. The licensed racing association; and
   4. The stewards. The stewards should be given the form to review after all of the other steps are completed. They should sign the form last.

C. Submit completed form, including above signatures, to the stewards no later than 5 p.m. two days prior to the day of the race in which the material will be worn.

IV. Size Restrictions: It is the responsibility of the stewards to ensure that the proposed advertising or promotional materials meet certain size restrictions as follows:

A. A maximum of 32 square inches on each thigh of the pants on the outer side between the hip and the knee and 10 square inches on the rear of the pant at the waistline at the base of the spine;

B. A maximum of 24 square inches on boots and leggings on the outside of each nearest the top of the boot; and

C. A maximum of 6 square inches on the front center of the neck area (on a turtleneck or other undergarment).

V. Other Restrictions: The following material shall be prohibited:

A. Materials that compete with, conflict with, or infringe upon sponsorship agreements applicable to the racing association race or to the race meet in progress; and

B. Materials by a person or entity whose message, business reputation, or ongoing business activity may be considered as obscene or indecent to a reasonable person.

VI. Viewing of Material: As a condition of approval, the owners, the racing association, and the stewards may require a personal viewing of the material as it is to be displayed to determine that all requirements are met.

VII. Stewards Determination: Make certain that you have approval from the stewards before wearing the advertising or promotional materials.

VIII. Disclosure of Terms between Parties: The party presenting the advertising or promotional opportunity to the owner and jockey must disclose in writing all material terms, including

---

♦ If agent signing on behalf of owner or jockey, agent must submit the "Authorized Agent License Application," available on the KHRC website at www.khrc.ky.gov, along with the $25 license application fee. If the owner is a business entity, in lieu of filing the "Authorized Agent License Application," the owner may file duly adopted resolutions of the business entity authorizing the agent to act on its behalf and remit the $25 license application fee. See 810 KAR 1:009 Section 15.

financial, to the owner and the jockey. The agreement between the owner and jockey shall be made in writing on the "Owner/Jockey Advertising or Promotional Materials Agreement" available on the KHRC website at www.khrc.ky.gov. No other form of agreement or contract shall be used. DO NOT SUBMIT THIS FORM TO THE KHRC.

IX. Racing Association Contacts: Following is a list of racetrack executives to whom to direct requests for advertising:

Churchill Downs: Kevin Flannery	(502) 636-4859
Ellis Park: Robert Jackson	(270) 826-0608
Keeneland: Rogers Beasley	(859) 254-3412, ext. 4217
Kentucky Downs: John Goodman	(270) 586-7778, ext. 265
Turfway Park: Robert Ellison	(859) 647-4803

X. Checklist:

- ☐ Disclose all material terms in writing to the owner and the jockey on the "Owner/Jockey Advertising or Promotional Materials Agreement." DO NOT SUBMIT THIS FORM TO THE KHRC.
- ☐ Complete and sign the "Request to Wear Advertising and Promotional Material" form.
- ☐ Submit completed "Request to Wear Advertising and Promotional Material" form to the stewards no later than 5 p.m. two days prior to the day of the race in which the material will be worn.
- ☐ If applicable, submit the "Authorized Agent License Application," or duly adopted resolutions of the business entity, along with $25 application fee, authorizing agent to act on behalf of owner or jockey.
- ☐ Determine that stewards have granted approval before wearing material.
- ☐ Check 810 KAR 1:009, Section 15 to ensure compliance with the regulation.