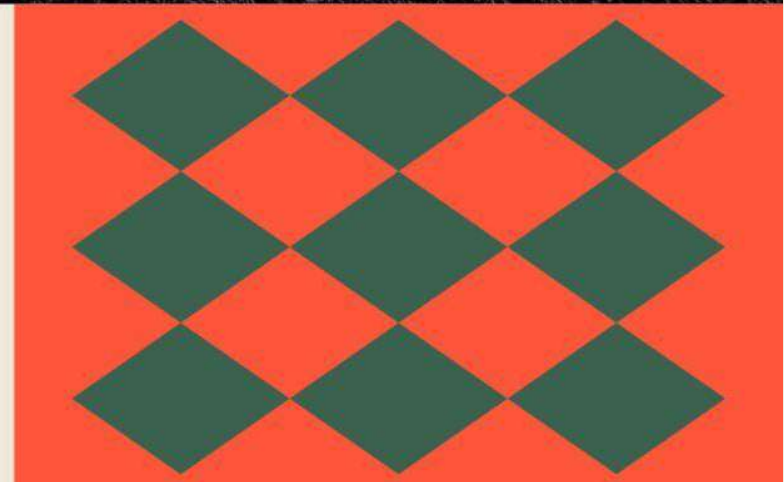




CALIFORNIA CROWN

SAT. SEPT 28 // 2024
SANTA ANITA PARK

ELP EST. 3.27
ELI LUNZER PRESENTS





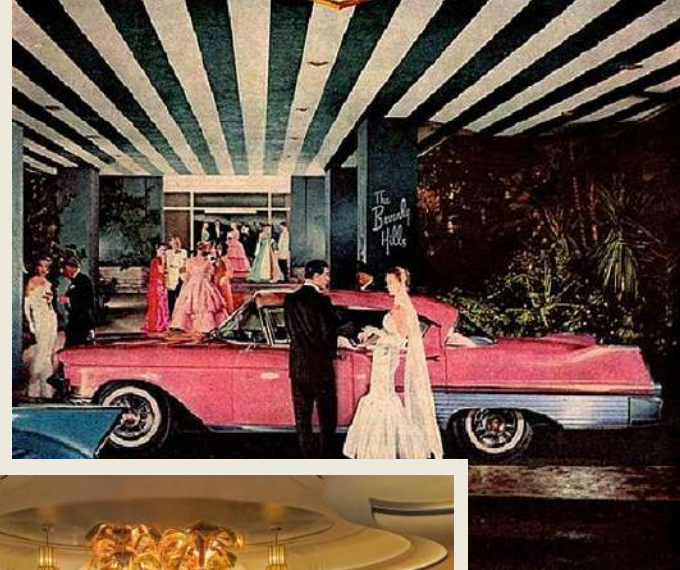
CALIFORNIA CROWN



THE INAUGURAL CALIFORNIA CROWN WILL BE THE FIRST ENTERTAINMENT-DRIVEN THOROUGHBRED RACING EVENT AT THE HISTORIC SANTA ANITA PARK, SEAMLESSLY BLENDING THE ALLURE OF OLD HOLLYWOOD GLAMOUR WITH THE ENERGY OF SOUTHERN CALIFORNIA'S VIBRANT RACING SCENE.

SET AGAINST THE BACKDROP OF THE ICONIC CALIFORNIA LANDSCAPE, THIS LUXURIOUS EVENT WILL SHOWCASE THE ELEGANCE AND SPEED OF THOROUGHBREDS COUPLED WITH SOME OF TODAY'S MOST ELEVATED AND RELEVANT BRANDS, AMPLIFIED BY THE 2ND LARGEST MEDIA MARKET IN THE COUNTRY.

IT WILL BE A CELEBRATION OF SPORT, ENTERTAINMENT & LIFESTYLE.



CALIFORNIA CROWN



CALIFORNIA
CROWN

IS...



RACING





HOSPITALITY

ENTERTAINMENT

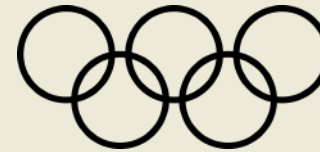


CALIFORNIA

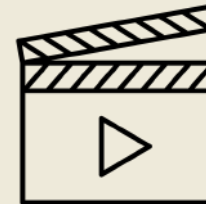




HISTORIC LA SPORTS **LANDMARK**



HOME OF THE
1984 OLYMPICS



FILMING LOCATION FOR
HOLLYWOOD
FILMS + SHOWS

320+ ACRE
PROPERTY

HIGH END HOSPITALITY
& EVENT SPACES AT THE
BASE OF SAN GABRIEL
MOUNTAINS





WORLD CLASS HOSPITALITY PARTNERS

HOSPITALITY COLLABORATIONS ELEVATE AN EXCEPTIONAL DAY OF RACING BY OFFERING UNPARALLELED LUXURY EXPERIENCES UNIQUELY CRAFTED TO EMBODY THE ESSENCE OF SOUTHERN CALIFORNIA.

1/ST IS PROUD TO JOIN FORCES WITH H WOOD GROUP, WALLY'S AND EVAN FUNKE TO CURATE AN EXTRAORDINARY HOSPITALITY EXPERIENCE.

THE ***h.wood*** *GROUP*

Wynn
NIGHTLIFE
LAS VEGAS

Delilah

Wally's

Funke





MUSIC TALENT



LIL YACHTY



SHABOOZEY



GRYFFIN



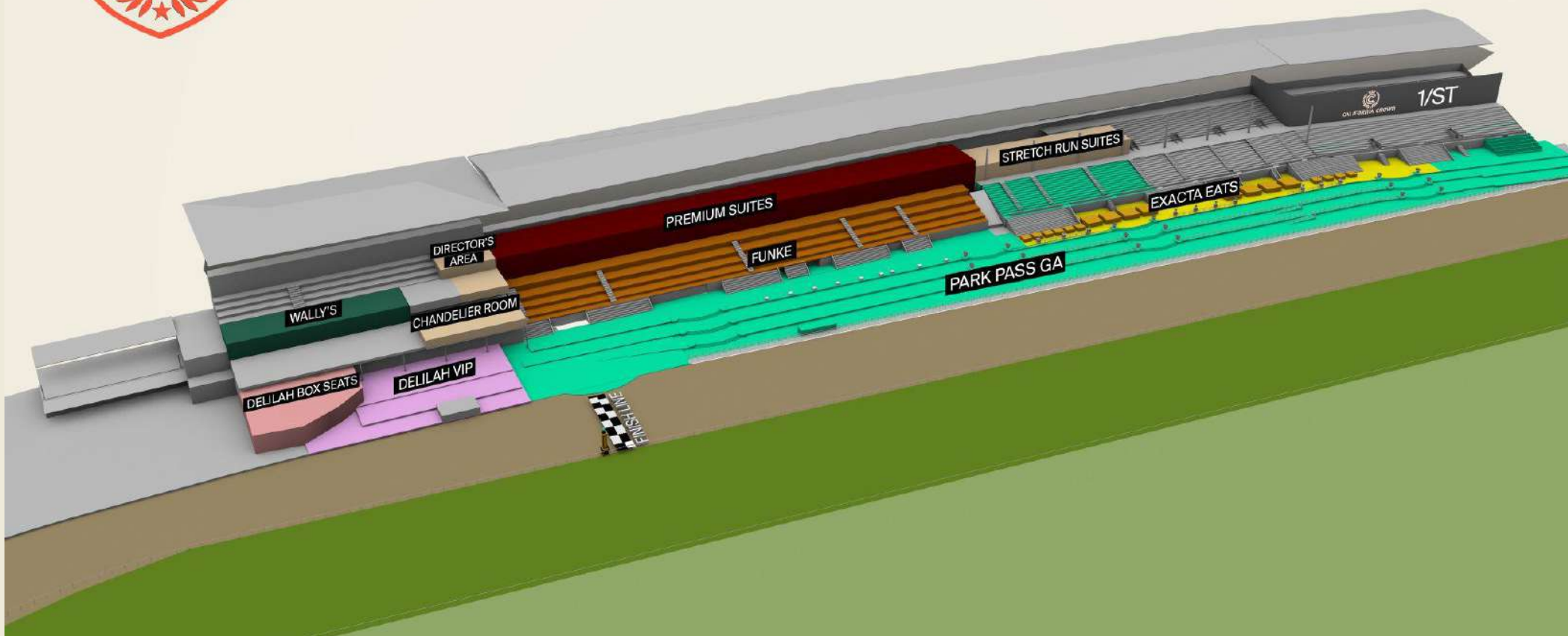
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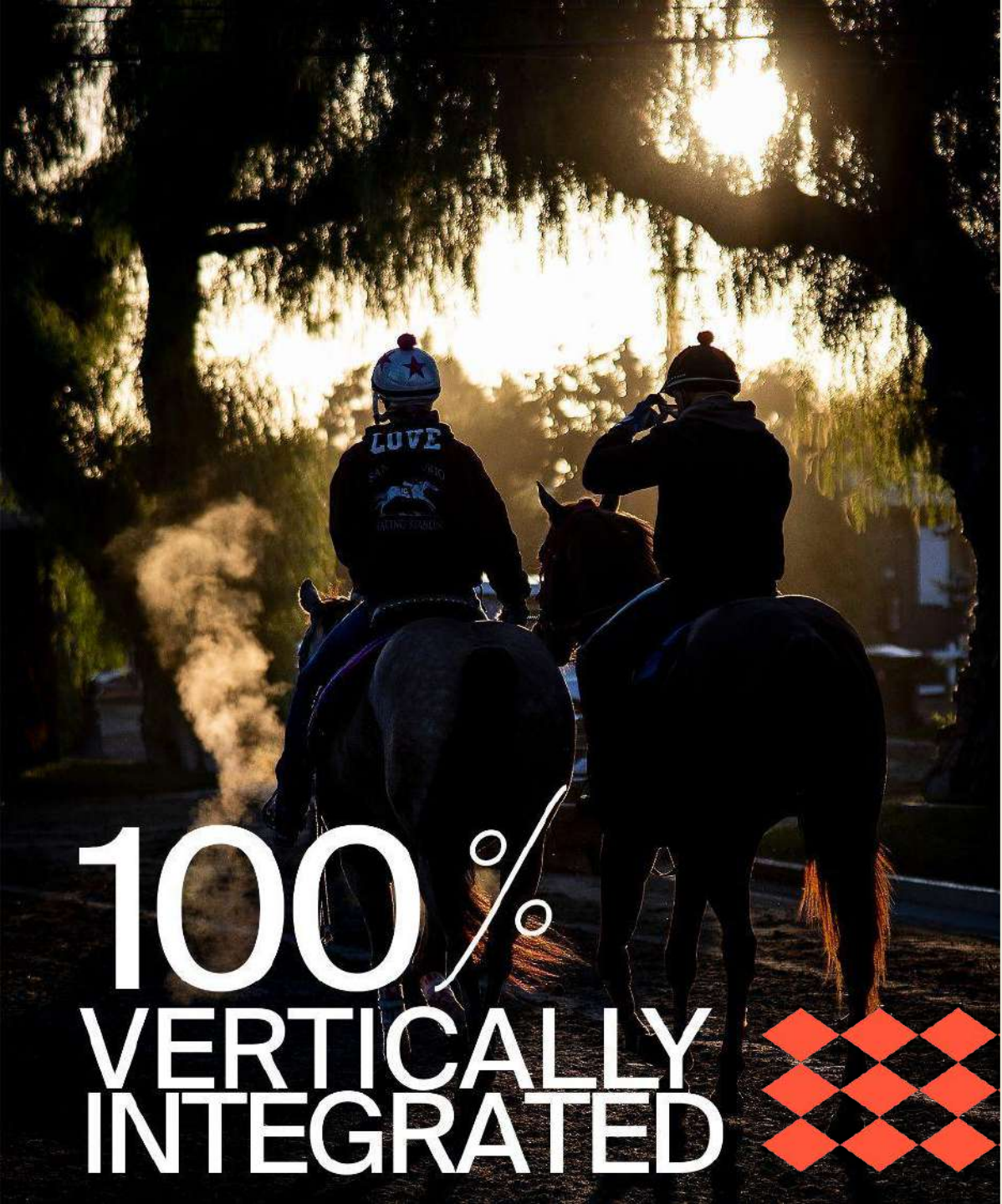


FRANK
WALKER



LOCATION





100%
VERTICALLY
INTEGRATED

THE CALIFORNIA CROWN PLATFORM



ACCESS TO RIGHTS & MARKS



SOCIAL & DIGITAL



CURATED HOSPITALITY



NATIONAL TV BROADCAST



RACE PARTNERSHIPS



IN-VENUE & TV VISIBLE SIGNAGE



PAID MEDIA & PUBLIC RELATIONS



EXPERIENTIAL



BRANDED CONTENT & STORYTELLING



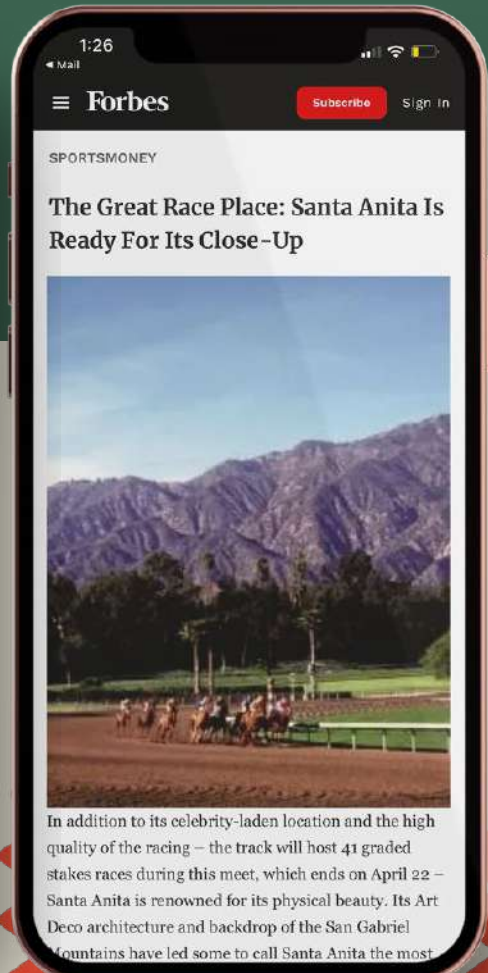
CALIFORNIA CROWN 2024



PRESS



ARCHITECTURAL DIGEST



Forbes



THE Hollywood REPORTER



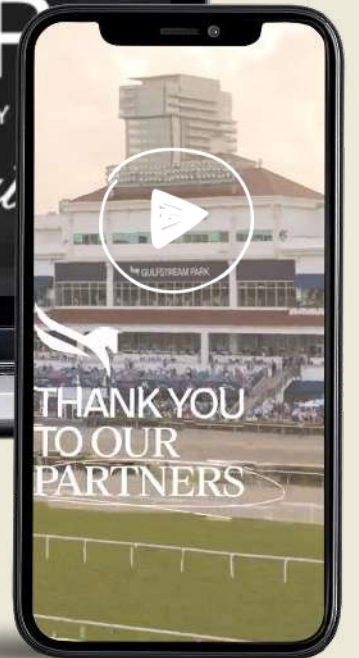
RollingStone



CALIFORNIA CROWN 2024

BRAND PARTNER

CUSTOM CONTENT



PARTNERSHIP PLANNING STARTS NOW



1/ST

*DRAWING UPON A DIVERSE RANGE OF IN-HOUSE DISCIPLINES
ACROSS RACING, HOSPITALITY & ENTERTAINMENT, 1/ST
DESIGNS BEST-IN-CLASS EXPERIENCES CRAFTED TO DELIVER
UPON PARTNER BRAND OBJECTIVES.*



THANK YOU

EST. 3.27
ELI LUNZER PRODUCTIONS

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