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# RACE DAY PROCEDURES

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## Jockey Advertising

### Rule 1691. Colors, Number, and Advertising.

- (a) A jockey shall be properly attired for riding in a race, wearing the colors of the owner of the horse he or she is riding, and exhibiting a number on the saddlecloth that corresponds to the number of the horse on the official program.
- (b) Advertising, including logos, labels, or product endorsements shall be permitted on jockey attire, owner silks, and track saddlecloths from the point of weighing out for a race to weighing in after its conclusion.
- (c) A copy of the advertisement signage must be submitted for review, for compliance with the provisions of this rule, to the stewards at the track where the advertisement will be worn before the horse is entered to race.**
- (d) Advertisement on jockey clothing is limited to:
  - (1) A maximum of 32 square inches on each thigh of the pants on the outer sides between the hip and knee and 10 square inches on the rear at the base of the spine.
  - (2) A maximum of 24 square inches on boots and leggings on the outside of each nearest the top of the boot.
  - (3) A maximum of 6 square inches on the front center in the neck area.
- (e) Advertisement on owner silks is limited to:
  - (1) A maximum of 32 square inches on the chest area.
  - (2) A maximum of 1.5 inches by 4 inches on each collar.
- (f) Advertisement on track saddlecloths is not limited to size or placement.

**The Stewards must approve all advertising and promotional materials before the horse is entered to race. Form on page 143.**

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# FORMS

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## JOCKEY ADVERTISING REQUEST FORM

### Jockey request to wear advertising and promotional material

November 1-2, 2019 Santa Anita Park

To Be Submitted No Later Than 10:00am (PDT) Monday, October 28

Race Number: \_\_\_\_\_ Day of Race: \_\_\_\_\_

Name of Breeders' Cup World Championships Race: \_\_\_\_\_

Name of jockey wearing the material: \_\_\_\_\_

Description of the material to be worn: (Use separate sheet if necessary)

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Name of the advertiser, promotional brand or sponsor:

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1. \_\_\_\_\_  
Signature of the Jockey or Agent Date

### Approvals

1. \_\_\_\_\_  
Approving Steward Date