



The Post and Courier


STEEPLECHASE
of CHARLESTON

Hi,

As we see a shift to re-opening our worlds with a new normal, we are designing a world-class race day experience for the Charleston-area region that will appeal to multiple generations with an emphasis on safety.

- **Our date of Sunday, November 15, 2020, is set:** We are back at The Plantation at Stono Ferry Racetrack with its lush grounds that provide us the space to bring our 2020 vision to life.
- **Safe and Seamless is the name of the game:** We are revising our approach to tailgating, the [Vendor Village](#), and parking, along with new protocols for social distancing to ensure a *safe and seamless* experience.
- **We have aligned with an award-winning national event production company:** As we continue to grow Steeplechase of Charleston, we feel it is essential to align with a national event logistics production team that has a proven track record in producing some of the most successful race day experiences in the US.
- **We provide marketing opportunities that have a multi-channel reach with a long tail of exposure:** We are owned by a large media company (*Evening Post Industries/The Post and Courier*) with outlets across the state. Our tail of exposure for our brand partners is long and presents messaging opportunities across many channels such as digital, print, events, and more.
- **This is more than a race.** It is a gathering that combines world-class racing with fashion, retail, food, drink, music, and outdoor family fun for the South. With Charleston, SC as one of the most popular destinations in the world, we draw audiences from far and wide.

In our inaugural year, we saw quite a few highlights that we will build upon for 2020:

- An increase of 27% in ticket sales that brought in a key group of demographics
- A unique experiential brand activations and programming for our partners.
- A team that produces creative + cost-effective branded content and experiences that are tailored to our partners needs.

In the coming weeks and months, I look forward to connecting with many of you to gauge your needs and interest.

[Learn More](#)

Sterling Eason

Senior Director of Partnership Development

[Steeplechase of Charleston](#) hosted by [The Post and Courier](#)

season@postandcourier.com | 843.300.8879