

Turning a dime into thousands

By Jude Feld

Last spring, at Tolly-Ho restaurant, I overheard a couple of gals from the University of Kentucky talk about a day at Keeneland.

"I love to go to the races," one said. "But I don't have much money to bet."

Chiming in, I told them about Keeneland's "Dime Superfecta" and a little bet my racing buddies and I have dubbed "The Sweetser."

A superfecta is a wager where the player must select the first four finishers in the exact order of finish. This is not an easy task, but the good news is that through the wisdom of Keeneland President Nick Nicholson, this bet is offered for one thin dime.

When first introduced, the superfecta was a \$1 wager. Boxing five horses in a \$1 superfecta costs \$120. If you played that bet in every race, you'd need a bankroll of over \$1,000 for the day—way too much for most fans and certainly out of the reach of a couple of Ramen noodle-eating college students.

Thoroughbred racing sponsorship guru and burgoon connoisseur Rob Sweetser loved to bet the "super" when it was introduced at Keeneland, but he couldn't afford the steep price for multiple-horse wagers.

"There's no way I could afford to bet a grand a day," Sweetser said. "So I tinkered around with different formulas and came up with 2 x 3 x 4 x 5. I use two horses on top and then add one in each position. The bet is \$16 a race, which is only \$144 for all nine races."

Perfect for the small player, a "Dime Sweetser" costs only \$1.60.

Your ticket will look like this:

A B
A B C
A B C D
A B C D E

Ask the teller for, "a dime super part-wheel, 1-2 with 1-2-5 with 1-2-5-7 with 1-2-5-7-8."

If you split the bet with a friend it's only 80 cents a piece or \$8 for a 10-race card. The record \$1 superfecta payoff is \$60,225. That translates to \$6,022.50 for a dime! 🐾

Fun all summer long

Through simulcasting, racing action continues after Keeneland's spring meet ends

by Jude Feld

Just because Keeneland's spring meet ends on Friday, April 27, don't think that exciting racing action will leave the Blue Grass. Keeneland Simulcasting, located in the second level of the grandstand center section and in the Equestrian Room, is committed to bring you the best wagering opportunities at top racetracks in North America until live racing resumes here on Friday, October 5, opening day of the fall season.

Open six days a week, Keeneland Simulcasting presents Thoroughbred racing from as many as 13 tracks each day. Racing action generally begins around noon and concludes with the final race from a West Coast track.



John Snell

Catch the Crown

Keeneland is a great place to watch and wager on Thoroughbred racing's Triple Crown events and see the three-year-old stars who competed here during the spring meet.

The week of the Kentucky Derby Presented by Yum! Brands (G1) officially kicks off on Saturday, April 28, as Churchill Downs opens and presents the historic Derby Trial Stakes. The atmosphere at Keeneland really heats up as horsemen and racing aficionados from around the globe arrive in Kentucky for the Derby.

Friday, May 4, is the day of Churchill's Kentucky Oaks (G1), which features many of the best three-year-old fillies. The pop-

ular Oaks-Derby Double wager—and advance wagering on the Kentucky Derby—are available at Keeneland Simulcasting. If time is of the essence, you can always wager at the track's drive-thru windows from 8:30 a.m. to 3:30 p.m.

If you aren't driving to Louisville for the Derby on Saturday, May 5, you should head out to Keeneland for one of the biggest Derby parties in the United States. Always fun, Derby day at Keeneland provides all the excitement from Churchill Downs right in your own backyard.

Taste of Breeders' Cup

The month of May will not be too early to begin your homework for the Breeders' Cup Thoroughbred Championships, which will be held for the first time at Monmouth Park. On Saturday, May 12, Monmouth will begin its summer season, which includes the Haskell Invitational Handicap (G1) on August 5.

Thanks to Keeneland Simulcasting, you can learn all about racing at Monmouth and have a big edge over casual fans during the track's special fall Breeders' Cup meet on October 24-27. The expanded Breeders' Cup program of 11 races worth a total of \$23 million will be held on October 26-27, the final two days of Keeneland's fall meet.

Thrilling Triple Crown coverage resumes at Keeneland with the Preakness (G1) on May 19 and the Belmont (G1) on June 9. On those two Saturdays, cheer your selection home in Keeneland's Sports Bar—the place is electric.

In July, two tracks will open their doors to the best horses and horsemen across the land, giving simulcast players excellent wagering opportunities all afternoon and into the evening. Del Mar in Southern California opens on Wednesday, July 18, and Saratoga in upstate New York begins racing on Wednesday, July 25. Weekend racing at these two tracks is especially thrilling as virtually every stakes race has Breeders' Cup implications.

Contests on tap

Keeneland Simulcasting's popular handicapping contests return for their spring-summer run on Saturday, May 12 (Churchill Downs). The contests, with a \$25 entry fee, offer horseplayers a chance

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to square off against their fellow handicappers and earn a piece of the \$2,000 purse while qualifying for a berth in Keeneland's Tournament of Champions in November. A nifty buffet of snacks, soft drinks, coffee or tea and a complimentary program are all included with the entry fee.

These small contests are a great way to hone your skills for the \$40,000 qualifying event for the *Daily Racing Form*/NTRA National Handicapping Championship that will be held at Keeneland on Saturday, July 28. Other qualifying events are at Churchill on Sunday, June 3, and Saturday, June 30. Summer's final contest will be on Sunday, August 19, at Ellis Park.

For more information about the DRF/NTRA National Handicapping Championship qualifying event, call Karen King at Keeneland at (859) 288-4260 or e-mail her at kking@keeneland.com.

Keeneland Simulcasting's popular Blastoff contest and FastBet Betting Sprees will also return soon after the spring meet concludes. Visit www.keeneland.com for more details.

Seat in the Equestrian Room

If you're looking for a great place to entertain a business associate or out-of-town guest for lunch or want a little Thoroughbred racing with your cocktail after work, why not stop by the Equestrian Room? Located on the ground floor of the grandstand adjacent to the finish line, the beautiful pub-style restaurant has wagering terminals at every table. With Keeneland's free FastBet card, you don't even need to leave your seat to make a wager.



Bill Straus

Enjoy Executive Chef Ed Boutillier's delicious specials or order a fabulous appetizer or entree. The Equestrian Room offers a great way to enjoy the best racing action in an exciting and friendly atmosphere. 🐎

Keeneland Simulcasting

Open six days a week, Keeneland Simulcasting presents Thoroughbred racing from as many as 13 racetracks each day. Racing action generally begins around noon and concludes with the final race from a West Coast track.

Keeneland Simulcasting offers seating, concessions and wagering windows on the second level of the grandstand center section, where \$3 will give you a seat at a betting carrel with an individual television. The Equestrian Room on the ground floor of the grandstand adjacent to the finish line offers fancier surroundings.

- Parking: Free • Admission: Free
- \$3 for a betting carrel with individual monitor
- \$3 for the Equestrian Room (\$10 on Kentucky Derby day)
- Equestrian Room reservations: (859) 288-4379
- Website: www.keeneland.com
- E-mail: simulcasting@keeneland.com