

HORSE RACING
**INNOVATION
SUMMIT**

IDEA TEMPLATE

The December 16th Innovation Summit will focus on exchanging ideas on what the Ontario racing industry can do in the immediate to short-term to better understand the racing customer, grow revenues, attract fans and decrease costs.

If you have an idea in any of these areas that you would like to share with Summit participants, please complete the template below.

Completed templates can be submitted via email to horseracingtransition@ontario.ca or by fax at (519) 826-3442. A complete listing of all ideas received by December 13, 2013 will be shared with Summit participants on December 16.

Name(s): _____

Organization(s): _____

Please indicate which opportunity (ies) your idea addresses:

- Increasing wagering Increasing Fan Base Decreasing Costs Understanding the Racing Customer

Idea Summary (200 words or less):

