

# 2025

## *Annual Report*



NATIONAL • MUSEUM • OF  
**RACING**  
AND • HALL • OF • FAME

1950 - 2025

# *Chair Letter*

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Dear friends and supporters,

The National Museum of Racing and Hall of Fame enjoyed a spectacular 2025 as we celebrated our 75th anniversary. A series of special events and exhibitions honored our past and showcased the vibrancy of the institution, highlighting a banner year in which we continued to honor and promote thoroughbred racing in new and exciting ways.

Our success would not be possible without our loyal trustees, dedicated staff, members, and patrons. We are grateful you share our passion for preserving thoroughbred racing's rich history and honoring its greatest achievers in the Hall of Fame.

The Museum is constantly evolving and innovating. Several new exhibitions made their mark in 2025, while the Hall of Fame inducted a new class of legends as part of a remarkable weekend celebration that saw more than 35 past inductees attend an historic series of events in Saratoga Springs. We also published a comprehensive new book chronicling the history of American racetracks. Our programming and outreach efforts grew exponentially.

We look forward with enthusiasm to another banner year in 2026 with memorable exhibitions, signature events, and new honorees being welcomed into the Hall of Fame. See you in the winner's circle at the National Museum of Racing and Hall of Fame!

Sincerely,



Charlotte C. Weber  
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# *2025 Hall of Fame Induction*

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The 2025 Hall of Fame induction ceremony took place on Friday, Aug. 1 at the Fasig-Tipton pavilion in Saratoga Springs, N.Y. The event was part of an expanded Hall of Fame weekend in honor of the Museum's 75th anniversary and more than 35 past inductees attended the events. The class of 2025 was comprised of racehorses Smarty Jones, Hermis, and Decathlon; trainer George Conway; and Pillars of the Turf Edward L. Bowen, Arthur Hancock III, and Richard Ten Broeck. Former New York Racing Association track announcer Tom Durkin served as master of ceremonies.

The 2026 Hall of Fame ceremony will take place on Friday, Aug. 7.



# Curatorial

## 2025 SPECIAL EXHIBITIONS AT THE NATIONAL MUSEUM OF RACING AND HALL OF FAME

- *Photo Finish: 6th Annual Juried Photography Exhibition*, von Stade Gallery (November 2, 2024 – February 2, 2025)
- *Laying the Foundation: The Architecture of the National Museum of Racing and Hall of Fame*, Link Gallery (January 15, 2025 – January 4, 2026)
- *Win, Place, Show: The Student Art Exhibition*, von Stade Gallery (Grades 3-7 March 2 – March 31, 2025; Grades 8-12 April 13 – May 12, 2025)
- *The Past is Present: 75 Years of the National Museum of Racing and Hall of Fame*, Permanent Exhibition Galleries (April 2, 2025 – January 4, 2026)
- *A Look Through the Eyes and Life of Charlotte C. Weber*, McBean Gallery (June 4 – November 2, 2025)
- *Greg Montgomery: 40 Years of the Travers Poster*, von Stade Gallery (June 4 – June 29, 2025)
- *Keeneland Library's The Heart of the Turf: Racing's Black Pioneers*, von Stade Gallery (July 10 – September 28, 2025)
- *Photo Finish: 7th Annual Juried Photography Exhibition*, von Stade Gallery (November 1–December 28, 2025)



*A Look Through the Eyes and Life of Charlotte C. Weber*



# Curatorial

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## 2024 CURATORIAL DEPARTMENT NOTES & EXHIBITIONS UPDATE

This year the National Museum of Racing and Hall of Fame had a momentous year, hosting five special exhibitions, two annual exhibitions, and one special display of a historic new acquisition. In the permanent galleries there were updates to the Lower Lobby, Race Day, Pre-Civil War, Twentieth Century Galleries. There were also several themed displays in the Edward P. Evans Gallery, Lower Lobby, and Lobby. The Museum continued to have a display at the Gideon Putnam and made updates to the Museum's Walk of Fame pavilion at Saratoga Race Course as well as featured a variety of trophies from the collection every Friday during the racing season. A new yearlong display was installed at the Albany International Airport in May.

2025 marked the 75<sup>th</sup> anniversary of the National Museum of Racing and Hall of Fame. The exhibition *The Past is Present: 75 Years of the National Museum of Racing and Hall of Fame* celebrated this noteworthy year with standalone panels highlighting the history of the Museum, large scale historic images printed on vinyl in the windowed gallery, framed works, and archival material in cases throughout the permanent gallery spaces that were on view from April 2 to December 28. Highlights included original hand-colored renderings of the 1988 gallery renovation, a portrait of Museum founder C.V. Whitney, the National Museum of Racing and Hall of Fame's 75th Anniversary scarf, and Celeste Susany's painting *The Past is Present*, which was the model for the mural.

The Link Gallery featured *Laying the Foundation: The Architecture of the National Museum of Racing and Hall of Fame* from January 15, 2025, through January 4, 2026. The National Museum of Racing made its public debut in a temporary location at the Canfield Casino in Congress Park on August 6, 1951. Under Walter Jeffords' presidency, a new Georgian red brick building designed by New York City architect Auguste L. Noel was constructed on Union Avenue, directly across the street from Saratoga Race Course. The National Museum of Racing opened to the public in its permanent home on June 2, 1956. This exhibit explored how the Museum has grown since its founding. Major additions included the West Wing in 1957, the Walter M. Jeffords Memorial Wing in 1960, the George D. Widener Memorial Wing in 1978, and the Paul Mellon Wing in 2000. The Museum has evolved with the times while staying true to its mission of preserving and promoting the history of thoroughbred racing in America.

The major summer exhibition, *A Look through the Eyes and Life of Charlotte C. Weber* opened in the McBean Gallery on June 4 and closed on November 2. Charlotte Weber is a widely respected thoroughbred racing industry leader and owner of Live Oak. Beyond the track, Weber has been influential in the worlds of art and business. This exhibit explored her life, passions, accomplishments, and continuing legacy. Museum Curator Jessica Cloer collaborated with Ms. Virginia Moens with curation of the exhibit. Legendary race caller Tom Durkin presented the Virtual Gallery Tour.

This year was also the 40<sup>th</sup> anniversary of artist Greg Montgomery's Travers Stakes poster series. The exhibit *Greg Montgomery: 40 Years of the Travers Poster* opened in von Stade on June 4 and closed on June 29. It featured the stories that inspired this iconic collection as well as materials showing his process including sketches, cut paper, and ink tests.



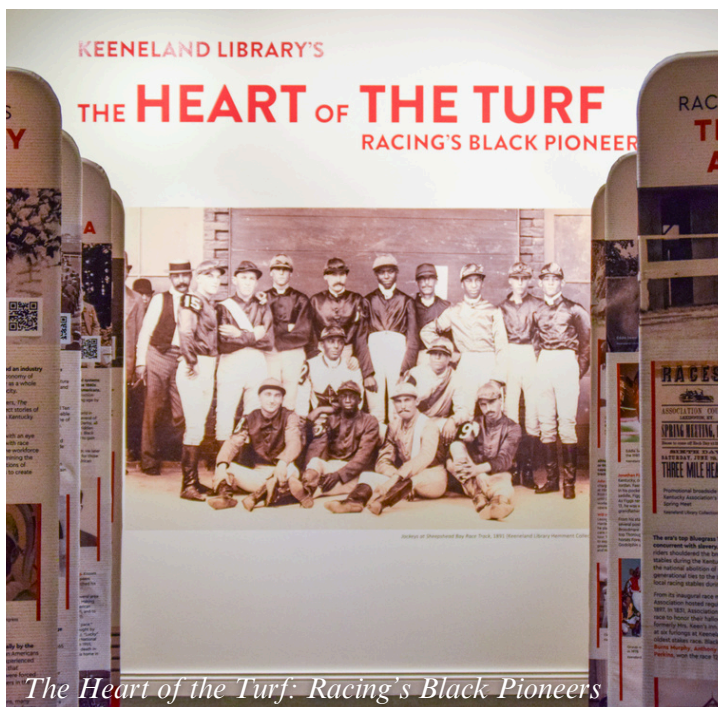
# Curatorial

## EXHIBITIONS UPDATE CONTINUED...

To coincide with the start of the Saratoga season, the Museum welcomed Keeneland Library's traveling exhibit *The Heart of the Turf: Racing's Black Pioneers*. This exhibit was enhanced by generous loans from the private collection of Ken Grayson and items from the Museum collections, including the recently conserved paintings *Brooklyn Handicap, 1887* and *Horse with Jockey* by Henry Stull. The exhibition closed on September 28.

The two annual exhibits held in the von Stade Gallery were the *Win, Place, Show: Student Art Exhibition* organized by the Education Department and *Photo Finish*. The juried photography exhibit was in its 7<sup>th</sup> year and featured selected amateur and professional photographs that document the thoroughbred racing experience. Photographers from ten states were represented, which included a talented eleven-year-old. The online exhibition was comprised of all photographs exhibited at the Museum, as well as additional selections. *Photo Finish* opened on November 1 and was on display through December 28. This year's judges who represented both the racing and arts communities were Ken Grayson (National Museum of Racing and Hall of Fame Collections Committee Member), Jim McCue (Track Photographer, The Maryland Jockey Club), Roda Ferraro (Keeneland Library Director), and Matthew DeSantis (New York Racing Association Content Producer).

This year, the Museum received one of the most significant collections of American thoroughbred racing trophies, generously bequeathed to the National Museum of Racing and Hall of Fame by the Museum's former chairman, John Hendrickson. The Whitney Family Trophy collection comprised of more than 400 trophies was placed on view in the McBean Gallery from December 4, 2025 to January 4, 2026 to provide the public was a first look at this historic acquisition.



# Curatorial

## EXHIBITIONS UPDATE CONTINUED...

Several aspects of the permanent galleries were also refreshed. The Triple Crown banner display was moved from the front windowed gallery to the lobby. The lower lobby Saratoga exhibition was also redesigned and two artworks were added, a painting of the *Big Red Spring* and a print of the Museum by Greg Montgomery. A framed scarf commemorating the 100<sup>th</sup> Anniversary of the Belmont Stakes and interpretive labels were added to the *Subway Series: A New York Minute* display.

In the history galleries, the Colonial Gallery case was upgraded with new LED lighting. The Pre-civil War Gallery now features a painting of Hall of Fame horse Lecomte as well as plates worn by Lexington and Lecomte thanks to a generous loan from The Jockey Club. A portrait of Dr. Elisha Warfield was rotated out of the gallery and newly inducted Hall of Fame member Richard Ten Broeck by Charles Baskerville was placed on view. A painting of *Battleship* by William Smithson Broadhead was added to the Twentieth Century Gallery.

In Race Day a lightbox graphic was replaced, and the counter graphics were updated. The August Belmont Memorial Cup was placed on view and a new case features Seattle Slew items donated by Bill and Susan Casner.

Annual temporary thematic displays were additionally updated. The Edward P. Evans gallery case, *Celebrating Pin Oak* and *The Legacy of Josephine Abercrombie*, featured trophies recently acquired by the Museum included trophies won by horses Roman Patrol, Broken Vow, and Alternation as well as trophies commemorating *The Thoroughbred Club of America's 87<sup>th</sup> Annual Testimonial Dinner honoring Josephine Abercrombie* in 2018 and Josephine Abercrombie's induction to the Texas Horse Racing Hall of Fame in 2005. The Lower Lobby case focused on *The National Museum of Racing Hall of Fame Stakes* and included the two trophies as well as a program for the 20<sup>th</sup> running of the stakes race in 2004.



Triple Crown banner display in lobby



# *Curatorial*

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# Curatorial

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## 2025 CURATORIAL DEPARTMENT NOTES – COLLECTIONS UPDATE



The Museum collection continues to grow every year and we cannot thank our donors enough for their generosity. This year the Museum received one of the most significant collections of American thoroughbred racing trophies in the sport's history—the Whitney Family collection, bequeathed to the National Museum of Racing and Hall of Fame by the late John Hendrickson. The collection totals over 400 trophies, including many important Hall of Fame victories and spans over 125 years of Whitney racing.

We would like to thank West Lake Conservators who worked on the conservation of our paintings *Brooklyn Handicap, 1887* and *Horse with Jockey* by Henry Stull. After conservation both works were featured in our exhibition alongside Keeneland Library's *The Heart of the Turf: Racing's Black Pioneers*.



The Museum also received the 2025 Preservation Supplies grant from the Greater Hudson Heritage Network and New York State Council on the Arts to create proper storage for all the saddles in our collection. The funds were used to purchase 21 saddle stands and archival materials to support and preserve these pieces. This grant was made possible with funds from the New York State Council on the Arts, with the support of the Office of the Governor and the New York State Legislature.



# Education

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2025 was a year of steady growth and refinement for the Education Department, with continued expansion across on-site programming, school partnerships, and community-based initiatives. Over the course of the year, the department served more than **8,200 participants across 19 education programs**, reflecting a broad mix of public programs, school experiences, tours, and outreach efforts.

## **PROGRAMS, PARTNERSHIPS, AND VISITOR ENGAGEMENT**

On-site programming remained a central part of the department's work in 2025. Museum guided tours continued to attract a wide range of visitors, supported by growing relationships with regional and national touring companies. In addition to standard docent-led tours, the department expanded its tour offerings through new partnerships, including guided tours led by Hall of Fame jockeys **Angel Cordero Jr.** and **Ramon Dominguez**, which gave visitors a rare opportunity to engage directly with figures who shaped the sport's history. The department also introduced tours of the nearby **Rood & Riddle Equine Hospital**, offering visitors an inside look at the veterinary care that supports modern Thoroughbred racing.

Seasonal programming at Saratoga Race Course continued to play an important role in engaging families and casual visitors. Daily drop-in craft activities at the Walk of Fame Pavilion during the racing season welcomed more than **1,000 participants**, providing hands-on learning opportunities and creating meaningful points of connection between the Museum and racecourse audiences.

One of the year's most notable additions to the public programming calendar was the launch of the **Belmont Family Fun Festival**, a new, large-scale family event held during Belmont Stakes weekend. The inaugural festival welcomed approximately **800 guests** and featured hands-on activities, games, and partnerships with local organizations. The strong response to the first year of this event highlighted the demand for family-centered programming and established a strong foundation for its future.

## **SCHOOL PROGRAMS AND COMMUNITY OUTREACH**

School programs and community outreach remained core to the Education Department's mission in 2025. **Readers Up!**, the department's flagship outreach initiative, continued to grow and reached more than **1,000 students** throughout the academic year. By pairing equine-themed literature with classroom visits and collection materials, the program supports literacy while introducing students to Thoroughbred racing history in a way that is accessible and relevant. **Readers Up!** has become one of the department's most visible and effective programs, and demand from schools remains strong.

Other outreach initiatives allowed Museum educators to connect with audiences across the region through community events, institutional partnerships, and off-site presentations. Together, these efforts helped introduce new audiences to the Museum's educational resources and often served as a first step toward deeper engagement.

Educational field trip experiences also remained a priority, particularly **Health, History, and Horses**, which continued to be a popular option for schools. The opportunity for students to see live Thoroughbreds at the Oklahoma Training Track, combined with hands-on learning and historical context, made this program a compelling choice for educators and students alike.



# Education

## SCHOOL PROGRAMS AND COMMUNITY OUTREACH CONTINUED...

The annual *Win, Place, Show: Student Art Exhibition* continued to draw strong participation from students and schools across the Capital Region and beyond. By showcasing student artwork in the Museum's galleries, the exhibition reinforces the Museum's commitment to youth creativity and strengthens long-term relationships with educators and families.

## DIGITAL LEARNING AND EDUCATOR ENGAGEMENT

In addition to in-person programming, the Education Department continued to expand its digital learning initiatives. To date, the department has developed **three digital learning courses** covering a range of historical topics related to Thoroughbred racing. These courses are available to educators as downloadable resources and are designed to support classroom instruction beyond a single site visit. Digital learning remains an important area of ongoing development, with plans to continue creating new courses that broaden access to the Museum's educational content.

The department's educator network also continued to grow in 2025 and now includes **more than 2,500 teachers and education professionals**. This expanding network has been instrumental in increasing participation in school programs, outreach initiatives, and exhibitions, and serves as a key foundation for future growth.

## LOOKING AHEAD

As the Education Department looks toward 2026, the focus remains on strengthening successful programs, building thoughtful partnerships, and continuing to offer educational experiences that are engaging, accessible, and relevant. Through a balanced mix of on-site programs, school partnerships, community outreach, and digital learning, the department continues to play a central role in advancing the Museum's mission and connecting audiences of all ages with the history and future of Thoroughbred racing.



# *Tours and Programs*

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2025 has been an exciting year for our Tours and Outreach Programs here at the National Museum of Racing and Hall of Fame. We take pride in providing unique and educational experiences and sharing the rich and exciting history of horse racing with the public.

## **IN-HOUSE TOURS**

### **OKLAHOMA TRAINING TRACK TOURS**

This year, the museum continued to successfully conduct daily tours of the Oklahoma Training Track from May through October. We again saw an increase in attendance from the previous year, with more guests taking advantage of such a unique experience. We will continue to offer these tours every day the museum is open to the public May through October.

**Attendance:** 315

### **TOM DURKIN TOURS**

Tom Durkin Tours continues to be a hit and a widely talked about tour offering that we have here at the museum. In 2025 we scaled back the Durkin Tours from three tours a week during the racing season to just every Thursday, June through August. In 2026 we plan to bump up the tour offerings to every Thursday and Friday, June through August.

**Attendance:** 104

### **GENERAL GUIDED TOURS**

Our private guided museum tours continued to see a remarkable increase in attendance again this year. Going into 2026 we will again be mailing out a tour offering brochure to Capital Region hotels and Senior Homes. Along with continuing last year's marketing strategies, we will also be looking to push off season attendance.

**Attendance:** 643

### **ANGEL CORDERO JR. TOURS**

In 2025 we brought back Angel Cordero Jr. Tours. Guests really enjoy this opportunity to not only get a private tour of our museum but to spend time with a Hall of Famer is a really unique experience. For 2025 we held only three tours with Angel, but due to his popularity we will be offering four tours during the racing season in 2026.

**Attendance:** 47

### **RAMON DOMINGUEZ TOURS**

In 2025 we offered guests another opportunity to spend time with another Hall of Famer, Ramon Dominguez. In 2025 we held two tours with Ramon. This was another positively received tour offering, and along with the Angel Cordero Jr. Tours will feature four tours during the racing season.

**Attendance:** 28



# *Tours and Programs*

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## **FARM TOURS**

In 2025 we offered seven tours of Saratoga County breeding and training farms from April through October. The farm tours continued to attract a notable number of guests, even though we saw a decrease in attendance, with only 100 guests attending tours versus 150 from 2024. Weather appeared to be the biggest factor at play regarding the turnout numbers. Going into 2026, we plan to offer six tours May through October and will have some returning farms but also intend to add new farms to the series.

**Attendance:** 100

## **ROOD AND RIDDLE TOURS**

Rood and Riddle Equine Hospital Tours continued to be a popular experience for museum guests, as attendance nearly doubled from 2024. This year we saw 40 guests attend one of the three Rood and Riddle Tours available. Going into 2026 we will be adding a fourth Rood and Riddle Tour, in hopes that it continues to garner interest among guests.

**Attendance:** 40

## **COMMUNITY ENGAGEMENT**

### **DROP-IN PROGRAM**

Throughout the racing season, we provided a weekly drop-in program aimed at engaging young visitors. In 2025 we offered an hour-long drop-in program every Wednesday during racing season at 10am. Over the 10 programs offered, we saw 99 kids. This is a significant increase from 2024. It appears that hosting this program on a race day versus a non-race day provided a stronger outcome.

### **FAITH HOUSE VISITS**

Our outreach efforts extended to Faith's House, where we engaged with children through reading and activities. These visits foster community connections and enrich the lives of young participants, reinforcing our mission of education and engagement. In July and August, we visited Faith's House to read and do an activity with the children there. We went for an hour on four Sundays, two in July, and two in August. Each visit saw roughly 10 kids. In total, we saw 39 kids between each of the four visits. This is up substantially from 2024 which only saw roughly 20 kids.

Overall, 2025 continued to be a year of growth and learning for the National Museum of Racing and Hall of Fame. We remain dedicated to our mission of preserving and promoting the sport of horse racing. Looking ahead, we are excited to continue to build and expand upon our current tours and programs, along with exploring new ways to educate, engage, and inspire guests of all ages. Thank you for your continued support and commitment to our mission.



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# 2025 Belmont Gala



# 2025 Museum Ball Honorary Committee

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# 2025 Museum Ball

Thank you to the members of the Honorary Committee for supporting this year's Museum Ball!



# Event Summaries

## **SATURDAY, MAY 3<sup>RD</sup>, THE DERBY PARTY:**

The Museum held its ninth annual Derby Party to kick off the first race of the Triple Crown in style. We welcomed an audience of nearly 350 people to taste craft beverages, sample signature Kentucky-inspired dishes made by local restaurants and watch the 2025 Kentucky Derby live in the Official Hall of Fame. Other attractions included a competition for the most fashionable Derby attire, a race day inspired 50/50 raffle and live music! At the Derby Party, we offer an authentic experience with a unique twist for the racing and food enthusiast. All proceeds support the educational mission of the Museum. Special thank you to event vendors and sponsors: 1800 Tequila, 9 Miles East, Alpha-Lit Albany, Bookmakers, Bread Basket, Clifton Park Rental, The Dark Horse Mercantile, Empire Merchants North, Fidens Brewing Company, Great Jones Distilling Co., Hendrick's Gin, Hudson Whiskey, Impressions of Saratoga, Ledge Rock Hill Winery, Mazzone Hospitality, Mighty Spark, Monkey Shoulder, Milagro Tequila, Nothing Bundt Cakes, Old Tavern Farm Winery, Purely Elizabeth, Saratoga Chips, Saratoga Spring Water, Saratoga Trunk, Springbrook Hollow Farm Distillery, Surroundings, Sweet Mimi's, and Woodford Reserve.

## **SATURDAY, MAY 17TH, PREAKNESS PARTY:**

In the spirit of the infield at the Pimlico, the museum held a "tailgate" themed party for the 150<sup>th</sup> running of the Preakness Stakes. Event attendees could play cornhole, giant Jenga, yard Yahtzee and more, sample delicious local brews and sliders, while also watching live racing from Pimlico in the Hall of Fame. Special thank you to our event sponsors: The Hideaway, Saratoga Eagle and Saratoga Spring Water.

## **SATURDAY MORNING SOCIALS:**

Held every Saturday from 9 a.m. to 11 a.m. during the Saratoga race meet, the Museum offered free admission to visitors, complimentary coffee and donuts, handicapping seminars, and a unique event every week. Special events included book signings, artist signings, presentations and kids activities. Special thank you to our event sponsors, Equibase, Saratoga Spring Water, Stewart's Shops, Saratoga Economic Development Corporation, New York Thoroughbred Breeders Inc, and New York Thoroughbred Horsemen's Association.



# Event Summaries

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## **SATURDAY, AUGUST 9<sup>TH</sup>, PARTNERSHIP & SYNDICATE MEET & GREET:**

This event brought together racing partnerships and fans to discuss opportunities for getting involved in thoroughbred ownership. Nine of the top racing partnerships participated, allowing over 160 Museum visitors to learn what's available at different price points. Special thank you to our event sponsor Mazzone Hospitality, and participating partnerships: Brown Road Racing, Country Life Farm, Centennial Farms, Dream Maker Racing, Eclipse Thoroughbred Partners, Hibiscus Stable, MyRacehorse, Sackatoga Stables, and West Point Thoroughbreds.

## **FRIDAY, JUNE 6<sup>TH</sup>, BELMONT BITES & BREWS:**

As part of a jam-packed Belmont Racing Festival week, the museum hosted an open house after the conclusion of Friday's races. Featuring food trucks in the parking lot and refreshments in the Race Day Gallery, visitors could grab a bite and a drink while exploring the museum. Special thank you to our event vendors and sponsors: 80K Street Plates, Saratoga Eagle, Screaming Eagle Concessions, Slidin' Dirty, and Ted's Fish Fry.

## **FRIDAY, AUGUST 22<sup>ND</sup>, TRAVERS EVE MEMBER WINE AND CHEESE:**

Museum members and racing fans mixed and mingled, celebrating the summer racing season with a cocktail part in the Race Day Gallery and Cornelius Vanderbilt Whitney Courtyard. Attendees enjoyed a whiskey tasting, Travers book and poster signings, and enjoyed light refreshments. Special thank you to event sponsors Mazzone Hospitality, Saratoga Eagle and Saratoga Spring Water.

## **SATURDAY, NOVEMBER 1<sup>ST</sup>, BREEDERS' CUP WATCH PARTY:**

Museum members and racing fans mixed and mingled, celebrating the summer racing season with a cocktail part in the Race Day Gallery and Cornelius Vanderbilt Whitney Courtyard. Attendees enjoyed a whiskey tasting, Travers book and poster signings, and enjoyed light refreshments. Special thank you to event sponsors Mazzone Hospitality, Saratoga Eagle and Saratoga Spring Water.

## **FRIDAY, DECEMBER 5<sup>TH</sup>, MEMBER HOLIDAY PARTY:**

Museum trustees and staff welcomed 200 members and guests to the museum for a Holiday Cocktail Party in the Sculpture Gallery. Guests enjoyed refreshments, book signings, and a hot fudge tasting courtesy of Sundae's Best Hot Fudge. Special thank you to our event sponsors Mazzone Hospitality, Saratoga Eagle and Saratoga Spring Water.



Member Holiday Party 2025



# Social Media Stats

**TOTAL FOLLOWERS (ALL PLATFORMS): 30,521**

## FACEBOOK

Followers: 17,918  
Views: 2,140,900 up by 7.8%  
Content Interaction: 62,382 up by 9%  
Visits: 40,779 down by 0.5%  
Follows: 1,157

## TOP TWO POSTS:

The top Facebook post was a birthday post to Hall of Fame jockey Calvin Borel. The post had 101,572 views and 2,625 interactions.



Boost unavailable

Happy birthday to Hall of Fame jockey Calvin Borel! A Louisi...  
November 7, 2025, 9:32 AM  
ID: 1287739010061027

Interactions

2,478 reactions 691 comments 119 shares

Overview Performance Feed preview

### Performance

Overview			
Views	Interactions	Link clicks	Follows
101,572	2,625	1	29

The second most reached post was another birthday post, this time for Hall of Fame jockey Laffit Pincay, Jr. This post had 98,611 views and 1,830 interactions.



Boost unavailable

Happy birthday to Hall of Fame jockey Laffit Pincay, Jr.! Bro...  
December 29, 2025, 12:00 PM  
ID: 1331357435699184

Interactions

1,718 reactions 301 comments 84 shares

Overview Performance Feed preview

### Performance

Overview			
Views	Interactions	Link clicks	Follows
98,611	1,830	--	21

## NOTES:

Birthday posts continue to be our top performing content on most platforms (with the exception of some videos for Instagram). The plan is to try and leverage these names in other content forms to boost engagement with other posts.



# Social Media Stats

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## INSTAGRAM

Followers: 5,178

Views: 52, 685

Reach: 23,977 up by 51.9%

Content Interaction: 5,538 up by 100%

Visits: 3,970 down by 17.2%

Follows: 613

## TOP TWO POSTS:

The top post was a reel featuring Tom Durkin, promoting a virtual tour of the Museum. Reels provide a great way to reach new audiences and also engage more than a picture or graphic. This post received over 30,000 views!

The second top post was another reel, a collaboration post with Miss Scarlett Boutique promoting the Racing & Rosé fashion show and party. Video content (more specifically Reels for Instagram) are the highest chance for our account to reach new audiences, especially when collaborating with another account which exposes you to another separate audience base! This post saw over 5,000 views.



# Social Media Stats

## TIKTOK:

Followers: 1,018

Reach: 4,051


Profile views: 215

Video Views: 6,126

## TOP POST:

This video was a snippet from a Tom Durkin Tour of the Museum utilized as a promotional post for a virtual tour of “A Look Through the Eyes and Life of Charlotte C. Weber,”. It totaled 107 likes, 0 comments, 5 saves and was viewed 1,439 times.



 **nmrhof**  
National Museum of Racing &HOF · 2025-7-16 Follow

Can't make it to Saratoga Springs?  
✦ Don't worry — we're bringing the exhibit to you.  
Join legendary race caller Tom Durkin for a virtual tour of "A Look Through the Eyes and Life of Charlotte C. Weber," an unforgettable tribute to one of Thoroughbred racing's most visionary figures.  
👁️ Watch from anywhere, anytime:  
<https://m.youtube.com/watch?v=IjnkUHEtyqA> #fyp #nmrhof #saratogaspringsny #museumtok #privatecollection #liveoak

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🎵 Love - The Something Specials & Taylor Olin

📍 Saratoga Springs

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# *Advertising*

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## **PRINT**

The Museum ran 12 advertisements in Bloodhorse Magazine, from January 2025-January 2026, promoting a variety of events and the Museum itself. Print runs in every edition of the Saratoga Special were done during the racing season to help boost attendance and awareness of the Museum to fans attending the track. The Museum also participated in Banners on Broadway, where banners displaying the Museum logo and 75<sup>th</sup> anniversary imagery to further boost awareness to Saratoga locals and visitors. To further gain exposure in the Saratoga area to not only locals but visitors as well, we placed a full page advertisement in the Saratoga County Visitor Guide which is dispersed by Discover Saratoga across the region and digitally on their website. Other Museum advertisements were placed in the Proctor's Playbill for Proctor's Theatre, which distributes over 180,000 copies every year.

## **AUDIO**

The Museum ran 30-second audio advertisements on a variety of radio stations in the Capital region through Albany Broadcasting and Northeast Public Radio.

## **VISUAL**

In 2025 we continued to advertise on Spectrum News, also running advertisements on a variety of Disney-owned channels including National Geographic and ESPN in major population areas like New York City, Chicago and Los Angeles.

## **TRADE SHOW**

This is the second year we attended Equine Affaire in Springfield, Massachusetts. Equine Affaire is an all-things horses, equine trade show. Our booth saw 546 people and sold \$391.85 in merchandise. We attended to open people's minds to the world of thoroughbred racing and the rich history of how it began. Attending as an exhibitor was very well received by most guests.

## **DIGITAL ADVERTISING**

Geo-fencing and digital advertising were other methods the Museum used to target specific audiences and entice them to visit. These location-specific advertisements were placed in areas where racing fans were likely to be, including many race tracks across America like Tampa Bay Downs and Oaklawn, as well as in local Saratoga areas. Disney also provided geo-fenced advertisements in major population centers to attract individuals.

This type of digital advertising not only helps us build national awareness in areas where traditional advertising like print might not reach, but also by specifically targeting places where racing fans will be.



# Advertising Examples and Analytics

## 2025 Campaign Performance Overview

- Total Impressions: 937,110
- Total Clicks: 1,597
- Click-Through Rate (CTR): 0.17%
- Physical Visits (tracked via geo-fencing): 115

### Performance by Tactic/Event

Tactic / Location	Impressions	Clicks	CTR	Physical Visits
Always-On Geo-Fencing Display (Feb-Dec)	576,244	983	0.17%	78
Saratoga Springs – 267 Union Ave	194,817	166	0.09%	23
Tampa Bay Downs, FL	31,887	66	0.21%	0
Keeneland, KY	31,149	86	0.28%	0
Oaklawn, AR	30,514	65	0.21%	0
Pimlico, MD	17,623	63	0.36%	0
Churchill Downs, KY	13,628	43	0.32%	0
Special Event Campaign (Feb-Dec)	10,000	18	0.18%	1

### Device & Geo Insights

- Mobile devices were the primary driver of engagement, accounting for over 70% of total clicks.
- Top-performing cities in terms of volume and engagement included Albany, Schenectady, and Glens Falls.

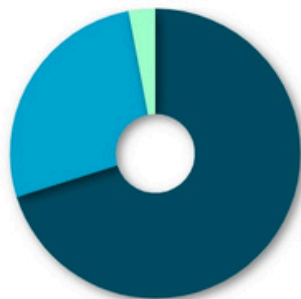
## Geo Fence Performance

1 to 7 of 7

Previous 1 Next

Geo Fence	Impressions	Clicks	CTR	Geo Fence Weighted Actions	Total Visits
Unknown	172,748	417	0.24%	28	0
267 Union Ave, Saratoga Springs, NY 12866	147,175	125	0.08%	13	0
Tampa Bay 11225 Race Track Rd, Tampa, FL 33626	31,887	66	0.21%	0	0
Oaklawn 2705 Central Ave, Hot Springs, AR 71901	30,514	65	0.21%	0	0
Pimlico 5201 Park Heights Avenue Baltimore, MD 21215	17,623	63	0.36%	0	0
Churchill Downs 700 Central Ave, Louisville, KY 40208	13,628	43	0.32%	0	0
Keeneland 4201 Versailles Rd, Lexington, KY 40510	7,812	35	0.45%	0	0

## Clicks by Devices



Mobile 571 Tablets 219 Desktops and Laptops 24

## Most Used Devices

Device Type	Clicks	Impressions	CTR
Mobile	571	326,163	0.18%
Tablets	219	66,707	0.33%
Desktops and Laptops	24	28,517	0.08%
<b>Total</b>	<b>814</b>	<b>421,387</b>	<b>0.19%</b>

## Ad Performance



# Advertising Examples and Analytics

## PROCTOR'S PLAYBILL



**NATIONAL • MUSEUM • OF RACING AND • HALL • OF • FAME**  
1890 - 2025

**I ♥ NY**  
#loveny

Discover something new every season—visit us all year long!

(518) 584-0400  
racingmuseum.org

Follow us on social media  
@nmrhof

191 Union Avenue  
Saratoga Springs, NY 12866

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## BLOODHORSE ADVERTISEMENT



**NATIONAL • MUSEUM • OF RACING AND • HALL • OF • FAME**  
1890 - 2025

**I ♥ NY**  
#loveny.com

Summer Exhibitions Now Open!

*A Look through the Eyes and Life of Charlotte C. Weber*

*A Look Through the Eyes and Life of Charlotte C. Weber*

Open June 4 to November 2

**GREG MONTGOMERY: 40 YEARS OF THE TRAWERS POSTER**  
1985 - 2025

Open June 4 to June 29

(518) 584-0400  
racingmuseum.org

191 Union Avenue  
Saratoga Springs, NY 12866

Follow us on social media  
@nmrhof

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## SARATOGA TODAY ADVERTISEMENT



**THE DERBY PARTY**

Saturday, May 3rd, 4 p.m. to 7:30 p.m.  
At the National Museum of Racing and Hall of Fame

Join us for our annual Derby Party fundraiser, featuring delicious samplings of local brews, wines and spirits, and signature bites from local restaurants. While exploring the Museum and its exhibits, guests will enjoy live entertainment before a live airing of the 2025 Kentucky Derby in the Official Thoroughbred Racing Hall of Fame.

Ticket Price  
Museum members: \$45  
General admission: \$55  
\*Additional ticket options available

To purchase tickets:  
-Scan QR code  
-Call 518-584-0400  
-Visit [www.racingmuseum.org](http://www.racingmuseum.org)



# Facility Rentals

Facility rentals at the National Museum of Racing and Hall of Fame play an important role in advancing our mission to preserve and celebrate the history of Thoroughbred racing. By opening our Museum and galleries for special events, we invite new audiences to experience the sport's legacy while generating critical earned revenue that helps to support the Museum's mission.

Guests enjoy exclusive access to the Museum, with opportunities to gather in the Hall of Fame Gallery, Sculpture Gallery, and courtyard surrounding the Secretariat statue. Event attendees are encouraged to explore the Museum's immersive exhibits, including the signature film *What It Takes: Journey to the Hall of Fame* and the interactive Hall of Fame experience, deepening their connection to racing's champions and stories.

From intimate meetings in the Library or Bongard Gallery to weddings, corporate receptions, nonprofit fundraisers, and family celebrations, each event strengthens the Museum's ability to serve as a cultural and educational resource. These gatherings not only create memorable experiences for our guests but also directly support the Museum's ongoing efforts to engage the public, inspire future generations, and safeguard the heritage of Thoroughbred racing.



# 2025 Annual Appeal Donors

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The Annual Appeal is comprised of generous gifts from the National Museum of Racing and Hall of Fame's most loyal donors, members and friends. The largest fundraising vehicle for the Museum, the Annual Appeal provides critical dollars to support educational programming, renowned exhibitions, care and preservation of current collections, facility maintenance and much more. Gifts of all sizes make a true impact and can be made in a variety of ways.

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# 75th Anniversary Donors

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Julie Tierney	Teresa Viola	Marielos Willer	Patricia Zumpano
Thomas F. Tighe	Vincent Viola	William Willer	Albert Zumpano
Joseph Titone	Louis N. Voltaggio	William Stamps Farish Fund	Thomas Zyra
Julie Titone	Phyllis von Stade	Virginia Williams	
Kerry Tomson	Mary Voss	Christopher H. Williams	
Daniel Tomson	Barbara Voss	Michele A. Williams	
Michael J. Toohey	Lee H. Vosters	William B. Wilmot	
Linda G. Toohey	Charles V. Wait	Nora C. Wilson	
Fernando Toro	Candace H. Wait	Carolyn Wilson	
Roderick Towle	Johnnie Walker	Donald T. Wilson	
Michael Trager	Karl Walli	Valerie Winn	
Thomas Trevett	Catherine Walli	Matthew Winn	
Kenny A. Troutt	Maude Walsh	Theresa G. Wiseman	
Lisa C. Troutt	Jennifer Walston Johnson	Steven L. Wiseman	
Mary Tucker	Fred Ward	Richard Withers	
Clark Tucker	Sally Warner	Michael Wojdyla	
Peter Tuneski	Martin Wawrla	Glory Wojdyla	
Gaetane Turcotte	George Weaver	Laurie Wolf	
Ron Turcotte	Patricia Webb	Jack Wolf	
Nancy Turner	Charlotte C. Weber	H. Bud Wolf	
Jennifer Turro	Kimberly Weir	Patrice Wolfson	
Andrew J. Turro	Bob Weir	Suzanne Wonder	
Pete Updyke	Irene Weisfuse	Diana Wood	
Eileen Updyke	Aron Wellman	Jan Woods	
D. G. Van Clief	Danielle Wells	David W. Wright	
Trisha Van Clief	Karen Weltman	Jeanne L. Wright	
Linda VanAmburgh	Linda Wenick	Calvin J. Wisley	
Peter VanderWoude	Harvey Wenick	X-Men Racing	
Kimberlea VanderWoude	Jordan Wertlieb	Yoshito Yahagi	
John Vary	Katherine Wertlieb	Andy Yates	
Jacinto Vasquez	Debbie Weston	Joanne D. Yepsen	
John G. Veitch	Steven Weston	Cheri Yermolayev	
Ellen Veitch	Charles Wheeler	Dmitriy Yermolayev	
Gail Veitch	Mary Lou Wheeler	Katsumi Yoshida	
Michael Veitch	Garry White	Harry Young	

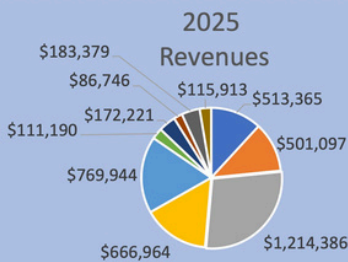


# Financial Statement Summary

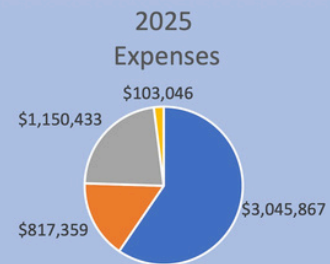
## 2025 Financial Statement Summary

2025 Revenues:	\$4,335,205	100%
Annual Appeal:	\$513,365	12%
Investments:	\$501,097	12%
Investments Gains/Losses:	\$1,214,386	28%
Ball/Special Events:	\$666,964	15%
Gifts and Grants:	\$769,944	18%
Membership:	\$111,190	3%
Shop Sales:	\$172,221	3%
Other Income:	\$86,746	2%
Admissions:	\$183,379	4%
Other Special Events:	\$115,913	3%

2025 Expenses:	\$5,116,705	100%
Curatorial and Conservation:	\$3,045,867	60%
Management and General:	\$817,359	16%
Fundraising:	\$1,150,433	22%
Cost of Sales:	\$103,046	2%



- Annual Appeal
- Investments:
- Investment Gains:
- Ball/Special Events:
- Gifts and Grants:
- Membership:
- Shop Sales:
- Other Income:
- Admissions:
- Other Special Events:



- Curatorial and Conservation:
- Management and General:
- Fundraising:
- Cost of Sales:

Prepared by McKenna & Franck CPAs PC

