



Project Profile

2004 Breeders' Cup Press Conference

The Breeders' Cup World Thoroughbred Championships is a traveling year-end international showcase of horseracing's greatest stars. It's the All Star Game of Thoroughbred racing, and when the Texas Lone Star Park was selected to host this prestigious race, the entire Dallas/Ft. Worth metroplex geared up for the ensuing rush of press, executives, and international horse racing aficionados.

One of the most important press conferences surrounding the Breeders' Cup was hosted at Eddie Deen's Ranch in downtown Dallas. The Ranch is one of the best venues in Dallas for private events, with great atmosphere and a full catering staff providing some of the best Bar-B-Que in the city. Included on the guest list was the Director of the Breeders' Cup Foundation, the President of Lone Star Park, as well as some of the most important people in the international horse racing community.

Also on the guest list was Stage Right, providing video equipment, staging, and technical knowledge of the house audio system. The staff of Stage Right made sure that all presenters were audible to the crowd of dignitaries, and the video clips that were an important part of the presentation were played right on cue. "This was not a difficult show, but it was important that everything went smoothly for this client." says David Chandler, President of Stage Right. "The skill of our technical staff really shone through on this one - everything was perfect for the Breeders' Cup press conference and we were pleased to be a part of such a prestigious event."



Gear List

Staging: Isolated camera risers

Audio: House system, AKG 451 for podium, (8) Shure Beta 58 microphones

Video: Two fastfold screens and projectors for playback

Client Comments

"We have never had a better video presentation for this luncheon than Stage Right!"

- Jim Gluckson

Events are tricky, bring a friend.



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