



Sunrise At The Track

Events | Creative
2019

True Friends is a non-profit providing life-changing experiences that enhance independence and self-esteem for children and adults with disabilities. One of their many client programs is True Strides, an equine therapy program.

In 2019, Nemer Fieger created and produced "Sunrise at the Track," a fundraising breakfast held at Canterbury Park. Guests enjoyed an early morning trackside breakfast as jockeys and horses ran their morning warmups. The event also included an exclusive back-of-the-track tour, sponsorship gift bags and speakers from True Friends, True Strides, and Canterbury Park. Nemer Fieger secured Randy Meier, a Fox 9 evening news anchor to serve as emcee.

Nemer Fieger produced all event details, including custom made table numbers and horseshoe centerpieces, logo design, invitations, and programs. The menu was selected in collaboration with Canterbury Park, and our agency handled all rentals, linens, decorations, and scheduling. In addition to securing the emcee, photographer, videographer, and musician, we wrote the script and run of show, ensuring a smooth-flowing, profitable and memorable morning.

In addition to social media publicity, the event garnered media hits on both radio and television.

\$50,000
RAISED

5,000
LIVES IMPACTED

