



# HIGHCLERE AMERICA

QUESTIONS & ANSWERS



## INTRODUCTION

Harry Herbert and I are delighted to be launching Highclere America, a new joint venture with the leading European based syndication company, Highclere Thoroughbred Racing Ltd. You will see from the following that Highclere America aims to target valuable American Stakes races with proven quality European race fillies. These fillies will be purchased out of the top racing yards in Europe to join some of the leading trainers on the East Coast of the United States. Shares in these horses will be sold on an “invite only” basis with the view to increasing their value before being sold at various breeding stock sales in the US and Europe.

Highclere America will make use of Highclere Thoroughbred Racing’s expert team of Racing Managers, Handicappers and Bloodstock consultants to identify the very best fillies. I will be at the helm in the United States, where I will map out race plans with the trainers to take advantage of America’s valuable purses while maximizing each filly’s potential resale value.

I do hope that you will join us in this exciting new venture and together we can look forward to racing at the highest level.

A handwritten signature in black ink that reads "Bradley". The signature is written in a cursive style with a large, sweeping 'B' and a long, curved tail.

Bradley Weisbord

## HIGHCLERE AMERICA

Highclere America is a newly formed racehorse partnership that will campaign high class European fillies in the United States. This will be the first major partnership that will be “invite only”, which will race a small select stable that competes at the highest level. Highclere America will have an exclusive group of partners from around the world and provide unparalleled customer services.

### HOW HIGHCLERE AMERICA WAS FORMED

Bradley Weisbord has recently taken on the role of Racing Advisor for Al Shaqab Racing in America on behalf of His Excellency Sheikh Joaan Al Thani, having left Team Valor in March of 2014. While at Team Valor Bradley cultivated relationships with many clients and friends who enjoy campaigning their racehorses in America. He now feels that the time has come to take on this additional adventure and is delighted to have the opportunity to invite a select few to become a part of this highly exclusive ownership opportunity.

### GOALS

The initial focus will be on purchasing proven European fillies and to campaign them in the United States. This will then develop into buying both proven horses and yearlings in America and Europe with the aim of maximizing the return of each horse by racing them in the many valuable Stakes races up and down the East Coast.





## THE COMPANY NAME

Highclere America takes its name from the leading European racehorse syndication Company, Highclere Thoroughbred Racing. The Hon. Harry Herbert founded the company in 1992 and has purchased and raced 7 champions, including Harbinger, the 2010 World Champion. Highclere Thoroughbred Racing specializes in putting together small groups of individuals to share in a number of top quality racehorses. Harry has now partnered with Bradley to continue this success on the other side of the Atlantic and take advantage of the generous prize money on offer. Highclere Thoroughbred Racing takes its name from Highclere Castle, Harry's ancestral home (now better known as 'Downton Abbey' having featured on the critically acclaimed television series).

## TRAINERS

Highclere America will use the very best trainers selected for their high percentage of runners to winners and top quality staff trained to give the very best of care to highly valuable thoroughbreds. Highclere America will target races on the East Coast of America and place its first few horses with Graham Motion, Chad Brown, Christophe Clement and Todd Pletcher.

## FEES

Highclere America will not charge a management fee on any horse or partnership. It will instead have a mark up on all of its purchases, which will be in a similar range for both yearlings and proven horses, and remain at a competitive rate with other leading syndicates in America. Highclere America will also take 10% commission on any profits (returns-purchase price and expenses) and a 5% sales commission.

## COLOURS

All Highclere America horses will run in Highclere's famous silks of pale blue with dark blue armlets and a dark blue velvet cap.



## BILLING

The initial purchase price will include \$30,000 of expenses, which will cover 6 months of board/training/transport/vet etc. going forward. From then on Highclere America will bill shareholders bi-annually where they can expect to be charged approximately \$3,000 for a 10% share. Shareholders will have the option to take out mortality insurance. All purses earned by the horses will be distributed to their owners within 3 days of receipt from the track.

## DURATION

These racing partnerships will run to the end of each filly's 4yo career at which time they will be sold at the most suitable breeding stock sale.

### EUROPEAN FILLIES SUCCESS IN AMERICA

Quality European fillies have long been crossing the Atlantic to plunder sought after Black Type in American Stakes races. The Beverly D. Stakes (G1) at Arlington Park is the best example of this having been won by European bred fillies for the last four years. Successful Wall Street trader and racehorse owner, Marty Schwartz, has made it his business to purchase proven European fillies and bring them to America where he has enjoyed fantastic success. He has won this valuable prize on three occasions with multiple Grade 1 winners Angara (GB), Gorella (FR) and Stacelita (FR). Amongst many of the top races in America, Schwartz has also won the 2012 Breeders' Cup Turf (G1) with Zagora (FR) and the 2013 Garden City Stakes (G1) with Alterite (FR), both bought from Europe and sent to trainer Chad Brown in New York. Leading Kentucky-based breeding operations also take advantage of the known success of European fillies in America, buying fillies from Europe, which are campaigned in America before being put in foal and sold as valuable broodmare prospects. Recent examples are Grade 1 winners Ave (IRE) and Miss Keller (IRE), which were sold for \$1,400,000 at Keeneland and \$1,013,184 at Tattersalls respectively.



Top: Alterite winning The Garden City Stakes (G1) in 2013



Top: Zagora winning The Breeders' Cup Fillies and Mares Turf (G1) in 2012

Bottom: Stacelita winning The Flower Bowl Invitational Stakes (G1) in 2011

HIGHCLERE AMERICA MANAGEMENT



BRADLEY WEISBORD,  
MANAGING PARTNER

Bradley S. Weisbord has been immersed in the racing industry virtually his entire life having been raised by father Barry Weisbord, founder of the Thoroughbred Daily News and Trakus, who is regarded as one of the most innovative minds in the modern era of both racing and breeding.

A 2007 graduate of the University of Wisconsin with degrees in Economics and Real Estate, Weisbord began his professional career in Thoroughbred racing as the racing and business manager for Ahmed Zayat's Zayat Stables. He was later named Racing Manager, a position

he held for 18 months. During that period, the stable won 19 stakes races, including Grade 1 wins by A Z Warrior, Eskendereya, Jaycito, and Rightly So. Zayat Stables' Nehro was also runner-up to Animal Kingdom in the 2011 Kentucky Derby. Weisbord led the buying team to purchase G1 Winners Bodemeister (2nd in KY Derby) and Paynter at the 2010 Yearling Sales.

In June of 2011, he accepted the position of Chief Operating Officer at Team Valor International, the successful racing syndication operation founded by Barry Irwin. His responsibilities included client recruitment and racing and financial management of the 165-horse stable. Team Valor managed over 300 racing investors during this time and counted Animal Kingdom's win in the \$10 million Dubai World Cup as its greatest triumph on the track. Team Valor campaigned horses in America, England, France, Italy, Germany and South Africa.

Weisbord has also served as a bloodstock advisor and consultant to various other private clients, acquiring racing and breeding prospects. He purchased celebrity chef Bobby Flay his first G1 winner, Her Smile.

HIGHCLERE AMERICA MANAGEMENT

Bradley Weisbord was appointed American Racing Advisor to His Excellency Sheikh Joaan Al Thani of Qatar's Al Shaqab Racing in March 2014 while stepping down from Team Valor. In June of 2014, Weisbord was voted onto the prestigious Breeders' Cup Board. At 28 he is the youngest member to ever get elected in the boards 30-year history. He follows the main racing circuit on the East Coast, splitting time between New York, Kentucky and Florida with his wife, Rebecca.



THE HON. HARRY HERBERT,  
PARTNER

Harry Herbert has forged a brilliant career in the thoroughbred industry and recently

cemented his position as an industry leader with the appointment as Racing Advisor to His Excellency Sheikh Joaan Al Thani, who's Al Shaqab Racing has won major Group 1 titles in the UK and Europe including the Qatar Airways Prix de l'Arc de Triomphe.

Harry began his career in the United States in 1982, where he worked for Bloodstock Research, before moving on to work for The Matchmaker Group, a bloodstock sales, finance and promotion company founded by Barry Weisbord and Jonny Jones. In 1984 Harry returned to the UK to represent Matchmaker in Europe and in 1985 set up his own thoroughbred management company, HMH Management Ltd., to provide world-wide advisory and promotional services to those in the bloodstock industry.

It was in 1992 that Harry launched Highclere Thoroughbred Racing Limited, which swiftly became European leader in the field of syndication. In addition Harry acts as a Racing Consultant for Cartier and is a Director of Newbury Racecourse plc. Harry's commitment to racing was recognised by the industry when in 1999 he was made the youngest ever Member of The Jockey Club.





*Top left: Harry and his wife Chica at Royal Ascot*

*Top right: Harry with Highclere owner Sir Alex Ferguson*

*Bottom: Harry celebrating with owners after a victory at Royal Ascot*



*Top left: Bradley and wife Rebecca at the Dubai World Cup*

*Top right: Bradley with trainer Todd Pletcher at Royal Ascot*

*Bottom: Bradley walking in Eskendereya after winning the G1 Wood Memorial.*

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