

NYRA seeks bids to handle its marketing

The Business Review by Adam Sichko, Reporter



NYRA, which operates the races at Saratoga Race Course, is seeking bidders to handle its public relations.



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Bids are due next week from companies wanting to handle marketing and PR for the [Capital Region's largest sports event](#): horse races at [Saratoga Race Course](#) .

The [New York Racing Association Inc.](#) , which operates the races in Saratoga Springs, is seeking to award an initial three-year contract. NYRA would have the option to extend it for one or two more years.

The bid means the 2012 summer meet at Saratoga could mark the first time in at least three decades that [Ed Lewi & Associates](#) might not handle marketing and public relations.

A race photo is the first picture on the [homepage](#) of the Clifton Park firm. [Ed Lewi](#) also handled media relations for the 1980 Winter Olympics in Lake Placid.

Owner [Mark Bardack](#) said he will bid on the NYRA contract.

"We enjoy working with them and hope to continue to do so in the future," Bardack said.

NYRA has not bid its marketing and PR work before; new procurement rules may have led to the request for proposals. Spokesman [Dan Silver](#) said he could not comment on the bidding process.

The contract is for year-round work, though the Saratoga races are the primary responsibility, according to NYRA's bid documents. Work will include signing advertisers and sponsors.

Bid documents do not say when NYRA will name a winner. The Saratoga meet is set to begin around mid-July, lasting about six weeks.