

TRAVEL AND HOSPITALITY

Sentient Jet teams with Nyquist for career-spanning sponsorship

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Nyquist at the Kentucky Derby

By STAFF REPORTS

Private aviation firm Sentient Jet is continuing its relationship with racehorse Nyquist, a partnership that began at the Kentucky Derby earlier this year.

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Sentient Jet supported Nyquist's successful quest for the Derby, and despite his less successful run at the Preakness Stakes ([see story](#)), the company has announced it will sponsor the horse for the length of his career. Sentient's show of loyalty depicts a company that honors relationships, a fitting message for a service provider.

Betting big

Nyquist, part of Reddam Racing, will return to the track on Saturday, July 31 to compete in the 2016 Haskell Invitational.

"We have been loyal supporters of Nyquist ever since his win in the Sentient Breeders' Cup Juvenile last fall," said Andrew Collins, CEO/president of Sentient Jet in a statement. "It has been an honor to sponsor him and the Reddam Racing team this season thus far, and we look forward to continuing our support through the Haskell Invitational and beyond."

Sentient has affiliated itself with horseracing for a long time as the preferred aviation partner of the Kentucky Derby, Kentucky Oaks and Churchill Downs ([see story](#)). It is also the sponsor of the Fasig Tipton and the Breeders' Cup Juvenile, which Nyquist won in 2015.



Nyquist wearing Sentient Jet branding

"We are honored to have had Sentient Jet's continued support of Nyquist ever since his win at the Breeders' Cup Juvenile," said J. Paul Reddam, owner of Nyquist. "Sentient Jet has established a distinguished reputation throughout the horseracing community through their sponsorship of the Breeders' Cup Juvenile and partnership with the Kentucky Derby, and we are thrilled to extend our partnership throughout Nyquist's racing career."

Sentient Jet has also proven its passion for racing with special promotions. Together with the Breeders' Cup, the company offered equestrian lovers an opportunity to witness horse racing history.

At the time, American Pharoah was on the "hooves" of being the first Triple Crown winner since the Breeders' Cup was established 32 years ago, and the colt eventually captured a "Grand Slam" title when he won the Preakness and the World Championships at Keeneland, KY last October. With so much attention now honed in on the horse racing world, interest in Breeders' Cup events have increased among affluents wishing to be part of the action ([see story](#)).

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