

TRAVEL AND HOSPITALITY

## Sentient Jet serves its Boston roots with Belmont horse sponsorship

June 5, 2018



*Sentient Jet is sponsoring a Belmont contendor. Image credit: Saks Fifth Avenue*

By STAFF REPORTS

Private aviation company Sentient Jet is catering to the affluent audience of horse racing and Boston residents with a sponsorship of a Belmont-competing horse.

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Gronkowski, set to compete at the upcoming Belmont race, the final of the Triple Crown races, will see Sentient Jet as its preferred private aviation partner. The name of the horse is meant to appeal to Boston fans and Sentient Jet, as the horse was named after New England Patriots player and Sentient Jet cardholder Rob Gronkowski.

"It's hard not to feel personally invested in a horse named after you, and I couldn't be more excited to cheer Gronkowski on at the Belmont Stakes," said Rob Gronkowski, Sentient Jet cardholder and New England Patriots tight end, in a statement. "Sentient Jet will provide the quickest and most convenient way for me to travel to and from New York on race day, which means I'll get to host my youth clinic in the morning and be at the track in plenty of time for the excitement."

### Flying into horse racing

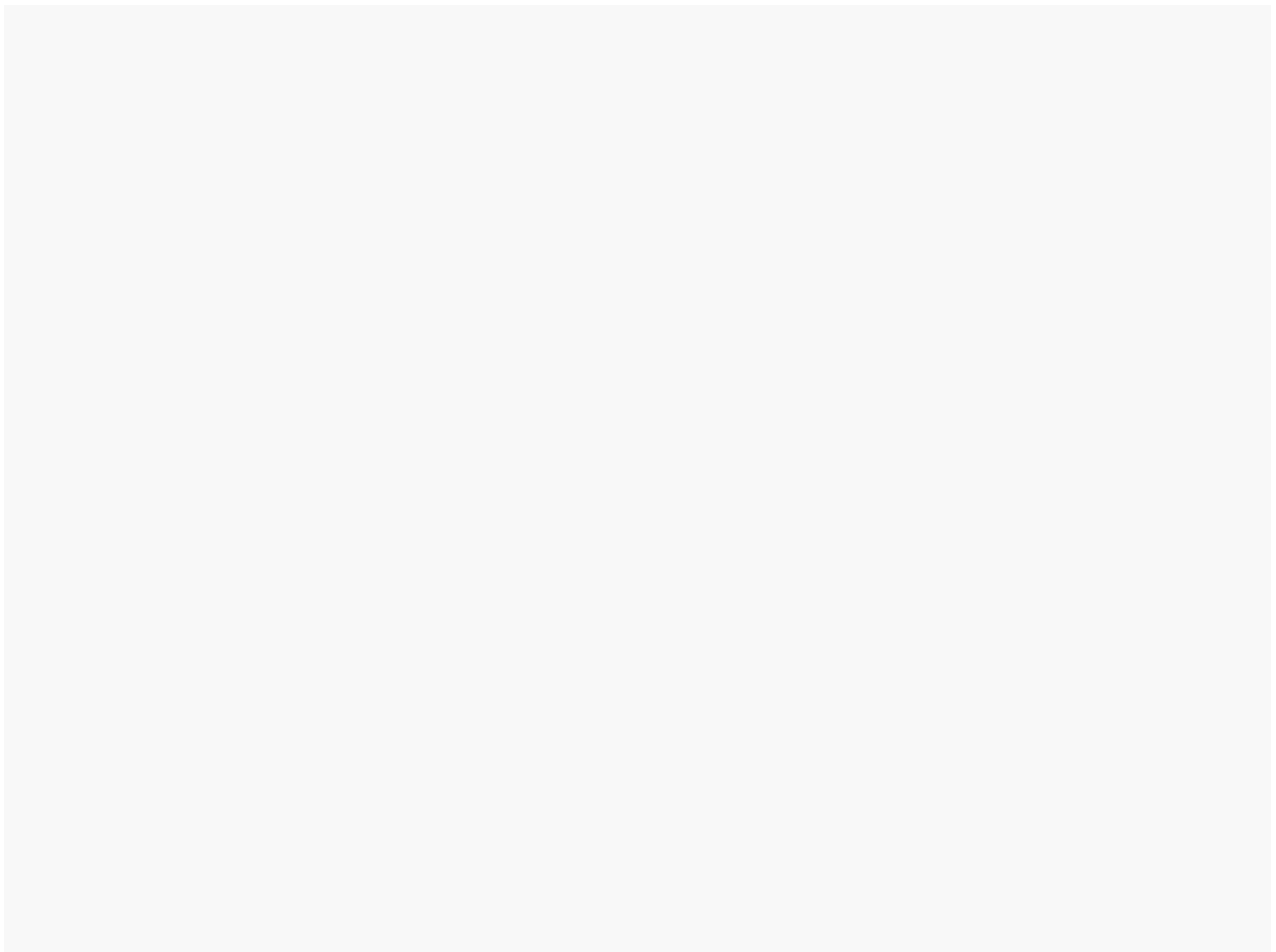
While Gronkowski the horse caught a brief illness after qualifying for the Kentucky Derby and missed the initial race, he is expected to be in top shape for the June 9 race.

This is the beginning of Sentient Jet's relationship with Team Gronkowski, but is not the aviation service's first foray into horse racing. Since these prestigious events attract a variety of affluent fans, it is ideal for a private air brand.

The Private aviation firm did so at this year's Kentucky Derby by offering air travel and hospitality.

As the preferred private aviation partner of the Kentucky Derby Presented by Woodford Reserve, Longines Kentucky Oaks, and Churchill Downs Racetrack, Sentient Jet powered the Derby Air travel services ([see story](#)).

Sentient Jet has also been a long-time sponsor of Breeders' Cup World Championships and Fasig-Tipton. It also sponsored 2016 Kentucky Derby winner Nyquist, as well as other horses Lookin' at Lee, Combatant and Tenfold.



We are excited to announce our continued support of @homesforourtroops through the sponsorship of @preaknessstakes Contender, Tenfold. Click the link in bio for more. #SentientJet

A post shared by Sentient Jet (@sentientjet) on May 17, 2018 at 1:58pm PDT

"We are thrilled to introduce Gronkowski to Sentient Jet's elite family of hand-picked horses as we gear up for this year's historic Belmont Stakes," said Andrew Collins, president/CEO of Sentient Jet, in a statement. "As a proud Boston-based company, it is a natural fit for us to support a horse named after a New England Patriot and Sentient Jet cardholder, Rob Gronkowski.

"The sponsorship speaks to Sentient's strong Boston roots as well as our passion for horse racing," he said.

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