

“We need to get more people exposed to our sport. I always try to bring people, not just to the races in the afternoon, but I love bringing them in the morning to watch horses train. I think if people watch a thousand horses gallop around the track in three hours in the morning, it just blows their mind. It’s a big hook.”

Davant Latham



Context: Davant Latham is a central Kentucky based bloodstock agent and provided insight into attracting new fans during the 2020 Keeneland November Breeding Stock Sale.

Source: Hammonds, Evan. "Fall Breaks". Blood Horse Daily, November 19, 2020.

