



Matching Funds Grant

Overview Page for County Fair Tracks/Horsemen's Organizations

Overview

The Matching Funds Grant Program was started in 2006 to assist individual county fairs, horsemen's associations and colt circuits and is administered by the U.S. Trotting Association. There is \$20,000 in total funding available through two programs within the Matching Funds Grant:

1. Promotional Item Reimbursement - up to \$1,000 to be used for grandstand give-a-ways (t-shirts, coffee mugs, bags, etc). First come, first served - submit copy of paid invoice and photo of item with harness horse on it.
2. Matching Funds Grant Application - up to \$1,000 to each selected group to support a marketing program that promotes harness racing at the county fair level. Applicants who are awarded funds will receive one half of the funds at the time of notification, approximately one month after applications are due. The second half of the funds will be sent once a satisfactory final report is received.

Requirements

The items listed below must be included for your Matching Funds Grant Application to be considered complete. Incomplete applications will not be evaluated. *Examples of applications are available at fairs.ustrotting.com/funds.cfm.*

- 1) The Matching Funds Grant Application Cover Sheet
- 2) A typed marketing plan, between 250-1,000 words; should include your entire marketing plan for harness racing at the fair and touch on your target market, your promotional plan, and how you plan on measuring success.
- 3) A typed budget should include your total applicable expenses for the Matching Funds Grant *and detail how much you are requesting from the USTA.*
- 4) Copies of quotes from companies you are working with for ad buys/printing.
- 5) Proposed copy of radio/tv script or draft of billboard, bus or newspaper advertisement, etc.

Advertising Guidelines

In order for advertisements to be considered as a marketing expense, 75% of the ad must reflect harness racing. Some applicable expenses include: billboards, radio, tv, newspaper, bus, social media advertising, door hang tags, posters, banners, road signs, etc. With your application, you *must* include draft verbiage or a print mock-up of the ad or printed material.

Ineligible Expenses

The following are examples of ineligible expenses for this application. Inclusion of these may result in your application being voided.

- Grandstand give-a-ways, either ordered from the USTA or another company (*see Promotional Item Reimbursement information*)
- Racing expenses, such as purses, licenses, insurance, racing officials, blankets or other trophies given to race winners, programs, etc.
- Track maintenance and capital improvements to barns and other buildings on the grounds
- Personnel costs, including reimbursement for time, travel, lodging and meal expenses

Application Deadline

Applications must be postmarked or emailed by May 1, 2021. Late submissions will not be considered.

USTA Matching Funds Grant
6130 S. Sunbury Rd
Westerville, OH 43081

Once the application is received, an email confirmation will be sent to the MFG Contact Person as detailed on the Application Cover Sheet. If you have not received an email confirmation, we have not received the submission and you must re-submit before the deadline.

Final Report

A final report (mailed to you with your first check) is due back to the USTA within 30 days of the last day of racing at your fair, at which time the second half of your funds will be distributed. The report must be mailed in along with supporting materials such as written copy given to radio station, CD or DVD of the tv ad that was run, newspaper/magazine clipping, photos of billboard, bus ad, lawn sign, etc. and a full marketing plan evaluation.

If the report is postmarked after November 30, 2021, your organization may not be eligible to receive the second half of funding that was originally awarded to you and may result in the applicant's disqualification from the Matching Funds Grant program in subsequent years.



U.S. Trotting Association
6130 S. Sunbury Rd., Westerville, OH 43081-9309
www.ustrotting.com

Phone (toll free U.S. & Canada): 877.800.USTA (8782)
Phone: 614.224.2291 • jessica.schroeder@ustrotting.com
Fax (toll free U.S. & Canada): 844.229.1338



Matching Funds Grant

Application Cover Sheet

A. ORGANIZATION INFORMATION

Name of Organization/Fair: _____

Races to be held at (city, state): _____

Date(s) of races: _____

Speed Superintendent: _____

Phone/Email: _____

Publicity Contact: _____

Phone/Email: _____

B. MFG CONTACT PERSON *(where checks will be sent)*

Name: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

C. SUPPORTING DOCUMENTS

Below is a list of the required supporting documents that must be included with this cover sheet in order for the application to be considered complete:

- typed marketing plan
- typed budget
- copies of quotes
- proposed advertising copy

D. SIGNATURE

I have read the Matching Funds Grant overview page and have submitted all the necessary documents to the best of my knowledge. I hereby certify that this marketing plan and the associated expenses are to promote harness racing at the county fair level. I acknowledge that I am responsible for ensuring the checks sent to me are presented to the correct Treasury and that I will submit the Final Report within 30 days of the last day of racing at the fair.

MFG Contact Person Signature

Date



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