



Matching Funds Grant Application

County Fair Tracks/Organizations

A. ORGANIZATION INFORMATION

Name of Organization/Fair: Everyplace Horsemen's Association

Races to be held at (city, state): Everyplace, OH

Date(s) of races: June 11, July 20, September 2, 2018

Speed Superintendent Name: Speed Superintendent

Email: SpeedOffice@everyplacefair.org

Race Meet Publicity Contact: Publicity Contact

Email: HarnessRacingPublicity@everyplacefair.org

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

Name: MFG Contact

Street Address: 123 Main Street

City, State, Zip: Everyplace, OH 43123

Phone: 614-555-0152 Email: Publicity@everyplacehorsemen.org

C. 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
MFG Contact Person Signature

3/15/18
Date



2018 Marketing Plan for: Everyplace Horsemen's Association

The Everyplace Horsemen's Association sponsors three race days, including one day during the Everyplace County Fair.

We take advantage of advertising dollars which are available from the State Standardbred Association for newspaper and radio advertising. Our advertising efforts have been successful as we have one of the best grandstand crowds in the state for our harness racing programs.

We would like to try billboard advertising this year and plan to use one billboard which will include all three racing dates. This will be placed at the north edge of Everyplace. This location is near a local farm/animal supply store and will be in place for the entire racing season, including 2 weeks prior to the first race date (June 11). We will request funds from the SSA for the match to the USTA grant.

Our Association has worked very hard for the last 30 plus years to see that harness racing continues in Everyplace County. We have an exceptionally nice fairgrounds and track. We are responsible for the total upkeep of the track and for the racing programs. We can certainly use all of the financial help we can get so that we can continue to have a successful racing in Everyplace County.

Thank you for your consideration of our request for funding for a billboard to advertise all three of our racing dates in 2018.

**2018 Budget for:
Everyplace Horsemen's Association**

Description of Budget Items	Expense
Billboard	\$1,010
\$300/month	
Total Cost	\$1,010.00
Amount Requested from USTA	\$ 505.00

Harness Racing!



at the **Everyplace
County Fairgrounds**

**June 11
July 20
September 2**

6:00 pm