



Matching Funds Grant Application

County Fair Tracks/Organizations

A. ORGANIZATION INFORMATION

Name of Organization/Fair: Somewhereville Fair

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

Date(s) of races: July 11-12, 2018

Speed Superintendent Name: Speed Superintendent

Email: SpeedOffice@somewherevillefair.org

Race Meet Publicity Contact: Publicity Contact

Email: HarnessRacingPublicity@somewherevillefair.org

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

Name: MFG Contact

Street Address: 123 Main Street

City, State, Zip: Somewhereville, OH 43123

Phone: 614-555-0152 Email: HarnessRacingPublicity@somewherevillefair.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: Somewhereville Fair

We would like to invest in television advertising for the first time in the history of the Somewhereville Fair. We are looking to venture out into these uncharted waters to promote the harness racing at our fair, which is in a precarious state currently. We were rained out last year, which was our first year of having two days of racing. The fair board gave us two days of racing this year and we really want to make it count.

The attached Power Point details the tv promotion we were able to negotiate with Fox 47. The station will produce a 15 second commercial for us, which we can use for all of our other media outlets as well. The combined viewing area is over 11 counties with complete demographics attached. The Somewhereville Fair will get a total of 53 commercial spots over the 6 days leading up to the fair and will include segments during key programming of the Women's World Cup and Are You Smarter Than a Fifth Grader.

The entire commercial will be 100% harness racing themed and list the race dates and post time. This is a win-win for harness racing at the Somewhereville Fair, however in order to make it work for the pricing quoted, we need to be able to commit to the full \$1,000 investment, of which we are asking the USTA to provide \$500.

In our race program, we will have a short survey that people can turn in for a chance prize drawing. The survey will ask how they found out about the racing at the fair and if they saw our tv commercial. After the fair, we will enter the names and contact information into a database which we will use to send a mailing out next year in advance of the fair. We will also be taking two head counts in the grandstand and the immediate surrounding area per day to get an approximate attendance.

**2018 Budget for:
Somewhereville Fair**

Description of Budget Items	Expense
TV Commercials	\$1,000.00
Total Cost	\$1,000.00
Amount Requested from USTA	\$ 500.00

Somewhereville Fair

How Fox 47 can better help the
Somewhereville Fair promote the
harness racing at their 2018 fair.

Demographics and Coverage

- **Fox 47 covers 11 counties over-the-air. All TV stations in the coverage area share the same programming.**

Population	City of Nearby Town: 233,209	Somewhere County: 509,073
Nielsen Television Data	DMA Rank #83 Nearby Town	
	Total Households: 402,400	Total TV Households: 385,690
	Cable TV Penetration: 46.8%	Charter Cable Penetration: 41.7%
Education	Residents with a Bachelor degree: 44.4%	Residents (25+) with at least a High School Diploma: 93.9%

Somewhereville Fair

- Suggested run is from July 6-11
- Use a :15-commercial
- Place the commercial in as many places as we can while also using high-reach/high viewer areas
- Run commercials in:
 - 1x in the Womens World Cup Final Sunday night in prime-time. USA should be in this game!
 - 1x in the Women's World Cup Final pre-game show
 - 1x in Are You Smarter Than A Fifth Grader, prime-time Friday night
 - 1x in a prime-time random rotator Monday thru Friday
 - 3x per weekday in a daytime rotator, 9am to 12pm
 - 3x per weekday in an afternoon rotator, 12pm to 3pm
 - 3x per weeknight in a night rotator 10pm to 12am
 - 3x in a Sunday night rotator, 9:35pm to 11:35pm
- In all 53 commercials across 6 days
- Free TV production of commercial

Testimonials

- “In January of 2008, I aired my very first TV commercial for my Custom Bike Shop on Fox News at 9. I hoped to reach the people that would need my services. It was shocking how fast it worked for me.”
 - Will Smith, Owner
Pokerville Ironworks
- “Thank you so much for FOX’s involvement in the 2012 Walk to End Alzheimer’s...we heard many people say anecdotally how they saw commercials that drew them to the Walk.
- We also had an almost 200 person increase in attendance.”
 - Emily Hilker
Outreach Coordinator