



Matching Funds Grant Application

County Fair Tracks/Organizations

A. ORGANIZATION INFORMATION

Name of Organization/Fair: Anytown Fair

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

Date(s) of races: July 31, 2018

Speed Superintendent Name: Speed Superintendent

Email: SpeedOffice@anytownfair.org

Race Meet Publicity Contact: Publicity Contact

Email: HarnessRacingPublicity@anytownfair.org

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

Name: MFG Contact

Street Address: 123 Main Street

City, State, Zip: Anytown, OH 43123

Phone: 614-555-0152 Email: HarnessRacingPublicity@anytownfair.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: Anytown Fair

The marketing budget allotted the Anytown Fair requires us to market the county fair as a whole and we must make media buys with as great effectiveness and efficiency as possible. Our media placement entails a variety of mediums including radio, television, outdoor, print, etc.

We must stretch our marketing dollars to reach a multitude of demographics specifically with the varied events (harness racing, demo derbies, concerts, draft horse pull, etc.) thereby highlighting them as a whole works best for us. However, we do some targeted campaigns for each in various mediums that will assist us in reaching the masses interested in a specific attraction.

We fully understand and respect the USTA Advertising Guidelines as to the 75% of ad must reflect harness racing. We have enclosed samples of the ads/fliers, we plan to make a part of our 2018 harness racing campaign (outlined in budget); we would however be remiss if we did not share with the USTA copies of the 2017 radio, television and print campaigns that display harness racing as a very important element of our overall marketing campaign. While these examples do not adhere to your criteria, they do however work in conjunction with our specified harness racing print campaigns that do adhere to the 75% of ad reflecting harness racing.

These print pieces albeit newspaper ads and/or the flier campaign are all insertions that are timely placed a week to a couple of weeks out in front of fair week. These particular opportunities afford us the opportunity to promote harness racing solely, thereby meeting the USTA 75% criteria.

We will compare paid admissions, program sales and wagering figures from previous years to see how effective our marketing efforts are.

**2018 Budget for:
Anytown Fair**

Description of Budget Items	Expense
Newspaper Advertising – Capitol SCENE Magazine	\$900.00
One full page/full color ad week leading up to fair week – sample attached	
Newspaper Advertising – Farm & Dairy Magazine	\$1,191.00
One full page/full color ad week leading up to fair week – sample attached	
Printed Promotional Materials	\$1,500.00
1,500 half page/full color fliers blown into Capitol newspaper; two weeks leading up to fair week – sample attached	
Total Cost	\$3,591.00
Amount Requested from USTA	\$1,000.00

**DON'T
MISS THE**

HARNESS RACING ACTION at the ANYTOWN FAIR



Free Grandstand Admission Parimutuel Wagering

Friday, July 31

5:00 pm