



Matching Funds Grant Application

County Fair Tracks/Organizations

A. ORGANIZATION INFORMATION

Name of Organization/Fair: Anywhere Agricultural Society

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

Date(s) of races: August 6, 2018

Speed Superintendent Name: Speed Superintendent

Email: SpeedOffice@anywherfair.org

Race Meet Publicity Contact: Publicity Contact

Email: HarnessRacingPublicity@anywherfair.org

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

Name: MFG Contact

Street Address: 123 Main Street

City, State, Zip: Anywhere, OH 43123

Phone: 614-555-0152 Email: HarnessRacingPublicity@anywherfair.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: Anywhere Agricultural Society

Our advertising and promotional plan is going to include 100 double sided 18" x 24" corrugated plastic yard signs (draft enclosed) to replace the cost of a large billboard that we used last year. The road signs with stakes cost just under \$5 each. Local horsemen as well as some longtime fans and race supporters will put them up in their yard starting 2 weeks prior to the fair. Since the stakes can be used multiple times, we plan on taking advantage of using those next year and just ordering new signs for 2019.

We will also have four banners hung up on buildings around town, including one on the corner building at the light in town, and newspaper ads.

Our promotional plan also includes giving the first 100 kids accompanied by an adult a free backpack, with a tee shirt, coloring book and horseshoe. We will offer starting gate and jog cart rides in a double seated jog cart by way of a random drawing from entry blanks that will be printed in the program.

We will utilize the entry blanks from the rides for a mailing list to invite fans to an open house at the fairgrounds for our gate training day as well as the fair next year.

Thank you for your continued support of the Anywhere Agricultural Society.

**2018 Budget for:
Anywhere Agricultural Society**

Description of Budget Items	Expense
Yard Signs (100)	\$500.00
Banners (4)	\$300.00
Newspaper Ads	\$200.00
Total Cost	\$1,000.00
Amount Requested from USTA	\$ 500.00

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Harness Racing at the Anywhere Fair



August 6 6:00pm



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