



Matching Funds Grant Final Report

Due 30 days after the last day of your fair

Your final report for the Matching Funds Grant is due 30 days after the last day of your fair. Once a satisfactory report is submitted, the second half of the requested funds will be released.

This report should include a **complete** evaluation of your proposal, the actual results of the proposed activities and supporting materials such as photos, newspaper clippings, giveaway examples (or photos of such), copy of radio advertisements, etc.

Failure to return the final report or lack of a complete evaluation may result in your group not receiving the second half of the requested funds and/or the applicant's disqualification from Matching Funds Grant awards in subsequent years.

Please remember:

Advertising Guidelines:

In order for media advertising or placements to be considered as marketing expenses for harness racing, the ad must reflect harness racing in 75% of the ad and you **MUST** include the written copy given to the radio station, a CD or DVD of what was run, or photos of billboard/bus ads or newspaper clippings.

Ineligible Expenses:

- Racing expenses are NOT considered MFG expenses, such as:
 - Purses
 - State Racing Taxes
 - Starting Gate
 - Racing Officials (announcer, judge, timer, clerk, charter, photo finish, etc.)
 - Blankets (or other trophies given to race winners)
 - Winner's Circle Photographer or Photographs
 - Huff's Guide (or other horsemen condition book) advertising
 - Track Maintenance
 - Race Day Insurance
 - USTA and State Racing Commission Licenses
 - Programs
- Travel, lodging and meal expenses
- Promotional items ordered from the USTA



U.S. Trotting Association

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Phone: 614.224.2291

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A. ORGANIZATION INFORMATION

Name of Organization/Fair: _____

Date(s) of Races: _____

B. MFG CONTACT PERSON

Name: _____

C. MARKETING PLAN EVALUATION

Please type your marketing plan evaluation and attach to this form.

D. FINANCIAL REPORT

Please type your financial report (following the example below), make copies of your receipts and attach them to this form. If the amount spent is **LESS** than the amount originally requested, the USTA will adjust your second check accordingly. If **MORE** was spent, your second check will equal the amount given in the first check.

| | | <u>BUDGETED</u> | <u>SPENT</u> |
|-----------------|---|-----------------|-----------------|
| Example: | Radio Advertising (WMMB-Columbus) | \$300.00 | \$327.68 |
| | Newspaper Advertising (Columbus Dispatch) | \$400.00 | \$382.36 |
| | Pick-a-Winner Prizes | \$100.00 | \$50.00 |
| | Total | <u>\$800.00</u> | <u>\$760.04</u> |
| | Requested from USTA | \$400.00 | |

E. SIGNATURE

By signing below, I hereby certify that this marketing plan and the associated expenses promoted harness racing at the county fair level. I am responsible for ensuring the check is presented to the correct treasury.

Signature

Date