

Promote Your Drivers!

Harness racing has great personalities, both equine and human. Quite possibly the easiest personalities to promote are the drivers (and trainers) that come to your fair. With a little preparation, you can get your participants up close and personal with the fans.

Here are a couple ideas to get your drivers closer to the fans:

Have a pick-up truck take horsemen from the barns to in front of the grandstand for the **national anthem**

Have your **announcer introduce** each driver and give a little blurb about them (age, hometown, if they have another career, etc)

After each race, have the winning driver **toss a couple t-shirts** into the grandstand

After the races (or in between if you have a break for warm-ups) have some drivers come to the grandstand for an **autograph session**

Driver Autograph Cards

4" x 6" prints with a driver's photo, their name and your fair's logo. Easily picked up at any local store with in-house photo finishing. Priced around \$.11-.15 for each print. Or do a collage print of many drivers, you can even include driver's from years past!

