



USTA Fair Assistance Program

Overview Page for County Fair Tracks/Horsemen's Organizations

Overview

The USTA's Fair Assistance Program, started in 2006 as the Matching Funds Grant Program, provides resources for individual county fairs, horsemen's associations and colt circuits to promote the harness racing at their fairs. Over the years, the USTA fairs department has developed additional programs and now there is \$30,000 in total funding each year available through three programs:

1. **Matching Funds Grant** - up to \$1,000 to each selected group to support a marketing/advertising campaign that promotes harness racing at the county fair level. Selected applicants will receive one half of the awarded funding approximately one month after applications are due. The second half of the funding will be mailed once a satisfactory final report is received.

2. **Promotional Item Reimbursement** - up to \$1,000 to each group, available on a first come/first served basis until the budget is spent, for items purchased as grandstand give-a-ways (mugs, bags, hats, etc.) that have a harness horse on it. These would be items purchased by the applying entity and then half of the cost, up to \$1,000 will be reimbursed.

3. **Bulk Purchasing Program** - the USTA will order certain items in bulk that groups can order for give-a-ways at their fair. These items are for sale from the USTA at 50% of the cost. Items will vary year-to-year.

Each program has their own application or purchasing process.

Promotional Item Reimbursement

Reimbursement is done on a first come, first served basis. The items listed below must be included to receive reimbursement:

- 1) The Promotional Item Reimbursement Cover Sheet
- 2) Copy of paid invoice
- 3) Photo of item with a harness horse on it



U.S. Trotting Association

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Phone: 614.224.2291 • jessica.schroeder@ustrotting.com
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PROMOITEM 2025



Fair Assistance Program

Promotional Item Reimbursement Cover Sheet

A. ORGANIZATION INFORMATION

Name of Organization/Fair: _____

Races to be held at (city, state): _____

Date(s) of races: _____

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

Name: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Check Payable to (organization or person): _____

C. AMOUNT REQUESTED & SUPPORTING DOCUMENTS NEEDED

Total Promotional Item Spend for Harness Racing : _____

Amount Requested from USTA (50% of spend, up to \$1,000 max): _____

Below is the *required* supporting documents that *must be included* with this cover sheet for reimbursement:

- 1) copy of paid invoice
- 2) photo of item with harness horse on it

Please Note:

*Money is awarded and distributed on a first come, first served basis.
There is no specific deadline, as long as money is still available.*



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