



Matching Funds Grant Application

County Fair Tracks/Organizations

Overview

The Matching Funds Grant Program was started in 2006 and is administered by the U.S. Trotting Association. The program will award up to \$1,000 to each individual county fair, horsemen's association and colt circuit selected to support a marketing program that promotes harness racing at the county fair level. Applicants must provide the same amount of funding as they are requesting from the USTA (ie. a \$700 marketing plan with a \$350 request from the USTA).

Applicants who are awarded funds will receive one half of the funds at the time of notification, approximately one month after applications are due. The second half of the funds will be sent once a satisfactory final report is received (see below).

Requirements

The items listed below must be included for your Matching Funds Grant application to be considered complete.

Winning examples of Matching Funds Grant applications are available at fairs.ustrotting.com/funds.cfm.

- 1) The Matching Funds Grant Application cover sheet
- 2) A typed marketing plan, between 250-1,000 words, should include your *entire* marketing plan for harness racing at the fair and touch on your target market, your promotional plan, and how you plan on measuring success.
- 3) A typed budget should include your total *applicable* expenses for the Matching Funds Grant (ie. billboards, radio, tv, newspaper, bus, social media advertising, door hang tags, posters, road signs, open houses, etc.) and detail how much you are requesting from the USTA.
- 4) Copies of quotes from companies you are working with for ad buys/printing
- 5) Proposed copy of radio/tv script or draft of billboard, bus or newspaper advertisement, etc.

Ineligible Expenses

The following is a list of ineligible expenses for the Matching Funds Grant. *Inclusion of these in your budget may result in your application being voided.*

- Grandstand give-a-ways, either ordered from the USTA or another company (this is a separate program)
- Racing expenses, such as purses, licenses, insurance, racing officials, blankets or other trophies given to race winners, programs, etc.
- Track maintenance and capital improvements to barns and other buildings on the grounds
- Personnel costs, including reimbursement for time, travel, lodging and meal expenses

Application Deadline

Applications must be postmarked on or before May 1, 2020. Applications postmarked after the due date will not be considered.

Applications and supporting documentation can be mailed to:

USTA Matching Funds Grant
6130 S. Sunbury Rd
Westerville, OH 43081-9309

Final Report

A final report is due back to the USTA within 30 days of the last day of racing at your fair. The report must be mailed in along with supporting materials such as photos, newspaper clippings, copy of radio/tv advertisement, etc. and a full marketing plan evaluation.

If the report is postmarked after Nov. 30, 2020, your organization may not be eligible to receive the second half of funding that was originally awarded to you and may result in the applicant's disqualification from the Matching Funds Grant program in subsequent years.



U.S. Trotting Association
6130 S. Sunbury Rd., Westerville, OH 43081-9309
www.ustrotting.com

Phone (toll free U.S. & Canada): 877.800.USTA (8782)
Phone: 614.224.2291
Fax (toll free U.S. & Canada): 844.229.1338



Matching Funds Grant

Application Cover Sheet

A. ORGANIZATION INFORMATION

Name of Organization/Fair: _____

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

Date(s) of races: _____

Speed Superintendent: _____

Phone/Email: _____

Publicity Contact: _____

Phone/Email: _____

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

Name: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

C. SUPPORTING DOCUMENTS

Below is a list of the required supporting documents that must be included with this cover sheet in order for the application to be considered complete:

- typed marketing plan
- typed budget
- copies of quotes
- proposed advertising copy

D. 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 Person Signature

Date



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