



Matching Funds Grant Final Report

Due 30 days after the last day of your fair

This final report is due back to the USTA within 30 days of the last day of racing at your fair, at which time the second half of your funds will be distributed.

If the report is postmarked after December 1 of the awarded, 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.

Requirements for Matching Funds Grant Final Report

The items listed below must be included for your Matching Funds Grant Final Report to be considered complete:

- 1) You must fill out the *Final Report Cover Sheet*, with sections A & B filled out.
- 2) A typed *marketing plan evaluation* (section C on the cover sheet), between 250-1,000 words; should include what your marketing plan was for harness racing at the fair, what may have changed (items added or things that weren't able to be done and why), your thoughts on the measure of success and what you learned/might do different for next year.
- 3) The report must be sent in along with *supporting materials* (section C on the cover sheet) such as written copy given to radio station, a link or DVD of the tv ad that was run, newspaper/magazine clipping, photo of billboard, bus ad, lawn sign, etc. and a full marketing plan evaluation.
- 4) Financial report (section D on the cover sheet), including planned advertising expenses vs actual advertising expenses.

Final reports should be sent to:

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

Once the report is received, an email confirmation will be sent to the MFG Contact Person listed. If you have not received an email confirmation, please resubmit.



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 • memberservices@ustrotting.com
Fax (toll free U.S. & Canada): 844.229.1338



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A. ORGANIZATION INFORMATION

Name of Organization/Fair: _____

Date(s) of Races: _____

B. MFG CONTACT PERSON

Name: _____

C. MARKETING PLAN EVALUATION & SUPPORTING MATERIALS

Please type your marketing plan evaluation and attach to this form. Be sure to include supporting materials such as newspaper clippings, copy sent to radio station, photos, etc.

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	<u>\$100.00</u>	<u>\$50.00</u>
	Total	\$800.00	\$760.04
	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 acknowledge that I am responsible for ensuring the checks sent to me are presented to the correct Treasury.

Signature

Date