



**U S T A**

**US Trotting Association**

**Owner**

**Education/Recruitment/Retention**

# Four Way Approach

- One day seminars, usually at tracks. Introductory and yearling selection.
- “Hands On” annual driving school.
- Fractional Ownership opportunities.
- [www.owners.ustrotting.com](http://www.owners.ustrotting.com)

# One Day Seminars

- Make a business plan, budget, know costs and risks. Match the horse to your goals.
- Select a trainer, due diligence.
- Hear from existing owners, build in a little “wow.”
- Visit stables and hear case histories of horses racing at that track.
- 700 people, 20% or 139 new owners. 83% bought more than one horse, 56% brought in new people as their partners.

# Driving School

- 800 people, 16 to 70+, over 17 years.
- Leverage the “hands on” possibilities.
- Four-day schools in two locations, barn work and classroom time. Written licensure test at conclusion.
- Largest single category is existing owners who want to know more/be more involved.
- Retention of existing owners and expansion of their involvement.

# Fractional Ownership

- Develop, test and refine a tool kit for individuals to sample ownership at low risk level.
- Three tracks in three states and Wisconsin Fair Circuit. Price ranges from \$50 - \$350, all inclusive.
- Operating agreement gives beginning and end date of partnership. Shares are under the percentage for which Commission licensure is necessary.
- 218 participants over three years. Four have bought a horse so far.
  - “Like” Summer Slam Stable on Facebook
    - Ashes N Dust

## Owners

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### Partnership

Finding the right trainer is a key to a winning experience

### What to look for when buying

Trotter, pacer, a younger or older horse?

### Making the purchase

Privately, at auction, or even leasing can get you started

### Types of Ownership

Sole proprietorship, partnerships limited corporations, etc.

### Where will you race?

Where you race will affect your success

### The word on winning

Purses are on the rise in harness racing, so get your share

### The Big Question: Cost

A "bottom line" discussion about expenses you may encounter

### Take the plunge

Getting involved is truly as easy as one, two, three!

### Here to help

The U.S. Trotting Association will be your key ally in harness racing

[Click here for more owner resources](#)

Key track and organizational contacts you'll need to get started

[Download A Winning Combination: You and Harness Racing \(PDF\)](#)

Questions? Contact us at 877-800-USTA(8782) or send an email to [owners@ustrotting.com](mailto:owners@ustrotting.com)

# Outreach Tools

- Ustrotting.com
- Harness Racing Fan Zone – 41,000 followers
- United States Trotting Association – 13,000
- Instagram and Twitter
- Track programs/fan email lists/simulcasts.
- Handicapping information newsletters.
- Existing owner referrals.

