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
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

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
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.