

FOR IMMEDIATE RELEASE

Indiana Horse Racing Commission
Megan Arszman
1302 N. Meridian St.
Indianapolis, IN 46202
317-232-2897
Thoroughbred@hrc.in.gov
<http://www.in.gov/hrc>

Thoroughbred Owners & Breeders Invited to Free Marketing & Advertising Seminar

On July 15, the Indiana Horse Racing Commission (IHRC) is hosting a FREE marketing and advertising seminar for all Thoroughbred owners and breeders to help them understand the basics of advertising. From learning how important it is to have a professional conformation photo to how to know where to aim your advertising dollars, experts in the field will help owners and breeders take a leap in growing their business.

The seminar will be held in the suites of Indiana Grand Racing and Casino in Shelbyville, Ind., in the morning with free breakfast refreshments, courtesy of *American Racehorse* magazine. After the marketing seminar, the Thoroughbred Owners and Breeders Association will host an Ownership Seminar for those interested learning about owning a racehorse. That night, all attendees are invited to attend the 23rd Running of the Grade III \$500,000 Indiana Derby.

“We believe that it is the Commission’s duty to help our stallion owners, breeders and owners to get the most out of their stallions,” says Jessica Barnes, the IHRC’s Director of Breed Development and Racing. “We want to give them the tools to be successful in our program, and with this seminar, we hope to do just that.”

Topics to be covered in the seminar include:

- **Photography/Videography** – Harness the power of the perfect picture and learn why that is your farm’s first impression.
- **Advertising**—How to create an ad, set a budget, and aim that ad to get the most benefit for your small budget.
- **Social Media**—Did you know that social media is the most affordable type of marketing and how to be part of the conversation?
- **Utilizing Locale**—Have you considered hosting farm open houses for prospective breeders/owners? Inviting the neighbors to learn about your farm and horses? Getting to know your local government?

The speakers for the seminar bring with them many years of experience not only in the Thoroughbred industry, but in advertising and marketing. The IHRC welcomes Denis Blake (editor, *American Racehorse*), Ed DeRosa (Director of Marketing, Brisnet.com), Chad Mendell (owner, Equiseen) and Jen Roytz (co-owner/writer, Topline Communications).

All attendees will have their name in a drawing for a free full-color, full page advertisement in an upcoming issue of *American Racehorse*, as well as other giveaways from the *Daily Racing Form* and others.

Anyone interested in attending the seminar must RSVP by July 7 by emailing Thoroughbred@hrc.in.gov

Updates will be posted on the program's Facebook page:
<http://www.facebook.com/indianathoroughbredbreeddevelopment>