

FOR IMMEDIATE RELEASE

Indiana Horse Racing Commission

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### **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 refreshments. 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 23<sup>rd</sup> 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?

Anyone interested in attending the seminar should RSVP by July 7 by emailing

[Thoroughbred@in.hrc.gov](mailto:Thoroughbred@in.hrc.gov).

Updates will be posted on the program’s Facebook page:

<http://www.facebook.com/indianathoroughbredbreeddevelopment>