

Marketing Your Livestock Project



Before the Fair

Create a list of businesses and/or individuals to invite.

- Project related businesses: where you buy feed and supplies, equipment, veterinarian, etc.
- Invite local businesses you support: your bank, doctor, favorite shop owner, etc.
- Identify local businesses: construction companies, auto dealers, corporations, etc.

Write a personal letter inviting the business to the Youth Livestock Auction.

- Handwritten letters are best! It shows you took the time to personalize it.
- Introduce yourself: Who you are, what kind of things you enjoy/do, participate in.
- Explain your project. How long have you been showing, how you care for you animal, their names (if applicable)
- Share with them your favorite part about you project. Why you like showing and what you learn/gain from the experience.
- Mention if you shop or support their business (i.e. we buy feed at your store, we show at your location. Etc.)
- Include a picture of yourself and your animal. Its helpful if they recognize you at the sale.
- Include all their options! If they don't want to buy the animal, they can do add-ons or donate the animal back to benefit a good cause.

Hand Deliver Letters.

- Ask for the owner of the business. Make eye contact and introduce yourself with a firm handshake. Smile and be confident!
- Share who you are and invite them to The Great Frederick Fair Youth Livestock Auction.
- Mention what animals you will be exhibiting and selling.
- Ask if they have any questions and hand them a Buyers Guide if you think they are a new buyer.

During the Auction

- If you see buyers you invited, go up and re-introduce yourself. Shake their hand and thank them for coming and supporting the youth.
- Have your parents/family/friends pay close attention to who buys your animal. Be sure to go up to them after you leave the ring and personally thank them for supporting your project. Some exhibitors choose to have a small gift for them to enjoy and take the day of the sale.

After the Auction

- Write a personal thank you note to your buyer and everyone that gave you an add-on. Include details about your fair experience and what you plan to do with your next project.
- Letters can be mailed and should be written no later than a couple weeks after the sale.
- Don't forget about your buyers throughout the year! Send them a quick note during the holidays along with a special treat. Baked goods are always a favorite. Letting buyers know you appreciate them year-round (rather than just at fair) will go a long way! They may keep supporting you for years to come.