

RACE NIGHTS PLAYERS GUIDE

Race Nights provide not only a great night's entertainment but also an ideal opportunity to raise funds for your favourite good cause, to thank staff and/or customers for their loyalty or even to help to promote a new product or venture.

A standard race night consists of 8/9 top quality races shown by our presenter on a big screen. He will also calculate the odds on the betting and act as Master of Ceremonies for the evening.

The evening will usually last for approximately 2 ½ hours with your guests having a flutter on some exciting races and hopefully picking some winners! The betting is often done with real money but we can provide 'fun money' if you do not wish your guests to part with their cash.

When 'fun money' is used, you need to provide a few prizes and those with the most money at the end of the night will be awarded the prizes, or an auction can be held for the prizes bidding, of course, with 'fun money'.

If the event is to be a fundraiser, there are several ways to start the fundraising before the night. You can try to get sponsorship for the races, sell the horses and sell a tri-cast on the last race of the night as well as retaining a portion of the money staked on each race.

Our race nights can be tailor-made to suit any type of function or venue, from fundraising in the local pub for their football team to large corporate hospitality events in top hotels.

**FOR FUNDRAISING OR JUST FOR FUN A RACE NIGHT
COULD BE JUST RIGHT FOR YOU!**

WHAT YOU NEED TO DO TO MAXIMISE FUNDRAISING POTENTIAL

Firstly, all it takes to book us is a telephone call. We will then confirm the details to you in writing & at the same time send you the following essential items:

A COPY OF THE RACE CARD that our presenter will bring along on the night (not necessarily the same as the one in this pack!) so that you have the horses names for selling.

A HORSE SELLING CHART – ask your guests to choose one or more of the fun names from the race card, pay over the agreed fee (say £1 or £2 or more if you think you can get it!) & enter their name in the appropriate box on the chart. You will need to provide prizes for the winning owners – maybe a bottle of wine or spirits or even just a proportion of the cash raised from selling each race.

Some clients sell the horses two or three times over as owners, trainers & jockeys – more horse-selling charts can be provided upon request!. If your guests prefer to make up their own horse names simply enter the new names on the chart & give it to our presenter on the night. The names & owners will be announced before each race. One other item can be entered on the horse-selling chart – namely the RACE SPONSOR.

At the top of each box is a space for the name of the sponsor – you may have some local businesses who would be willing to donate a sum of money to sponsor a race – this race could be named after them & their name mentioned during the event – so basically what you're offering them is a bit of on-the-spot advertising on the night.

A TRI-CAST CHART. We suggest that you operate the tri-cast on the last race of the evening. What we ask your guests to do is to select what they think will come in 1st, 2nd & 3rd on this 1 race only & enter their name in the appropriate box on the tri-cast chart. Each box can be sold for say 50p or £1. There are 336 combinations available so if all the boxes were sold at £1 you would have £336. You could give the winner £100 & there would be 5 others with the same 3 numbers but in different orders – you could give these 5 people £20 each & you

would still be left with £136 – a nice boost for your funds!. We realize that the tri-cast looks like a lot of work but what works well for some clients is this:- most race nights are organised by a committee so why not cut the tri-cast chart in to equal strips. Each committee member can take a strip & sell them to friends, family & neighbours. It then doesn't look like such a daunting task & it also gives people who can't come along on the night the chance of a cash prize. Alternatively many clubs & organisations often seem to have 1 person who regularly gives their time to sell raffle tickets etc. – maybe they would be willing to take on the task of selling the tri-cast for a few week-ends prior to your race night. The main thing to bear in mind is that you need to be confident of selling if not all, then certainly a fairly good proportion of the tri-cast to make it work successfully.

ADVERTISING POSTERS – which obviously need to be put up around the venue as much in advance as possible. Approaching people to buy a horse or a chance on the tri-cast before the night together with a prominent display of advertising posters will hopefully create lots of interest in the night and also ensure maximum attendance.

On the night:

Our presenter will arrive at your venue apprx. 1 hour before the start time. This will give him ample time to set up his equipment & to answer any last minute queries you may have.

In most cases we provide 16mm projection equipment & use an 8' screen for maximum impact. If your venue has a big screen video system we can provide the races on VHS video.

The event should last for about 2.5 to 3 hours depending upon the number of people present. Obviously the races last for a fixed amount of time, but generally speaking there is 15-20 minutes between each race. Many venues have a break for supper/bingo/etc. & these can usually be fitted in without any difficulty.

Profit can be made on the night from the betting. Speak with our presenter when he arrives & agree what % of the betting money you want him to retain for your funds. This can be anything from 15-40% & is your decision. Our presenter will calculate all the odds on the betting but you need to provide someone to take the bets so that you are handling your own money. We can of course provide someone to do this for you if you wish, at an extra fee.

A supper can be used as an added incentive to attend the race night and may also enable you to make a charge for entrance tickets.

It is a good idea to have an AUCTION RACE at the end of the evening. You can leave the 8th race on the chart unsold or our presenter will happily put on a 9th race for you & hold an auction to find owners. Your guests may like to form syndicates for this race & some good prices could be paid for the horses. Again, a nice cash boost for your funds as well as the possibility of a generous cash pay out to the winning owner.

If your RACE NIGHT is not a fundraising event, all monies taken in are subsequently paid out to the winners. Alternatively, all bets can be placed with 'fun-money' and your guests will be trying to win a prize (which you provide) at the end of the event.

No deposit is required with your booking. Our presenter will have a VAT invoice for you on the night & will collect payment from you then unless alternative arrangements have been made i.e.: if your booking is made through an agency or brewery etc.

**IF YOU STILL HAVE ANY QUESTIONS AFTER READING THIS LEAFLET
PLEASE DON'T HESITATE TO CONTACT US ON: 01943 850694**