

A NIGHT AT THE RACES

with Fundraising Events

Making it Pay

We understand that the most important detail of your event will be that you make money for your charity, school or club. We recommend our standard package for numbers of 50 to about 75 people. From 75 upwards you may be able to afford the extended package giving an even more impressive event. For events above 100, please contact us for a quote.

So, work on the principal that if you cover all of your overheads (our fee, venue hire, food costs) within your ticket price and get a reasonable number of people along on the night, then you cannot fail to make a good profit.

TOP TIP: don't make your ticket price too cheap, as people may buy one but then not show up - and you really need the people there on the night spending additional cash!

Staff

To keep the cost down to you, we only provide the minimum of staff. You will need to provide volunteers to take bets throughout the evening - one person per 25-30 guests is ideal. We can provide extra jockey girls in silks, if required, at an additional cost of £75 each. We can also bring along stylish Jockey Silks for your people to wear, at just £5 each (included with the extended package).

Selling it

The following is an ideal way to sell the event, although exactly how you go about this is, of course, up to you. We are always happy to discuss and advise you on this or any variations or ideas you may have - we want your Race Night to be successful too! Set your ticket price and how many you hope to sell. Also produce horse ownership cards for the first 6 races (48 horses). These can be sold to individuals whether attending or not at say £10 each. Approach local people / businesses and ask them to kindly sponsor one of the 7 Races with a donation or prize to the value of about £40 minimum. In return their name will appear in the Race Card and they receive 2 free tickets for the evening (the more the merrier on the night!).

The winning owner in each race is awarded the sponsors prize. On the night we will sell the ownership of each horse in the 7th Race by auction. This can raise a good amount, so keep your best prize for last. You can find a selection of fabulous prizes, should you need to purchase one or two, that sell very well in an auction at www.auction-direct.co.uk

Top Tip: raise up to £880 with a Tri-Cast sweep!

As well as horse ownership, a great idea is to run a tri-cast sweepstake. This again gives you the opportunity to generate revenue from people unable to attend as well as those who buy tickets. With a £5 stake level you will gross £1680! Offering £100 cash prize for the tri-cast winner of each race will leave you with a profit of £880. Plus the punters have 8 chances to win £100 in cash! Contact us for more information or to request a free copy of our tri-cast entry sheet...

Another great fundraising idea is a Pudding Auction. If you are having a meal, ask several guests to bring along a lovely dessert to serve 8 or 10 people. Then, after dinner, auction the puddings one by one to the highest bidding table. We've been known to get over £100 from a hungry table for a very desirable strawberry cheesecake!

Betting

On the night cash bets are placed during the build up to each race at the 'Tote'. Our Race Cards detail the 8 runners in each race. Bets are placed by horse number and usually with a minimum bet of £1. When all bets are made, the race gets underway. Once the winner is known, all bets are totalled, a deduction is made for the 'fund' (normally 30%) and the balance then divided between the number of winning bets on that race, giving a 'dividend' return amount for the £1 stake. The dividend is announced and payouts are made.

Charity Profit

The amount of profit will depend on guest numbers & their generosity! Based on 75 guests, profit will be made up from Horse Ownership sales (48 @ £10 plus the Auction of Horses in the last race), Tote deductions (say £30 per race) and maybe a Raffle and Bar profit as well?

A target of £1000 plus is very realistic. And our fee is fixed no matter how much you make.

ENQUIRE NOW

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