RACE NIGHT INFORMATION

EVENT OVERVIEW

Race Nights from Race Night Services

Race Nights have been one of Ireland's most popular and successful Fundraising Events for the past 25 years. A simple event to organise, and within the capabilities of almost all Clubs and Organisations, a Race Night combines two of Ireland's most enjoyable activities - A Day at the Races, and A Night out with Friends!

Race Nights can Raise €2,500 - €10,000 and more for an average Club in a single night depending on the Club Size (and e ort). We Provide Everything required for the Night including Starter Pack, Promotional Material, Race Card Design and Printing, and of course the Event itself, The Race Night, with Top MC, AV & PA Equipment, Tote Tickets, and Exciting Race Night Films.

Everyone needs to Fundraise, and we have put together a Team of Professionals in every aspect of an Event: Event Management, Event Crew, Media Crew, Print Crew, and Top MC's and DJ's.

We do it all, leaving the Club to concentrate on Fundraising....

We believe our Event Packages at RACE NIGHT SERVICES to be the most Extensive, Comprehensive, and most importantly Professional Packages in Ireland.

** You will need around 4/6 weeks to Sell your Race Night Sponsors, Horses, and Adverts.

Race Nights | The FUN Way To Fundraise!

Race Night Services is a division of
Fundraising Events Group

www.fundraisingevents.ie
Ireland's Leading Fundraising
Events Company

Race Night Services:

- RACE FILMS
- TOTE TICKETS
- PA & AV EQUIPMENT
- PROFESSIONAL MC'S
- PRINT & DESIGN
- POSTERS & PROMO
- RACE CARDS

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Ireland's Number 1 Race Night Provider!
Nationwide Service
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HERE'S HOW IT WORKS!

Once you have decided to run this Event, Race Night Fundraiser, for your Club we will assign an Event Operations Manager and Media Operations Manager to take care of the Event & Media requirements if Booking our Print & Design Package. From Event Management to Event Crew, Media Crew, and Print Crew, we have the Teams to make your Night a huge hassle free success. Below is information on our Print & Design Package. We also have MC/Operator Packages, and DIY Film Rental Packages available.

Stage 1
STARTER PACK/CALL

This usually happens at the start of the process once the Initial Deposits are paid for the Event Booking. Firstly we will send you your STARTER PACK. We will then arrange a call with one of our Event Operations Team to give you and your committee an overview of the entire Event and Process including Fundraising Revenue Streams/Tips and Package Guide/Payments Structures. There may be a requirement at this stage to confirm the Venue is suitable for the Event before advertising it. 90% of Pubs/Venues are suitable.

Stage 2
PROMOTIONAL MATERIAL/DROPBOX

We will Design and Print all the Promotional Material to start Advertising and Promoting your upcoming Race Night. If you have a Main Event Sponsor you can add this to the Poster. If you would like to have your Club Logo please also forward this. We will work on things such as Posters, Invitations/Tickets, Personalised Seller Races, Social Media Content and Banners. We will also set up your Dropbox Folder to start uploading the information for your Race Card **(See Stage 3)**. We will create Event Pages on our Facebook Page and Web Site and you can link your pages to them.

Stage 3
THE RACE CARD | BOOKLET

Race Night Services will Design & Print your Race Card for the Race Night. Our Media Ops Team will have set you up with your Dropbox Link where you can upload all your Information for the Booklet such as Event Details, Main Event Sponsor, Races and Race Sponsors, and Advertisements for the Advertising Insert. You simply upload some information to the relevant Folder on the Sponsor such as a Business Card, Flyers, Link to their Web Site, or sometimes a Sponsor may have their own artwork. We will set this link up at the start of the process and you can upload as you go. The deadline for uploads is usually 10 Days Prior to the Race Night. At this point our Media Crew Design Studio will do up all the Graphics and send you back a proof of the Race Card for approval. Our Race Cards are designed in Full Colour and Professionally Designed. This takes a lot of stress from the busy committee.

Stage 4
THE RACE NIGHT | LIVE SHOW

It's Showtime and time to Place Your bets! Usually a Club would book a Local Pub or Venue suitable for the event. Our MC will arrive on the Night for an 8.30pm start time and bring all their Professional AV, PA, plus all the Tote Tickets and Race Cards. They will run the Event from the Start to Finish, with DJ Music throughout to create a Party Atmosphere and assist with Tote Calculations and MC your Auction Race and Race. Here's How It Works | The event is based on up to 10 Races. The MC will Show a Form Preview to each Race, stop the Race and allow guests to Place there Bets. He will then run the Race to get the Winner to the roars of the venue after which he will work out a Tote Dividend for the Winners. The Tote result is usually 50% of the Money placed on bets on that Race with the other 50% being your Profit for the Club. For example if there is €200 Bet, there is €100 for Winners and €100 for the Club and if there are 5 Winning Tickets, each punter will get a Tote Return of €20. We will also have a last Race, an Auction Race where guests can bid on the 8 Horses available for Auction. We add all the money and again with the Club getting 50% Profit and the Winner getting 50% Prize. Usually the Race is the last thing to be done.

REVENUE POTENTIAL

Main Event

The event is based on up to 10 Races on the Night.
There are usually 10 Races Pre Sold, with an Auction Race as last race also.
You can sell extra Races and we can double/treble up with Races 1A, 1B, 1C and 2A, 2B, 2C, etc

BEFORE THE NIGHT

MAIN EVENT SPONSOR	**x1**	**€500**	**€500**
Main Event Sponsor will get their Logo on Posters & Cover, plus a Full Page Advert on Back Page			
PREMIUM SPONSORS	**x2**	**€250**	**€500**
Premium Event Sponsors will get a Full Page Advert on Inside Front Page, or Inside Back Page			
RACE SPONSORS	**x10**	**€195**	**€1,950**
There are 10 Races on the Night, plus the Auction Race **(Main Event Sponsor Names)** who recieve Race Name and get a Full Page Advert Opposite			
HORSE | JOCKEYS	**x80**	**€10**	**€800**
10 Races x 8 Jockeys in Each Race = 80 Jockeys Average €10.00 each. Winner gets a Spot Prize.			
HORSE | TRAINERS	**x80**	**€10**	**€800**
10 Races x 8 Trainers in Each Race = 80 Trainers Average €10.00 each. Winner gets a Spot Prize.			
HORSE | OWNERS	**x80**	**€10**	**€800**
10 Races x 8 Owners in Each Race = 80 Owners. Average €10.00 each. Winner gets a Spot Prize.			

ON THE NIGHT

TOTE BETTING	**€1,000**
Based on average of 100 people attending all who bet €2.00 per race. Your Club retain 50% of the Total Bet.	
AUCTION RACE	**€400**
There are 8 Horses in The Auction Race. Target €100 per Horse. Your Club retain 50% of the Total.	
RAFFLE	**€500**
Get lots of Spot Prizes and have a Giant Race. Not everyone can give money and some will give Vouchers and Spots	

OVERALL TOTAL €7,250

PLEASE NOTE *Event Package Cost & Spot Prize Cost to be deducted from Total Revenue.*

REVENUE POTENTIAL

The Advertising Insert

The Advertising Insert can substaintially increse your Revenue from your Race Night. Clubs can offer Local Businesses and Supporters of the Club/ Organisation the opportuity to take a Full Page or Half Page Advert.

Our In House Design Studio Manage, Design, and Print your Race Card.

ADVERTS			
FULL PAGE ADVERTS	**x10**	**€125**	**€1,000**
Full page (A5 size) advert in the Race Night booklet. * You can offer Special Placement adverts for an additional cost - eg. Centre Pages, Inside Front Cover etc			
HALF PAGE ADVERTS	**x20**	**€75**	**€400**
Half page advert in the Race Night booklet.			

OVERALL TOTAL €2,750

PLEASE NOTE *Design & Print Fee's of €12.50 per Full Page, and €7.50 per Half Page to be deducted from Revenue.*

EXAMPLES |
Full Pages Adverts
Designed and Printed
In House Studio & Print Room
at Fundraising Events Group

BEFORE THE NIGHT

You can raise funds by selling the Race Card (Horses, Sponsors, Ads). We issue you with a 'Starter Pack' and this contains all the Blank Races, Ad Forms, etc. Please see 'Revenue Potential' for the suggested Rates (what average clubs charge to achieve this target). You can increase or decrease Rates if you wish.

All content is uploaded to DROPBOX

MAIN EVENT SPONSOR

Usually the club would seek a 'Main Event Sponsor'. This sponsor would usually pay between €500.00 to €1,000.00 for this privilege.

The Main Sponsor's Logo will appear on Posters, and The Front Cover (their Logo) and Back Pages (their Ad) of the Race Card. This will substantially decrease the cost of running the night. Main Event Sponsors can also cover the Package Cost of the Event (we can Invoice them directly). Premium Sponsors receive a Full Page Advert on Inside Front Cover or Inside Back Cover.

RACE SPONSORS

There are 10 Races on the Night that are Pre Sold, plus an Auction Race, auctioned on the Night (Race 10A, or 11). You would usually look for larger, more Corporate Companies to Sponsor the Races. The Sponsor will get a Race Sponsor and an Advert opposite for €195.00.

For Example:
Race 5 | The GEODIS Grand National
Plus Advert Opposite. They will also get publicity on the Night from the MC.

HORSE SALES | JOCKEYS, TRAINERS, OWNERS

There are 8 Jockey's, 8 Trainers, and 8 Owners in each race. The Owner gets the privilege of naming the Horse. The Winning Jockey, Trainer and Owner receive a prize (usually a Spot Prize, this means you keep the cash). There are usually 10 Races on the Night, plus an Auction Race (Sold on the Night), however you can sell multiple races for each (i.e. if you sell 20 races we simply have Race 1A, 1B, 2A, 2B and so on. We will worry about the layout - simply sell as many Races as you can.

Extra Races/Extra Adverts
The base booklet has 10 Races however some Clubs have sold these Races many times ending up with Race 1A, 1B, 1C, etc. and so on for the other Races.

We simply Print Extra Races for this Race. It is the same Race on the Night for result and betting, but you have several winners then due to extra fundraising. This can substantially add to the profits from the Race Night as can selling extra Ads in the Advertising Insert.

ON THE NIGHT

Although the Main Revenue Potenital of a Race Night comes from selling Horses, Sponsors and Adverts in the Race Card, you can still make money on the night from **TOTE Betting**, **The Auction Race**, and the Good 'aul **Raffle**, where guests can win many fabulous prizes including a Cuddly Toy!

TOTE BETTING

Guests can place a €2.00 (Minimum) bet on their chosen selection from Horses 1-8 on the Races. It's just like being at the Dogs or Going Horse Racing. The Club take 50% (Minimum) of the Monies Placed on Each Race. So if you have 100 Guests, and each place a €2 bet, the club can expect to make a minimum of €100.00 per race profit.

Some guests will place Higher Bets, and some races you will make more. Set Limits for Betting and Payout.

AUCTION RACE

The last Race of the Night is usually 'The Auction Race' Our MC will Auction the Horses to the highest bidders. There are only 8 Horses, so usually Syndicates form and pool their money together.

If each Horse was sold for €125, your club will retain 50%. So that's €500.00 more for the club.

RAFFLE

A race is the 'Old Reliable', everyone loves to win a prize ....

Get as many Spot Prizes as possible and have a Race. Usually it's €2.00 a strip, or 3 strips for €5.00

You can almost guarantee everyone present will buy tickets. The more prizes the more tickets you will sell. Not every company will be in a position to give you money so get spots and vouchers from them instead.

RACE NIGHT INFORMATION

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'Our first Race Night and what a night! Race Night Services Complete Package Print & Design with MC was a hassle free financial success!'

Gerry Cooley
STARLIGHTS GAA

"

'We used to run Quiz Nights but a Race Night is the best craic by far - not to mention more than 2 times the fundraising capability!'

Lorraine Mason
CIE MUSICAL SOCIETY

"

'Fantastic job! Very professional from start to finish. Definitely one of the best fundraising events the club have run'

John Coleman
EMERALD EVERTON FC

Join our growing list of clients across Ireland and book your hassle free, all-inclusive Race Night today!

www.racenightservices.ie

Race Night
SERVICES IRELAND

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