

Running a Video Race Night

How does a race night work ?

The tote opens and the compere invites your guests to place their bets on the lucky number or name which they choose from the race card, the minimum betting amount is agreed with you before the tote opens. Guests may bet as much as they like on each horse and on as many horses as they wish. The compere announces that the tote is closing and then invites a volunteer from the audience to choose a race tape at random and loads the tape into the machine.

A short humorous preview precedes each race and a spoken commentary together with on screen position display accompanies each race.

The race ends and the winner is announced, the compere announces the payout and winners are invited to “come and collect their winnings”.

Legal Requirements

All proceeds must be awarded to a registered charity or incorporated social club i.e. no private individual may profit from the event. If proceeds are to be given to charity a representative of that charity must attend the event. In all instance if you have any doubts please do not hesitate to contact us on the number below. The race night and tote constitute only the secondary attraction for the evening and must be accompanied by a primary attraction such as a bar, raffle, supper or disco. In the event of the occasion being a fund raiser for a club (rather than a registered charity) the event may only be advertised on the club premises (not in a newspaper for instance). We always recommend contacting your local licensing officer before organising a race night for real money.

Labour Saver:

It's almost a ritual to screw up losing tickets and throw them on the floor, nothing wrong with that except for the sweeper up. We will invite your guests to write their names on the back of their losing tickets and drop them into the bin. At the end of the evening draw a ticket at random and award a small prize. It saves on cleaning up and helps to keep guest at the venue until the very end.

<http://www.enterleisure.co.uk/page6.htm>
01989 563783

A Night at The Races
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The Best In Sporting Entertainment

Racing Certainty

Probably the best and most successful Entertainment based Fund Raising Format available.

We have been offering fund raising Race Night Services since 1991 and we have seen many new ideas come and go (we've tried most of them) but nothing matches a well run and well organised race night.

Make no mistake, a lot of the work takes place before we turn up with the equipment.

Organisers need to:

Find a suitable venue (we need a 13amp power socket, a 4' table & 2 chairs and a space measuring approx 2.4m (8') square.

Sell tickets and wherever possible, sell sponsorship and horses (see box far right).

Provide a float, we only operate race nights where bets cost a minimum of £1, we will be glad to discuss what float you require when you know how many guests you have coming.

How the tote works

The tote is a simple system designed to ensure that you are never out of pocket when your guests place their bets. All of our standard packages include the services of an experienced and professional tote assistant who will conduct all of the necessary operations and calculations on your behalf. At the end of your event you will be presented with a written breakdown of all monies taken, tickets sold and payouts made.

Lets assume that 100 guests attend your event and that in the first race they all spend £1.00 each.

You have decided to take a 40% cut from the tote for your cause from the betting (tote) and 10 tickets were sold for the winning horse.

Takings (race 1)	£100.00
40% Cut (your profit)	£ 40.00
Balance (the tote)	£ 60.00
10 winning tickets payout:	£ 6.00 each

Over 8 races the tote will make £320 on this basis

These figures are designed for illustration only, the amount of profit that you make depends largely on how many guests attend.

Important:

Don't forget, we will need a cash float to sell the tickets

Before the event

Race Cards

We cannot recommend highly enough the practice of selling horse (see section titled owners on the right of this box), this is a fantastic opportunity to maximise your funds, most bookers are able to produce their own race card, if you have difficulty with this we can send you a template in spreadsheet format.

Most successful fund raising race nights are well into profit long before we arrive at the venue

The key to the success of any fund raising function is to promote, promote and then promote some more.

If you are raising money for charity most local newspapers and radio stations will be only too eager to help you to promote your event.

Sponsors:

Why not ask your local taxi company, takeaway or even your brewery to sponsor a race, charge them £10 to become a sponsor and hold a sponsors draw at the end of the evening, 8 races at £10 each nets £80, award a £25 prize and you have made an extra £55 for your cause.

Owners:

This is potentially the biggest extra earner for your event, why not sell your horses prior to the event, approach potential purchasers and ask them to buy a horse for a set price (they must all pay the same amount), prior to running the race we will announce the owners names and then when we run the race you award a prize to the winning owner.

Example:

Lets assume that you sell the horses for £3 each in the first seven races (£21) and then award a £7 prize to each of the winners (£49) bringing you an extra profit of £119 for the night, horses may be sold for whatever price you wish and you may choose to award prizes as you wish.

All of our races feature 8 runners, the prerecorded race commentator always refers to their number in the race so you can call the horses anything you like but please be aware....our presenters will not read out anything which features crude language or offensive phrases.

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