

## How The Race Night Works

Our Race Nights are great fun and a great way to raise funds for your charity, club or society.

## MAT Media's Race Night Package

We supply the following at your race night:-

- Full Colour Personalised Posters to publicise your Race Night.
- Full Colour Personalised Race Programmes for the night.
- Host for the evening to comper the night.
- Professional Race night DVD with 8 races (option that your last race could be auctioned by our comper on the night to generate extra funds).
- All equipment needed for the night will be provided i.e. Projector / Screen / Microphone / PA System / Tote Tickets.
- Option of person to manage the sale of Tote Tickets and work out winnings per race.
- Music to be played before / after races and during breaks if required.

## What you need to do prior to the Race Night

- Book a suitable venue
- Advertise the Race Night to make sure you have a good turnout on the night (the posters we provide will give you a good start)
- Find 8 Race sponsors – You can ask the sponsors for a prize or cash to buy prizes to go to the winning owner on the night.
- Sell all sixty four horses then let us know the owners names and we will enter onto your personalised racecard we supply for the night.
- Ensure a couple of volunteers are available on the night to help run the Tote.
- Organise a raffle with prizes and sell tickets on the night
- If your venue doesn't have a licensed bar and you are going to run your own bar make sure you have the necessary licence
- Arrange to have a float, say £100 in small change
- Sell entrance tickets or do pay on the door (optional)

On the night lay the room out so that everyone will be able to see the screen and set aside a table and chairs for the Tote. A cash box is also a good idea to keep the money in.

Our host will introduce the evening, explain how the betting works and introduce each race including credits for the sponsors.

People can bet on any horse or horses and buy as many tickets as they like when the Tote opens before each race. We recommend you sell Tote Tickets for £1 each. Once the Tote closes for each race 50% of the money taken is put to one side for your funds and the balance is shared amongst the people who have bet on the winning horse. The calculation is simple and the winners are paid out as soon as the race is over and before the Tote re-opens for the next race on the card. The owner of the winning horse is announced and receives his or her prize at this time.

## Example of funds that can be raised from a Race Night

Sale of Horse Owners prior to night - 8 Races each with 8 runners @ £5 per horse. Winning Horse Owner of race would receive prize donated by each race sponsor.

**£320**

Main Sponsor for evening (logo included on Posters & Programme and sponsor credits from the comper throughout the evening.)

**£50**

Raffle on the night

**£100**

Last Race Auctioned in the room 50% to your funds 50% to winner in the room

**£80**

50% Sales of Tote Tickets

**£200**

**TOTAL - £750**

Could easily rise depending on numbers attending. Also option of selling entrance tickets / race programmes would boost funds.

## CALL NOW TO BOOK!