

BENEFIT NIGHTS & FUNDRAISING in

KINGDOM
GREYHOUND STADIUM 

**RAISE € FOR
YOUR CLUB!**

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Irish Greyhound Board

Kingdom Greyhound Stadium is the ideal venue in which to hold a fundraising event. The stadium is dedicated to facilitating the non profit community with a range of services that supports fundraising through benefit race events, allowing organisations to earn substantial revenues ranging from €4,000 to €60,000.

“ We will help you to tap the full potential of your fundraising night. Our goal is to help you build a broad base of support from a diverse group of contributors and make your fundraising activities an overwhelming success. **”**



We will assist you in developing a comprehensive fundraising strategy to maximise your revenue and minimise your workload.

We make the entire fundraising experience easier by providing expert guidance and exceptional support to the established committee.



“ Our first priority is maximising revenue for your event. IGB stadia have an impressive track record, setting records and exceeding goals.... ”

PROPOSED ACTION POINTS FOR YOUR ORGANISATION:

- Set fundraising goals
- Chose the type of fundraiser you are going to run
- Decide on what areas to focus on for example ticket sales, sponsorship, race card advertisements etc..
- Develop target contributors, e.g. sponsors & race card advertisers
- Create a target specific fundraising strategy
- Create a sales pitch
- Draft pitch letters. Organise mailings, meetings & phone calls

Each stadium will offer a number, or all of the following opportunities to maximise the financial return for your organisation.

“ As every organisation is different we have compiled 3 main ways to raise funds based on the amount the organisation is looking to raise ”

1: SMALL - TICKET SALES
Funds from €1,000 to €6,000

2: MEDIUM - BUSTER RACE
Funds from €6,000 to €14,000

3: LARGE - MONSTER BENEFIT NIGHT
Funds from €15,000 to €60,000

“ Maximise the financial return..... ”



1. SMALL - TICKET SALES

Funds from €1,000 to €6,000

- The stadium gives the fundraising committee pre printed tickets that entitles the bearer to entrance and race card to the stadium
 - The organisers sell the tickets @ €5 per ticket
 - The stadium charges €500 to run a one off race on the fundraising night, where the fundraising group presents the trophy to the winning greyhound on the night.
- Other activities can be organised to also generate income for the fundraiser such as holding a raffle.



EXAMPLE ONLY

Sell 500 tickets @ €5	€2,500
Raffle	€800
Stadium cost	- €500
Profit	€2,800

2: MEDIUM - BUSTER RACE

Funds from €6,000 to €14,000

EXAMPLE ONLY

Sell 720 Tickets @ €20 each	€14,400
(Admits 2 Adults & 2 Children)	
Raffle	€1,000
Total income	€15,400
Prize Money Cost	- €1,500
(For the buster ticket. This includes the cost of printing the tickets)	
PROFIT	€13,900

- 1 Race is assigned to your fundraising committee
- Each race has 6 dogs
- There are 720 different combinations of what order the dogs can finish in that race , e.g. 452613, 654321, 254631 etc..
- Each combination is printed on a ticket
- Each Ticket holder gains Entrance & Race Card to the stadium on the night of the Buster Race
- The person with the ticket showing the combination of how the dogs finished in that race wins a cash prize (that the organisation puts up)
- Raffle Tickets can be sold on the night to generate extra funds, activities such as novelty racing can be organised.
- Face painting and bouncy castles are also available to ensure a fun night out in a safe and secure environment for all the family.



3: LARGE - MONSTER BENEFIT

Funds from €14,000 to €60,000

An organisation that chooses to run a Monster Benefit Night has many options of how to proceed.

There is no limit on the number of tickets the organisation can sell for their night.

The cost to run a Benefit Night is €2,500.

Face painting and bouncy castles are available FOC if requested, to ensure a fun night out in a safe and secure environment for all the family.

Post racing entertainment can also be organised to ensure the fun continues long after the racing action ends

EXAMPLE ONLY

2,000 General Admission tickets @ €10 each	€20,000
Sponsorship of 11 races @ €500 per race	€5,500
Raffle on the night	€1,500
Race card advertisements 100 @ €100 each	€10,000
Total Income	€37,000
Stadium Cost	- €2,500
PROFIT	€34,500

“No limit on ticket sales...”

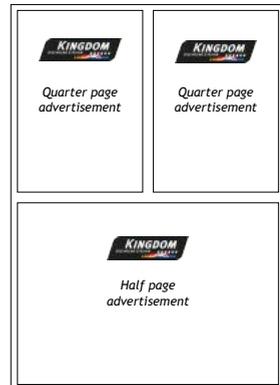


SPONSORSHIP OF RACES

Eleven (11) Races are made available for the committee to sell sponsorship for. Race sponsorship is an ideal opportunity for the involvement of commercial organisations as they receive full acknowledgment in an allocated race title and a full page advert in the race programme, a presentation after the race which is photographed and has the potential to appear in local and national newspapers.

RACE CARD ADVERTISEMENTS

Selling adverts in the race card on the night is another opportunity to generate revenue. This is primarily directed towards smaller enterprises which may not have the resources for race sponsorship



RAFFLE TICKETS

The organisation can also hold a raffle on the night, details of spot prizes and sponsors are printed in the race card and raffle tickets can be sold to all stadium patrons.





TESTIMONIAL

"We raised over €70,000 when we held our Fundraiser this year, the team at Kingdom Greyhound Stadium made everything so easy that all we had to do was sell our tickets and turn up on the night. Don't hesitate another minute. Log onto www.kingdomgreyhoundstadium.ie !"

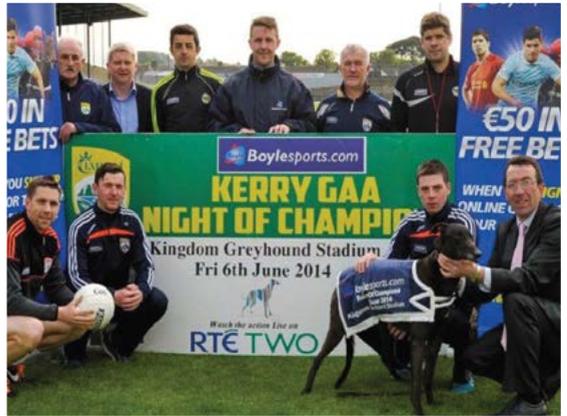


EXAMPLE TICKET

Our proven track record at hosting successful benefit race events relies on the active participation of the organisation involved.

A package can be tailored to suit your needs in terms of manpower and organisation size.

We would welcome any queries you may have or would be pleased to sit down and discuss in greater detail at your convenience.



FUNDRAISING/BENEFIT MEETING TERMS & CONDITIONS

1. Bookings can only be made with the Sales, Operations & Commercial Manager or Racing Manager at the Stadium.
2. Dates can be provisionally booked for 2 weeks only. A €500 booking deposit must be paid.
3. If the booking deposit is not paid after 2 weeks the date will be released.
4. No tickets can be sold inside, outside or around the stadium on the lead up to the event or on the night of the event.
5. **Cancellation Policy:** Deposits are transferable but only to a date within the same calendar year. Deposits are only refundable if the date booked is resold to another group.
6. Once the booking has been confirmed Stadium Management will meet with your committee/contact person and confirm all details for your event. A letter of confirmation with all your events details will then be issued to you.
7. **Payment:** each group is invoiced the week after their event. **The invoice must be settled with 30 days.**



Tired of surfing the net trying to find ideas on how to raise funds for your organisation?



Look no further than
KINGDOM
GREYHOUND STADIUM

Kingdom Greyhound Stadium offers an excellent opportunity for any organisation, big or small to generate a substantial profit while providing an excellent nights entertainment for all the family at a very low cost.