

# Harolds Cross *Greyhound Stadium* Fundraising Opportunities 2010

**Racing every Monday, Tuesday & Friday  
(Saturdays in December)**

Harolds Cross Greyhound Stadium is now firmly established as one of the leading entertainment and fundraising venues in the Dublin. The Stadium boasts an array of modern facilities such as a 280 seat restaurant offering a panoramic view of all the racing action while you dine and relax with full bar and tote betting facilities at your table, two Hospitality Suites, a Carvery and Snack Bar which is located on the ground floor on the Stadium along with 2 superb bars with catering in the Stadium being provided by the highly regarded Dobbins.

The Stadium offers fundraising opportunities for all types of organisations whether it is sporting, charitable, educational etc. Between 2008 & 2009 the stadium has hosted over 100 Benefit/Fundraising Nights raising over €1,000,000 combined for clubs & charities. If you and your organisation are interested in organising a fundraising venture that will prove extremely rewarding financially as well as providing a great nights entertainment for your members, supporters, sponsors and guests, then Harolds Cross Greyhound Stadium is the venue for you.

Fundraisers in the best have raised anything from €2,000 to €80,000 but at Harolds Cross we really do have an option to suit every group, big or small. We offer special incentives to groups who run their fundraiser on a Monday or Tuesday Night all year round as well as Saturday Nights in December.

Set out in the next couple of pages is an explanation of how a fundraising night works and the different ways for your group to raise funds. If you would like to discuss the possibility of running a fundraiser at Harolds Cross Greyhound Stadium, please contact me by email at [philip.peake@igb.ie](mailto:philip.peake@igb.ie) or on one of the numbers below.

Kind Regards,  
Philip Peake  
*Sales, Operations & Commercial Manager*  
**Harolds Cross *Greyhound Stadium***  
**Direct Dial: 061 448084    Mobile: 086 8236156**

## A Fundraising Race Night

A race night consists of 11 races with 6 dogs running in each race. We race on every Monday, Tuesday & Friday nights, 52 Weeks of the year with extra meetings on Saturday nights for the month of December; any of these nights are available for fundraising events. Doors open at 6.30pm each night with the first race out of the traps at 7.55pm. Children are very welcome at the stadium but due to licensing laws must leave the premises ½ an hour after the last race.

### Admission Tickets

The most popular revenue stream for any club/charity running a fundraising night at Harolds Cross Greyhound Stadium is the selling of Admission Tickets to your “**Fundraising Night at the Dogs**”. The way this works is you sell admission tickets at a price set by you (normally a minimum of €10 per person as this is our normal admission charge) and we charge you a reduced price for every ticket presented at the Stadium on the night. The ticket price includes admission and race programme. A standard Admission Ticket can be provided by us at no extra cost.

Alternatively you can sell an Admission Ticket that also entitles the bearer to a Sausage & Chips at our Snack Bar as an added extra. Obviously you can charge slightly more for this ticket (suggested selling price €15 per person) and again we charge you a reduced price for every ticket presented at the Stadium on the night of your event. Set out below are the possible profit per ticket sold and the Stadium Charges for fundraising admission tickets.

<b>Ticket Type</b>	<b>Suggested Selling Price</b>	<b>Reduced Stadium Charged</b>	<b>Profit Per Ticket Sold</b>
<b>Admission Only</b>	€10	Mon/Tue - €2	€8 (80% Profit)
		Friday - €4	€6 (60% Profit)
<b>Admission &amp; Sausages and Chips</b>	€15	Mon/Tue - €5	€10 (66% Profit)
		Friday - €6	€9 (60% Profit)

Even the smallest of groups can raise a couple of thousand by selling admission tickets alone.

**TICKETS CANNOT BE SOLD OUTSIDE THE STADIUM ON THE NIGHT**

## Race Sponsorship (Optional)

### Discounts available Monday & Tuesday Nights

As mentioned earlier there are 11 races each night which can be sponsored by your club/charity. Sponsorship is not required to proceed with a fundraiser but is an extra revenue possibility for your club. We recommend that you secure within the region of €200/ €300 per race. €100 of this money goes directly to prize money for the owners of the greyhound's who finish in 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> place in each of the eleven races. Bord na gCon will also put their normal contribution for each race towards prize money which is within the region of €240 per race.

#### Example

Return to your Organisation from Race Sponsorship (Based on €300 per race)

€300 - €100 = €200 per race X 11 Races                      **€2,200**

#### *What a Company Who Sponsors a Race Gets for this €200/300*

1. Race named after their company which is printed in the race card and announced over P.A System before and after the race.
2. Permission to place signage at the Stadium for the night in question.
3. Presentation to winning Greyhound owner/trainer after their sponsored race, which will be photographed and circulated to local media to ensure the sponsor, attains the deserved publicity. If you wish to order this you will need to provide a small trophy for the presentation. A company called Penrose Crystal provides value for money pieces which are ideal for post race presentations. Diarmuid Coughlan is the contact name and his number is 083 3494157.

**It is important to remember that Race Sponsorship is not required to run a Fundraiser at the Stadium and if you do wish to proceed with this you do not have to sponsor the full 11 races.**

## Raffle on the Night

You are free to organise a raffle on the night of your event. A possible return from this is normally **€1000** on a Monday/Tuesday night and in excess of **€1,200** on a Friday night. As previously stated the doors open at 6.30pm so therefore we recommended that your ticket sellers are in place at this time. Prizes are displayed at the Main entrance and tickets can only be sold in this Area. Tickets

are then sold until 6<sup>th</sup> Race after which the draw is made and our commentator will gladly announce the winners over our P.A System.

## Advertising

Programme advertising provides an excellent opportunity for fundraising as all proceeds goes straight to your organisation. The normal prices for advertising in the race card are as follows (but these prices are set by each individual organisation):

*Full Page - €100.00 Half Page - €75.00 Quarter Page - €50.00*

The responsibility for designing the advertisements lies with the organising committee who in turn must forward them to the stadium for placement in the race card. The only format that can be accepted will be A5 as our race card is printed in this format (Sample Advertisements available from Stadium). There will normally be a nominal charge for the printing of ads'.

### Points of Note

- The Original Advertisements must be designed by the organizers in the required format (Please see samples provided)
- The maximum number of advertisements that can be placed in our race programme is 5 A5 Pages front and back (i.e. 20 pages in the race card). Should you be lucky enough to have more than this amount you can print your own booklet which can be inserted into our race card.
- Advertisements for entry to the race card for your benefit night must at the stadium within the following time frame:
  - Monday/Tuesday Benefit – no later than the Thursday before the event
  - Friday Benefit – no later than the Tuesday before the event

*(Entries after this time are not guaranteed to appear in the race card)*

## Buster Draw Option

Organisation's can also look at the buster draw option. This can you used in a number of ways. The concept is based on 6 greyhounds competing in a selected race on the night of your event. There are 720 possible ways the greyhounds can finish in any race i.e. 123456, 654321, 213654.... etc. We can arrange to have 720 tickets printed with a unique combination on each ticket. The winner ticket holder normally receives a cash prize (this is decided by your group) Tickets can be sold to include admission in which case the charges outlined on page 2 are applied to tickets presented at the door on the night or you can run a buster draw sweep and sell the as a prize draw only. We nominate a race on the night which provides the result to

determine the winner (normally race 7). Possible profit from this option is outlined on the next page.

### Buster Draw (Continued)

<b>Buster Draw (Admission Tickets)</b>	<b>Buster Draw Sweep (No Admission)</b>
720 Tickets Sold @ €10 Each = €7,200 Buster Draw Prize = €1,000	720 Tickets Sold @ €5 = €3,600 Prize Draw Prize = €500
<b>Profit Before Admission Charges</b> €6,200	<b>Profit</b> €3,100
	(This option can only be run in conjunction with the selling of normal admission tickets and is often used instead of a raffle)

For groups who feel that they would not be able to sell 720 tickets there is a mini – buster option which uses the combinations of the first four greyhounds past the post in the pre-selected race (360 combinations) and this option really suits smaller groups. There are a number of printers that we can recommend to print your personalized tickets who will courier directly to you.

### Restaurant (Optional)

As previously stated Harolds Cross Greyhound Stadium boasts a Grandstand restaurant overlooking the racing circuit (with catering provided by the highly regarded Dobbins Organisation) which offers a superb view of all the racing action while you dine, with full bar and tote service to your table. It is an all round enjoyable and entertaining experience. The opportunity is available to you to sell tables in the restaurant to local businesses, sponsors etc at a greater price than agreed with the stadium. We currently offer a €29.99 Restaurant Package which includes a 4 Course Dinner menu on Monday & Tuesday night with full bar and tote service to your table (not available in December). Groups in the past have raised significant amounts by selling restaurant seats as part of their fundraiser. For more details be discuss with Stadium Management on booking.

We are confident that we offer the best fundraising opportunities you will find and would be only delighted to answer any queries you may have before deciding to proceed with a fundraising venture.

## **Deposit**

Due to the level of enquiries we receive the payment of a €300 deposit signifies that the date you have provisionally booked is guaranteed for your group. This deposit will be deducted from the balance owed to the Stadium as a result of your fundraiser.

## **Interested**

If you are interested in discussing the possibility of running a fundraiser please contact me on one of the numbers below or by email and I would only be too happy to arrange a meeting answer any queries you me have.

Philip Peake

*Sales, Operations & Commercial Manager*

**Harolds Cross *Greyhound Stadium***

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