



**ARE YOU LOOKING TO RAISE FUNDS FOR YOUR ORGANISATION?**

**FUNDRAISING OPPORTUNITIES AT SHELBOURNE PARK  
GREYHOUND STADIUM IN 2010**

**RACE NIGHTS  
WEDNESDAY/THURSDAY/SATURDAY  
(Also Friday Nights in December)**

**Shelbourne Park Greyhound Stadium in conjunction to being the flagship greyhound stadia in the country is now firmly established as one of the most famous sporting, entertainment and fundraising venues in the capital.**

Containing a 380 seated Grandstand Restaurant run by the highly regarded **Dobbins** organisation (offering a panoramic view of all the racing action while you dine with full tote and bar facilities at your table), seven hospitality suites (catering for up to 245 diners) and ground floor Carvery and snack bar facilities including coffee dock the Stadium has hosted an increasing number of fundraising nights for all types of Sporting, Charitable and Educational organisations for many years and is the **ideal family friendly venue for any organisation of whatever size looking to raise funds in 2010 offering superb fundraising value and one great atmosphere!!**

If you're interested in examining the fundraising opportunities available through a venture which will prove financially rewarding as well as proving to be a great night's entertainment for members, supporters, family and guests please read on.....

**(Please note that there are incentives for running a Fundraising night on a Wednesday or Thursday all year round or on a Friday night in December which can be explained by calling myself Patrick Flynn on 087 9577064)**

If it is your first attempt at running a fundraiser the best advice we can give is not to spread yourselves too thinly by attempting to do too much. If you identify the main

elements of this fundraising package which you feel suit your organisation best and concentrate on these your night will be a financial success!!

**You are the best judge as to what parts of the attached are suitable for your fundraising group!! However at present the Mini-Buster Ticket Option is proving a very popular option.**

**Fundraisers in the past have normally risen between €10,000 and €80,000 but whatever size your organisation the opportunity exists to raise invaluable monies while also raising the profile of your organisation. Even the smallest organisation or individual(s) looking to raise a few thousand euro for a designated charity or event can avail of the superb facilities at Shelbourne Park to raising the monies required.**

What follows is a basic outline of how the night is organised and what can be achieved. You are free to contribute your own ideas and please call if you require any further information. It may be beneficial to come along to the Stadium on a fundraising night meeting prior to your own fundraising night to see exactly how the night takes shape and I would be delighted to sit down with your committee to answer any queries that you may have.

**Remember the attached is only a guide and you are free to contribute your own ideas.**

**Pick out the parts of this package which suit your organisation best to do.**

## **THE RACE NIGHT**

- A race night normally consists of 11 races with 6 dogs running in each race. The greyhounds for the night will be organised by the stadium. We race on Wednesday, Thursday and Saturday nights with Friday night racing in December. Any of these nights are available to your group but as you will see from what follows **special incentives are available for Wednesday and Thursday night fundraising events.**
- **The first race on a Wednesday/Thursday night is at 7.55pm and the doors open at 6.30pm while on a Saturday night the first race is at 7.30pm with the doors opening at 6.15pm.**

## **TICKETS**

Your organisation can sell admission tickets for the “Fundraising Night at Shelbourne Park in advance of the event (these tickets are a standard ticket and can be provided by ourselves.) These tickets should be priced at a minimum of €10 per head which is our present admission charge. (This includes a race card).

**When these admission tickets sold by your selves are presented at the door we will charge the ticket holder nothing & simply give them a race programme. We will reclaim from you only €4 per ticket sold for a Saturday night benefit meeting (leaving a minimum 60% profit) and the discounted price of only €3 per ticket sold for a Wednesday/Thursday night benefit meeting (leaving a minimum 70% mark up) You simply return to us the tickets that you do not sell!!**  
**Tickets cannot under any circumstances be sold outside the stadium on the night.**

Alternatively we can also supply a second ticket which includes admission/race card/sausage & chips which may be suitable for families and has worked well for school fundraisers etc. Given that the normal admission alone is €10 these tickets including food should be sold for €15 but again this is your decision. We reclaim from you only €5.50 for each of the admission/race card/sausage & chip tickets sold for a Wednesday/Thursday night fundraiser and €6.50 for a Saturday night fundraiser. Again this leaves a considerable mark up for your organisation.

Even for the smallest fundraisers a few thousand euro can be raised through selling tickets alone providing that you price them competitively. Remember many people will buy tickets for your event even if they do not intend going on the night!!

### **SPONSORSHIP (optional)** **(Please note Wednesday/Thursday discounts)**

- All sponsorship requirements are up for discussion and **sponsorship is not required to proceed with a fundraiser** but it is recommended that if you decide to go with this option you should look at securing sponsorship in the region of a minimum €200/€300 per race with €100 going to the sponsorship of each race and the balance going to your organisation. Bord na gCon will put their normal contribution towards the prize money on the night which is in the region of €240 per race. **If you feel sponsorship will be an issue do not let this deter you from proceeding with your fundraising event. Please note that you do not necessarily have to have 11 sponsors and fundraisers can be run without sponsorship or with less than 11 sponsors.** In return for the Sponsorship each race will be named after the sponsor and this will be printed in our race programme at the very top of their respective race in bold print and will be announced over the loud speaker prior to the race giving the sponsor excellent coverage. In addition Shelbourne Park racing is shown live at all other venues racing on each of our race nights and also on the Irish Greyhound Board website [www.igb.ie](http://www.igb.ie). The sponsorship goes directly to the owners of the greyhounds who finish in 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> in each race.
- **We would suggest that sponsors should also be given a free advert in the race card as well as several complimentary admission tickets for your fundraising night as an acknowledgement of their support. The opportunity also exists to have post race presentations whereby the sponsor of each respective race makes a presentation to winning connections which is photographed by the stadium photographer. This again is an acknowledgement of the contribution they have given.**

## **ADVERTISING (worth doing)**

- Programme advertising provides an excellent opportunity for fundraising as all proceeds go to your organisation. Prices per page are set by your organisation. Prices have generally started from €150/€200 for a full – page, €100 half – page but ultimately it is your decision what you charge as you know your target advertisers best of all. The responsibility for the printing of the original ads normally lies with yourselves and we strongly recommend that you get someone from your organisation that has some computer knowledge to print up the original ads as it will save you a considerable amount of money. Our race programme allows for 5 A4 pages back and front (i.e.: 20 A5 pages of ads for inclusion in our main race programme). The option also exists to print your own booklet which is an excellent option particularly if you feel that you will attain more than the 5 A4 allocated advertising pages as you want to maximise your lift in this area. These

booklets can be distributed at the turnstiles on your race night in addition to the normal race programme.

\* It is important to emphasise that all adverts must be received in A5 format ready for photocopying (a sample copy of ads is attached). Unfortunately ads which do not come in the correct format cannot be accepted by us.

There will normally be a nominal charge for photocopying of the ads and the additional work involved in putting the benefit cards together. If you provide your own booklets to be handed out with the official race card there is no charge.

We strongly recommend selling advertising space and looking at the booklet option. Recent benefit meetings have raised substantial amounts through programme advertising alone. Companies who may not want to sponsor a race may be willing to place an advert instead.

### **DOG NOMINATORS (optional)**

Significant amounts of money can be raised through finding nominators for each greyhound racing on the night. Nominators can be listed in the race card and are

for example normally club members( if sports organisation) parents/teachers (if a school) and family, friends and general supporters of all fundraisers. There will be a minimum 66 greyhounds listed to run on your fundraising night (11 races X 6) and your target if you go with this option should be to have at least one nominator per dog. It is up to your organisation what you decide to charge nominators but we would suggest a minimum figure of €10 per nomination.

All monies raised by securing nominators goes straight to your club so the more nominators you find the more your organisation raises. We would also suggest that instead of giving each winning nominator a prize (there would be at least 11 on the night)

it might be better to put all winning nominators into a draw at the end of the night and draw out 2 or 3 winners to whom a prize would be given.

Securing nominators is highly recommended as it gives many of the people attending on the night who have become nominators an interest in a particular greyhound in a particular race & can add to their enjoyment of the night, particularly if they are not regular race goers.

### **RAFFLE (well worth doing)**

You are free to hold a raffle on the night of your fundraiser. You only need four or five prizes for the raffle and hampers etc are very suitable prizes. A figure in the region of 1000 euro can be raised through a raffle on a Wednesday/Thursday night and in excess of €1,300 on a Saturday night. We will position a table just inside our main entrance where you can display prizes, sell tickets etc. You would normally sell tickets up to the 7<sup>th</sup> race and when the draw has been made we will announce over our public address system all the winners for you.

## **THE BUSTER DRAW OPTION (proving very popular) & Quite Simple to organise**

**Organisations could also look at the Buster Draw or Mini Buster Draw options which are now very popular .The Full buster draw involves 720 tickets while the new Mini Buster draw may suit smaller organisations and involves selling 360 tickets or as close to that number as possible)**

In any given race there are 6 dogs competing which can finish in any given order 1 to 6 which amounts to 720 permutations e.g.: 123456-654321-136542 etc. You would have a buster draw race on your fundraising night (normally race 7) and sell the 720 buster draw sweep tickets in advance of the meeting at say €10 per ticket which may include admission (sample ticket attached) You are thereby offering someone the chance to win a cash prize as well as giving them a night at the stadium for a very attractive price. This would generate €7,200 in funds from which the winning permutation ticket holder would receive a cash prize of maybe €1000 leaving a very healthy profit even after your contribution towards admission tickets is taken into account.

**You are free to charge what you wish for the buster tickets.**

Some organisations prefer to charge €20 per ticket and include admission while others use the buster draw as a “fun” element and charge only €5. **Please bear in mind that the success of the full buster draw really depends upon the ability to sell a high percentage of the 720 tickets although once you sell over 150/200 you are immediately looking at a profit even if you don't sell all 720 tickets.**

## **THE MINI BUSTER DRAW (VERY POPULAR)**

The Mini Buster Draw operates in the same manner as the Buster Draw with the only difference being that there are 360 combinations instead of 720. These combinations are based on the first four greyhounds to finish in your buster draw race (normally race 7) eg: 1234- 6543- etc. Club/Charity/School logos etc can be printed on these tickets.

Again if you sold these tickets at €10 per head to include admission it would generate €3600 in funds and with a cash prize to the winner of even €500 this would leave a profit in the region of €3000. The Mini-Buster Draw suits smaller organisations who feel that they are more able to sell the 360 tickets which come with the Mini-Buster draw rather than the 720 tickets in the Main Buster Draw.

**The Mini Buster Draw is normally an excellent option that smaller organisations opting for a Wednesday/Thursday night fundraiser will decide to run with.**

## **ADDITIONAL OPTIONS** **RESTAURANT (Always Popular)**

As mentioned in the introduction Shelbourne Park Greyhound Stadium contains both a very popular Grandstand Restaurant and seven corporate suites (with catering by the highly respected Dobbins organisation) overlooking the track which offers a superb view of all the racing action while you dine. The Restaurant/Suites are hugely popular so we would recommend that if any of your organisation or supporters are interested in dining at the stadium on your fundraising night they should book as soon as possible upon confirmation of your date in order to avoid disappointment. (Reservations 1890 269 969)

**Remember for a Wednesday/Thursday night fundraiser (not December) we can sell the restaurant seats to you at the discounted price of €30 which you in turn can sell on at a higher price as part of your fundraising activities to raise funds. This €30 price includes 4 course dinner ,admission .race card with both bar and tote service while you dine in comfort.**

**Many schools/clubs/charities have regularly made significant amounts on a Wednesday/Thursday night fundraiser through block booking the restaurant seats and then selling these on at a greater price. Apart from being a great money spinner these nights have also proved great social occasions and with Dobbins looking after all your catering needs a tremendous night is guaranteed.**

The stadium also has seven Corporate Suites which could be used to entertain sponsors on your night. In total these can accommodate up to 245 people. Each suite overlooks the track and you can decorate the suites on your night with your own branding, balloons etc. If you also want to arrange musical entertainment or family friendly attractions (face painting / clown shows etc we are also open to your suggestions.

Some Clubs have held novelty 'HUMAN' races which all add to the occasion.

Racing normally finishes around 10.30pm with the bar remaining open after racing.

In conclusion we feel that your organisation can through this novel fund raising event generate substantial profits as well as enjoying a great night out at the hugely popular Shelbourne Park Greyhound Stadium and while obviously the Saturday nights being a weekend night are the most popular and are suitable for bigger Fundraising events the Wednesday and Thursday nights do offer discounts for organisations .

**WE ARE CONFIDENT THAT WE OFFER THE BEST FUNDRAISING DEAL YOU WILL FIND AND WOULD BE DELIGHTED TO ANSWER ANY QUERIES YOU MAY HAVE BEFORE DECIDING TO PROCEED.**

## **DEPOSIT**

**A deposit of €300 is payable on confirmation of a date for your Fundraising Event .**

Given the number of enquiries we receive the payment of a deposit signifies that the date you have asked for is closed off for your organisation in the event of any other enquiry for that date. This will be deducted from any monies outstanding from the Fundraising Event.

## **Interested?**

If interested in discussing further please call me on 087 9577064. I would welcome any queries you may have regarding the attached.

I have included a sample programme and examples of both the mini buster and main buster options from previous fundraising nights for your perusal.

**TESTIMONIALS FROM PREVIOUS FUNDRAISERS ARE ALSO INCLUDED**

Regards

**Patrick Flynn**

**Patrick Flynn – (SALES, OPERATIONS & COMMERCIAL MANAGER)  
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**RACE NIGHTS, WEDNESDAY – THURSDAY – SATURDAY NIGHTS  
(FRIDAYS IN DECEMBER)**

***BEST FOR RACING, BEST FOR DINING, BEST FOR ENTERTAINMENT,***

***It's Fast, It's Pulsating, It's Greyhound Racing, DON'T MISS OUT***

## **SHELBOURNE PARK FUND RAISING TESTIMONIALS**

### **Tony Donnelly Secretary Monaghan GAA Supporters Club**

“We have run a fundraising night at Shelbourne Park for the last 10 years and on each occasion have made a substantial profit for the Club. We have found the Management of Shelbourne to be of great help in the organising of the event and the Fundraising package they offer represents great value.

All our supporters have also found the facilities and the food at the stadium to be of the highest standard and each year our members and supporters have requested a return to this great venue for another fundraising event”.

### **Gemma Brophy, Fundraising Co-ordinator Irish Society For Autism**

“The Irish Society For Autism ran our first fundraising night at Shelbourne Park this year and were absolutely delighted with the success of the night.

All those who attended had a great night and everything went very smoothly with tremendous help from all the Shelbourne Park staff. We would have no hesitation in recommending a fundraising night at the venue”.

### **Ann Hughes (Dundrum FC)**

“ Our club has been running greyhound fundraising nights for a number of years and they have not only proved a huge success raising well needed funds for the club but have been great social occasions for club members, supporters and family. The formula for running the night is simple and I would recommend any type of organisation looking to raise monies to seriously consider a fundraiser at their local greyhound venue where they offer great value”.

### **Eoin Newell (Console Fundraiser)**

“I organised a successful fundraising night at Shelbourne Park this year and found the fundraising team at Shelbourne to be extremely helpful and accommodating. We managed to raise in excess of €5,000 which was a great achievement. The night was a brilliant success, everyone had a lot of fun participating and I would definitely recommend Shelbourne and it’s facilities for a fundraising event. I look forward to running another fundraiser at the venue in the future”

### **Donal O’Shea St.Joseph’s and The Helpers Charity**

“I have been involved with a number of fundraising nights and have found them to be an excellent means of generating very important revenue for the charities involved. Many of the people involved had not been greyhound racing before and they really enjoyed the night at Shelbourne Park. I believe that a fundraising night at Shelbourne Park provides an excellent platform for any organisation to raise funds.”