

## ***BENEFIT / FUNDRAISING NIGHTS***

Kilkenny Greyhound Stadium is conveniently located in Kilkenny City. The stadium was recently re-opened after renovations, and with improved facilities, and a family friendly atmosphere, is the ideal venue for fundraising. Racing is held each Wednesday and Friday evenings.

Fundraising at Kilkenny Greyhound Stadium is open to all not-for-profit organisations, including schools, clubs, community groups and charities. Following the recent refurbishment, there is now a shop in the stadium, which has proved popular with children. There are also snack and fast food facilities available. All children receive free admission to the stadium, which can allow families to enjoy a value for money night out, whilst also benefiting a worthwhile cause. There is also car parking facilities which can cater for up to 180 cars and is free of charge.

Benefit Nights have proved very popular in the past for many organisations, many raising in excess of **€15,000 profit** on the night. I'm sure, that with a bit of hard work and dedication, a Benefit Night can prove very beneficial to your Organisation.

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There are a number of fundraising options available, suitable for all sizes of groups and organisations, such as:

### *Gate Receipts:*

The **full** gate receipts taken on the night are returned to the organisation undertaking the Benefit Night, consequently pre-selling of tickets assists the organisation in raising funds. It must be noted that on an average Friday Kilkenny Greyhound Stadium receives approximately **€1,300** in gate receipts from its regular customers, which will go towards the Organisation.

### *Buster Draw:*

Organisations should look at the Buster Draw option which is especially suitable for bigger fundraising. This involves the following:

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. 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

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€7, 200 in funds from which the winning permutation ticket holder would receive a cash prize of maybe €500 leaving a very healthy profit even after your contribution towards prize monies and admission tickets are taken into account.

This is only an example and you are free to charge what you wish for the buster tickets. Some organisations prefer to charge €20 per ticket, generating an impressive €14,400 in funds. Others use the buster draw as a fun element and charge only €5. Please bear in mind that the success of the 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 the full 720 tickets.

### *Race Sponsorship:*

Another opportunity to raise funds for your organisation is to seek sponsorship from businesses or organisations, with half of the money contributed as prize money and the other half a donation to your event. An effective way to gain sponsorship of individual races is to suggest that each race be named after the relevant sponsor.

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### *Race Card Adverts:*

Kilkenny Greyhound Stadium will manage the compilation of the races, which will be forwarded to you prior to the event. Your organisation can organise the printing of the race programme for your event. This allows you to sell advertising space in the programme and thus generate further revenue for your event. This is usually a very successful venture for each Benefit Night.

### *Race Nominations:*

Each greyhound race features six greyhounds, with the option available to sell nominations for each of the greyhounds. Many organisations successfully sell a nomination for every dog in each individual race (normally at €50 per dog), generating an income of €3,000, less the value of a token prize (usually €20) presented to the nominator/s of the winning greyhound.

It is also possible to sell dog nominations to more than one person and form nomination syndicates. This is also a great way to get your supporters interested in the racing and the night itself, as they will enjoy the excitement of cheering on their own greyhound.

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**Raffles:**

Many organisations in the past have set up a stall inside the main gate and sell raffle tickets on the night. Prizes ranging from gift vouchers to bottles of whiskey are usually donated by businesses in your local area. This is another popular fundraising option.

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**COSTS:**

Kilkenny Greyhound Stadium charges a **minimal** cost for the use of the venue for Benefit Nights.

**Friday** - €2,500

**Wednesday** - €1,250

As stated earlier, Kilkenny Greyhound Stadium receives an average of €1,300 on a Friday Night from its regular customers. This will be retained by the Organisation on the night, so before any tickets, advertising, nominations or sponsorship are sold your Organisation already has a guarantee of approximately €1,300.

It is the responsibility of the Organisation to print the race cards on the night and any other Buster Draw tickets or admission tickets. Kilkenny Greyhound Stadium can assist you in this area as we can recommend a company who has done this for us in the past who are very reasonable and efficient.

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There are a few additional but minimal costs which may or may not be incurred on the night;

**Race Photography:** Race photography, charged at a cost, is to be agreed between Kilkenny Greyhound Stadium and your organisation.

**Winning Dog Sheets:** Kilkenny Greyhound Stadium will provide a branded sheet (featuring your sponsor's name) to the winning greyhounds.

**Winners Trophy:** Kilkenny Greyhound Track will provide a trophy for the main race of the night. If preferred, your organisation may supply a trophy for the main event and other races if appropriate.

Any additional money raised on a Benefit Night, beyond the costs above, is retained by the fundraising organisers.

To discuss any of the fundraising opportunities available and the costs and requirements, please feel free to contact Kilkenny Greyhound Stadium at the following;

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