

Your **FUNDRAISER** at the Dogs...



Organising your  
Club Night is so  
easy... you'll  
forget you're the  
organiser!



[www.newbridgegreyhoundstadium.ie](http://www.newbridgegreyhoundstadium.ie)

# Fundraising at Newbridge Greyhound Stadium... **Everyone's a winner!**

Great results. Less work for you... more time for Fun!

You'll find Newbridge Greyhound Stadium is tailor-made for holding your fundraising event.

With excellent facilities, guaranteed excitement and an event that everyone will remember, the best news of all is that our events team have all the expertise and assistance you need to help you organise your event with the minimum fuss ... and to get maximum results.



# We're dedicated to the Non-Profit Community.

Your local Greyhound Stadium can facilitate the non-profit community with a range of services that supports fundraising through benefit nights.

Our goal is to help you tap the full potential of your benefit evening. A Greyhound event allows you to build a broader base of support from a diverse range of contributors - making your evening an overwhelming success.

Your night will also help to support the Irish Retired Greyhound Trust (IRGT) as 2% of ALL winning prizemoney is donated to the charity and matched by IGB. The IRGT is our registered charity which works with owners and trainer to rehome greyhounds after their racing career ends.



# You're **passionate** about your cause. We'll work with you to get the very best results for it.

Fundraising takes time and effort. That's why, at every turn, we want you to take advantage of our enormous experience in getting maximum results. We'll help you develop a fundraising strategy that suits your needs and minimises your workload and that of your fundraising committee. We'll give you constant guidance and support, so nothing is intimidating and everyone and everything is catered for.



**FUNDRAISING**

# So, let's get going!

## Action points for your organisation

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

## Fundraising: Choose the way that's best for you

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

### 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 €14,000 to €100,000



**FUNDRAISING**

# Our Fundraising Models

## 1 Small - Ticket Sales

Funds from €1,000 to €6,000

### How it works...

- The stadium gives your fundraising committee pre-printed tickets, each entitling the bearer to entrance and race card to the stadium
- Your committee sells the tickets at €10 per ticket
- The day before the event, your committee meets with the stadium and gives back the unsold tickets, paying €3 or €4 (depending on the night) for the tickets that were sold. Your profit is €6 or €7, multiplied by the number of tickets sold.

**Example:** Your committee receives 500 tickets from the stadium, of which 400 tickets are sold at €10 each, a total of €4,000

The committee then returns the 100 unsold tickets and pays €4 for the 400 tickets sold, i.e. €1,600 is the charge for the event.

**Total profit to your fundraising committee of €2,400**

#### EXAMPLE ONLY

Sell 400 tickets at €10	€4,000
Charge to stadium of €3 per ticket	€1,200
Profit	€2,800

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# Our Fundraising Models

## 2 Medium - Buster Race

Funds from €6,000 to €14,000

### How it works...

- One race is assigned to your fundraising committee
- Each race has 6 dogs
- There are 720 different combinations of which 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 your organisation puts up).

#### EXAMPLE ONLY

**Sell 720 Tickets at €20 each (Admits 2 Adults & 2 Children) €14,400**

**Sponsor** €1,000

**Prize Money Cost (set by you)** €1,000

(For the buster ticket with the winning combination)

**Stadium Costs** €2,000

**Includes:**

- Additional prize money for Buster Race for greyhound owners
- Race named after your organisation or sponsor
- Admission & Race Card for all who purchase Buster tickets
- Trophy to present to the winning dog
- Photographs and information sent to Local Press - great publicity
- Sheet for winning dog with committee or sponsor name on it

**Printing Costs** €500 (est)

**Net Profit** €11,900

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## Our Fundraising Models

### 3 Large - Monster Benefit

Funds from €14,000 to €100,000

#### How it works...

**A Monster Benefit Night offers you many options on how to proceed.**

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

Eleven (11) races are made available for your committee to sell sponsorship for.

If your organisation chooses to print your own race card you have the option to do any of the following:

- Sell race card advertisements
- Dog nominators can also be sold for each race
- Restaurant tables can be sold at a profit and your organisation can run a raffle in the stadium on the night and sell to all stadium patrons.

**“No limit on ticket sales”**

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# Our Fundraising Models

## 3 Large - Monster Benefit

Funds from €14,000 to €100,000

**EXAMPLE ONLY** Figures as a guide only

**1,000 General Admission tickets at €10 each**      **€10,000**  
(Admits 1 Adult)

**Restaurant Tables, €45 pp, sell at €60 pp,  
€15 profit pp (subject to T's & C's)**      **€1,000**

**Sponsorship of 11 races at €600 per race**      **€6,600**  
(You set the price)

**Raffle on the night**      **€2,000**

**Race card advertisements 50 at €150 each**      **€7,500**  
(A5 page advertisements printed in race card)

**Dog Nominators 66 at €50 each**      **€3,300**

**Total Income**      **€30,400**

### COSTS

**Stadium**      **€4,000**

- Admission for all ticket holders
- Extra Prize Money contributed to sponsored races
- Information sent to local press to advertise your event
- Sheet for winning dog with your organisations name
- Trophy for your organisation to present to the winning dog of the Main Sponsors Race
- Photographs of Sponsors sent to local press
- Promotional Opportunities for Main Sponsors around the Stadium.

**Printing Costs**      **€1,000 (est)**

**Net Profit**      **€25,500**

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# Your **FUNDRAISER** at the Dogs...

We'll make it so easy. For further information on how to run a benefit night, please contact Newbridge Stadium on 045-579100 or email [fundraising@igb.ie](mailto:fundraising@igb.ie)

**NEWBRIDGE**

GREYHOUND STADIUM



[www.newbridgegreyhoundstadium.ie](http://www.newbridgegreyhoundstadium.ie)

