

Clare's Race Night Guide

Getting ready

- I hired out a local hall that has a bar and large projector screen. I chose this venue as I wanted to create a relaxed bar-type atmosphere.
- I then set about getting sponsorship and selling the horses in each race.
- I created a Facebook event to promote the night, as well as putting up posters around the village.
- Ahead of the event I sold each horse for £10, and charged £20 to sponsor a race in exchange for a little advertising in the Race Guide.
- To get around not having a gambling licence, we had to give 50% of the money back to the customer. This meant that in a race of 8 horses, the winning owner would receive £40 and £40 would be donated. This kind of prize money was a great incentive for people to buy a horse or two!
- People could also bet on the night which cost just £1 a bet, and everyone got great returns as again we had to give 50% back to the customer.



- We had 8 races with 8 horses in each, and for the last race we auctioned off the ownership of each horse. I took £200, so the winner got £100 which they very kindly donated back to the charity!

What you'll need

- A big screen and DVD player
- Collection buckets
- Printed race guide
- Meningitis Research Foundation decorations

Clare's Race Night raised £992.45!

- Clare, London Marathon



- Prize money in envelopes ready to give to the winners.
- I bought a race pack from Amazon which came with everything we needed for the night.
- My husband created a brochure with all the horses and sponsors on it, it was the guide to the race night.



On the day

- To set up the venue, I arrived nice and early to check the screen worked with the DVD; put up charity banners etc; and put the race guides out on the tables.
- I had two helpers who took the bets for me and worked out the odds. They then gave any winnings to the lucky individuals!
- I had to present on the night, make sure it ran on time, and call out the winners and final bets.

Top tips

- I decided not to do a raffle as it didn't fit with the running of the night, but I had been donated lots of prizes so I asked everyone to put their losing bet stubs in a box with their name on the back and I pulled out some names at the end of the night.

Post event

- After the event I thanked everyone through my social media page and told them how much I had raised.
- One very kind gentleman offered to pay half of the hall fees so I sent him some chocolates and a card as a thank you.
- I also made a hamper with some bottles of wine that I had been given, and gave this to the winner of the last auction race to thank them for donating their £100 winnings.
- Be prepared to count up lots of 50p's!

"I am super humbled by the support I received, and it's given me the push I needed"

- Clare, London Marathon