Clare's Race Night Guide

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Getting ready for the event

- 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
- MRF decorations (banners, balloons etc.)
- 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.

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Clare's Race Night raised £992.45!

- Clare King, London Marathon

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On the day

- I had two helpers who took the bets for me and worked out the odds. They then gave out any winners 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.
- To set up the venue, I arrived nice and early to check the screen worked with the DVD; put up charity banners/balloons etc.; and put the race guides out on the tables.

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!

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 loosing bet stubs in a box with their name on the back and I pulled out some names at the end of the night. This also stopped people dropping their stubs on the floor so there was less cleaning up to do at the end of the night!

For more information contact fundraising@meningitis.org

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

- Clare King, London Marathon

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