Fundraising Events @ Gunnedah Greyhounds

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GREYHOUNDS
THE HOME OF CHIEF HAVOC

Gunnedah Greyhound Club

Gunnedah Greyhound Club is the perfect venue to fundraise for your Club, Association, Organisation, Charity or Cause.

This is a great opportunity to raise much needed funds, and with a little planning, your Organisation has the potential to raise several thousands of dollars, as well as partner with local businesses to promote to the Community.

Gunnedah Greyhound Club is dedicated to facilitating the not for profit community with the opportunity to raise funds through hosting fundraising race events at our track.

We will help make the fundraising experience easier by providing your Organisation with guidance and support, so you can maximise your fundraising opportunities.

How does it work?

Your Organisation books a fundraising event at Gunnedah Greyhounds
for an upfront cost of $440 GST inclusive.

This allows you naming rights for the entire race programme for the meeting, which you can then sell to sponsors, to fundraise for your Organisation. Depending on whether the meeting is a SKY racing televised meeting or not, your sponsors will have the benefit of having their race name publicised to patrons on course, in race books, announced at the races or broadcast across the SKY racing network.

It is also a good opportunity for your sponsors to build their brand within the community. You can charge sponsors whatever you wish, however we feel $200 - $300 makes them easy to sell, and gives sponsors value for money.

As well as this, we will provide you with up to 200 entry tickets which you can pre-sell to your members and supporters for up to $7.00, but may be sold for whatever you choose. All monies raised in this way are retained by you.

During the fundraising event, you may conduct a raffle or other fundraising activities on course. You are limited only by your imagination, however, you will need to work with the Gunnedah Greyhounds Club Manager to ensure that any fundraising activities are acceptable to the Club.

So, Where do I start?

There are several different ways that you can raise funds at your event, including through race sponsorship, raffles, lucky door prize, competitions... the ideas are limited only by your imagination.

Firstly, you need to put together a fundraising strategy. Good planning will ensure that you get the most out of your fundraising race event.

Checklist:
- Book your fundraising date in!
- Set your fundraising goals
- Make a plan of all of the activities you are going to fundraise through - e.g. race sponsorships, ticket sales, raffles, competitions, etc.
- Work out your budget - how much you need to raise, as well as any money you need to spend such as on prizes, sponsorship needs etc.
- Plan your race night offerings for sponsors
- Create a list of sponsors to target
- Draft letters/flyers to pitch to potential sponsors
- Create an activity plan for your volunteers
- Start your fundraising!!!

Race Sponsorship

You will have available up to 10 races to sell to potential sponsors in return for a sponsorship donation to your Organisation. This number may be less than 10 if Gunnedah track has commitments for race sponsorship on your nominated date. If this is the case the Club Manager will discuss options with you.

If your sponsors are available to come to your race event, it is also an opportunity to have a great time out with family and friends.

It is up to you what amount you decide to ask your sponsors for. When planning this, consider what you are giving your sponsors in return for their donation.

Example Only: Sponsors donate $200 each - each get a race book, drinks for two people, free entry.

Item	Cost	Profit
Sponsors Contribution 10 races @ $200		$2,000
Drinks for Sponsors	$100	
Race Books ($4 each) 1 per sponsor 10 races	$40	
Race Night Cost ($440)	$440	
TOTAL	$580	$2,000

Total Profit - Costs = $2,000 - $580 = $1,420

For example you could put together a package that gives your sponsors more than just naming rights, but also free tickets to the race night, drink tickets, catering, a meal voucher. It depends on your budget. The package you create may make sponsorship more attractive to sponsors, making it easier to bring sponsors on board.

* Note the example shown to the left takes into account race sponsorship only, and does not include fundraising profits from entry tickets, raffles or other fundraising sources.

Sponsors

How do you find sponsors?
Put together a letter or flyer with a pitch to your sponsors about why you are fundraising, and what you are offering in return for their donation. The Club can help you with templates if you need. Have members hand out flyers and letters to their families, friends and workmates, who may have local businesses interested in sponsorship.

Sponsor Advertising
Your sponsors may wish to put up fence advertising during the event. This can be arranged, please speak to the Club Manager.

You may wish to print posters, or a race day hand out to thank your sponsors or promote their business, your Organisation and the reason for the fundraiser. If you need assistance or ideas, speak to your Club Manager.

Photos with the Winning Dog
Your sponsors may wish to arrange a photo with the winning dog of their race as a memento of their sponsorship. Speak with the Club Manager to make arrangements.

Thank your Sponsors
Don't forget to thank you sponsors after the race event! A good way to do this is to send a follow up letter, which tells the sponsor how much your event raised, and thanking them for their contribution to the total. The Club has thank you letter templates to assist you should you need.

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What else can I do to fundraise?

Race Entry Tickets
The Club will give you up to 200 entry tickets which you can pre-sell for up to $7.00 each, with all monies retained by your Organisation. You do not have to sell these for this amount, you can use these to give away to your members, or can sell them for less, it is up to you. *Note that these tickets must be pre-sold and cannot be sold at the gate on the night.*

Raffles / Lucky Door / Competitions / Auctions
You are limited only by your imagination as to how you can raise extra fundraising monies on course on the night. All the Club asks is that you run any ideas past the Club Manager so that we can ensure your plans are allowable under our Club rules and relevant legislation, and will not pose any safety risks to the Club.

If you are stumped for ideas, speak to our Club Manager, who may be able to give you some inspiration or guidance.

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EXAMPLE ONLY of a fundraising event @ Gunnedah Greyhounds

COSTS

- Drinks for Sponsors = $100

- Race Books for each Sponsor $4 each x 10 sponsors = $40

- Prizes for children's colouring competition x 10 prizes @ $2 each = $20

- Cost of the Race Night Fundraiser = $440

Total = $600

INCOMINGS

- Sponsorships for 10 races @ $200 = $2,000

- Sale of entry tickets 100 @ $7.00 = $700

- Raffle with Major Donated prizes. Tickets pre-sold & on course. = $1000

Total = $3,490

Fundraising Total over $3,000

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Catering and Bar Facilities

Gunnedah Greyhounds provides bistro style and take away food, as well as a fully licenced bar at every meeting.

Take Away and Bistro Menu

Hot Dogs	$4.00	Works Burger	$7.00
Pies	$4.00	Chicken Burger	$6.00
Plain Burger	$6.00	Salad Rolls	$6.00
Hot Chips	$4.00	Spring Rolls	$3.50
Corn Jacks	$3.50	Sausage, Onion, Cheese & Bacon Roll	$6.00

Speak to the Club Manager to arrange any drink tickets or catering.

Information

Racing Times
Gunnedah Greyhounds operates on selected Saturdays and Sundays throughout the year, with a mix of both SKY televised racing and non-SKY televised racing. Please speak to your Club Manager regarding your slected date for further information regarding the meeting time, and event.

Facilities
Gunnedah track has excellent indoor and outdoor facilities for you to use your imagination to come up with some great fundraising ideas!

Feel free to visit the Club for a walk around with the Manager so you can get a good feel for the space, and how you could best use our facilities to support your event.

Parking
There is ample free parking at the track available for you and your guests.
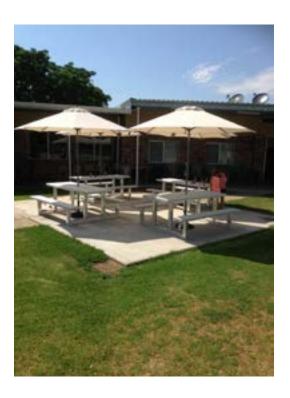
Eftpos / ATM
Unfortunately, Gunnedah Greyhounds does not have Eftpos or ATM facilities.

Templates
The Club has a number of templates that may assist you should you require including letters to pitch to sponsors, race night information letters to sponsors, thank you letters to sponsors. Please see the Club Manager should you need any guidance for your fundraiser.

Social Media/Promotion
Don't forget to send the Club Manager links to your event or your flyer so that it can be promoted on the Gunnedah Greyhounds website and social media pages.

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The Fine Print

The New South Wales Breeders Owners and Trainers
Association (GBOTA) operates Gunnedah Greyhound Club.

The GBOTA offers your not for profit Organisation the opportunity
to utilise our facilities and services as a fundraising venue.

The GBOTA is committed to operating in accordance with relevant
New Wales and Australian legislation and regulations.

• Please ensure any fundraising raffles you conduct comply
with relevant NSW regulations.

• Sponsors Race names may only be 25 characters long, and must be submitted to the
Club one week prior to your fundraising event. Race names must not include any
offensive language, double entendres or innuendo that may offend.

• All patrons and visitors to Gunnedah Greyhounds enter the premises in accordance
with our Conditions of Entry. Please speak to the Club Manager to obtain a copy and
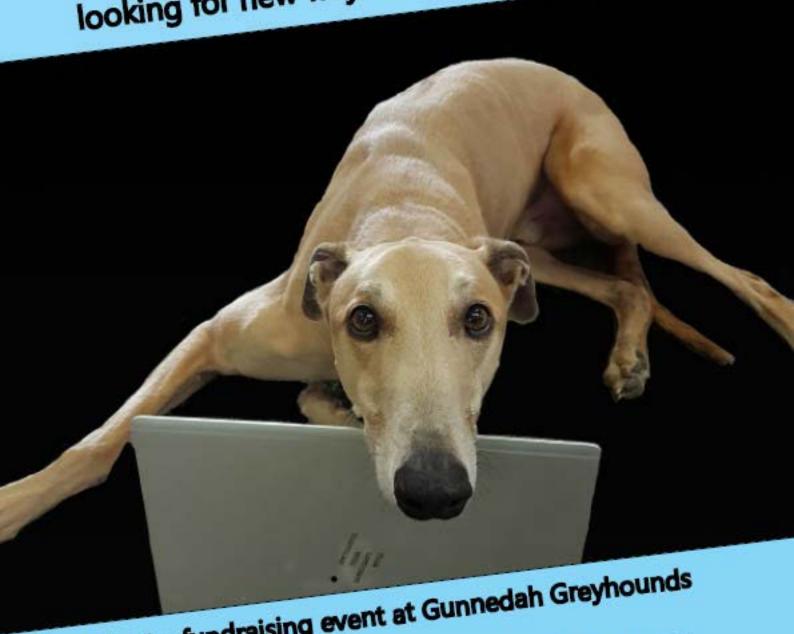ensure that your guests have read these prior to your event.

Gunnedah Operations Manager
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Are you constantly surfing the net looking for new ways to fundraise?

Host a fundraising event at Gunnedah Greyhounds

Have a fun time at the Dogs while raising money for your Club, Organisation or Charity!

Give us a call today and find out how you can raise thousands!

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