

Fundraising Events @ Bulli Greyhound Club



Bulli Greyhound Club

Bulli 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.

Bulli 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 and put together a successful fundraising event at Bulli Greyhounds!



How does it work?

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

This allows you naming rights for the entire race programme, which you can then sell to sponsors, to fundraise for your Organisation. Your sponsors race names will be broadcast across Australia on SKY racing television, as well as appear in all race day papers, TAB agencies, Pubs and Clubs, and online through Corporate Bookmaker websites. You can charge sponsors whatever you wish, however we feel \$200 - \$350 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 \$6.50, but may be sold for whatever you choose. All monies raised in this way are retained by you.

During the course of 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 Bulli 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, such as race sponsorship, raffles, lucky door prize, competitions, auctions, childrens colouring competitions, jumping castles, carnival style games... 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 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. *Note that less than 10 races may be available at some meetings due to other sponsorship commitments, if this is the case for your selected meeting, the Club Manager will advise and discuss options.*

Your sponsors will get great exposure for their business through SKY racing TV, race day newspapers and online. If your sponsors are available to come to your race event, it is also an opportunity to have a great night 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 \$350 each - each get a race book, drinks for two people, free entry.

Item	Cost	Profit
Sponsors Contribution 10 races @ \$350		\$3500
Drinks for Sponsors	\$100	
Race Books (\$4 each) 1 per sponsor 10 races	\$40	
Race Night Cost (\$440)	\$440	
TOTAL	\$580	\$3,500

Total Profit - Costs = \$3,500 - \$580 = \$2,920

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 races sponsorship only, and does not include fundraising profits from entry tickets, raffles or other fundraising efforts.*

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 opportunities.

Excluded Sponsors

Bulli Greyhounds has a number of existing relationships with sponsors. Please speak to the Club Manager to ensure that you are not approaching existing sponsors.

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, 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 race photographer on course at the commencement of the event to arrange.

Thank your Sponsors

Don't forget to thank your 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.



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 \$6.50 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.*

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.



EXAMPLE ONLY of a fundraising event @ Bulli 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
- Pick a Box Prizes for Pick a Box
Draw
10 prizes = \$100
- Cost of the Race Night Fundraiser
= \$440

Total = \$700

INCOMINGS

- Sponsorships for 10 races @ \$350
= \$3,500
- Sale of entry tickets 150 @ \$6.50
= \$975
- Raffle with Major Donated prizes.
Tickets pre-sold & on course.
= \$2000
- Lucky Door Prize - Donated Prize
= \$250
- Pick a Box Draw (on the night)
= \$300

Total = \$7,025

**Fundraising Total
over \$6,300**

Catering and Bar Facilities

Bulli Greyhounds has a range of dining options available for your event. Your guests can enjoy a meal in our a-la carte restaurant, or we can arrange catering options, from finger food, to platters or sit down style meals.

Race Night Dining Menu - Order on Site at Arrival

T-Bone/Rump w. Veg/Chips	\$21	Fish & Chips	\$17
Calamari Rings w. Chips/Salad	\$17	Seafood Basket	\$17
Chicken Schnitzel w. Veg	\$16	Chicken Burger	\$7
Open Steak Sandwich	\$13	Steak Sandwich	\$7
Meal of the Day	\$16	Hamburgers	\$6.50
Egg & Bacon Roll	\$5.50	Bakery Pies	\$4.80
Bucket of Hot Chips	\$4	Spring Roll	\$3.50

Catering Options - Pre-order (2 weeks notice)

Platters - Serve 10 persons per platter, Minimum Order Requirement - 3 platters

Option 1 - Seafood Hot - \$90 per platter:

Fish cocktails, prawn cutlets, calamari rings, seafood sticks and bites, plus chips

Option 2 - Oriental Hot - \$85 per platter:

Mini Spring Rolls, Dim Sims, Savoury Rolls, plus chips

Option 3 - Chicken Hot - \$85 per platter:

Chicken Devil Wings, Chicken Strips, Chicken Sticks, nuggets plus chips.

Option 4 - Cold Salad Platters - Assorted Prices:

Seafood Salad - \$55; Pasta Salad - \$40; Potato Salad \$40; Toss Up Salad - \$40.

Dinner Meals - Pre-Order - Only Available to Groups of 50 or more - \$35 per person

1: Roast Beef with 4 baked vegetables and gravy;

2. Roast chicken with 4 baked vegetables and gravy;

Bread Rolls and butter, Desserts, bottomless coffee and tea



Catering and Bar Facilities

Catering

All catering prices include GST. Should your group wish to order catering, please make arrangements with the Club Manager at least 2 weeks prior to your event.

Bar Facilities

Bulli Greyhounds operates a fully licenced bar at every meeting, and is known in the local area for having some of the cheapest prices around. Our Club Manager can pre-arrange drink tickets or a Bar Tab for your event or guests should you require. *Please note that normal RSA regulations apply.*

Bar Prices

Corona	\$5.00	Glass Wine (Red/White)	\$3.50
Coopers	\$5.00	Small Bottle Moscato	\$5.50
XXXX Gold	\$4.50	Large Bottle Wine	\$15.00
Tooheys New	\$4.50	Apple Cider	\$4.50
Tooheys Old	\$4.50	Jim Beam & Cola	\$7.00
Tooheys Extra Dry	\$4.50	Johnny Walker & Cola	\$7.00
Carlton Dry	\$4.50	Bundy Rum & Cola	\$7.00
Hahn Superdry	\$4.50	Vodka Cruisers	\$7.00
Hahn Light	\$3.50	Soft Drink	\$2.50
Gluten Free Beer	\$5.50	Water	\$2.00



Information

Race Times

Bulli Greyhounds races every Saturday with the first race kicking off around 6.40pm. Gates open approximately 2 hours beforehand.

Facilities

The Bulli Greyhound Track has the following facilities that you may make use of for your fundraising event, by pre-arrangement with the Club Manager:

- Function Room - upstairs seating approximately 120 guests. Note that minimum guest numbers apply to the use of the upstairs function room.
- Large undercover outdoor area and outside chill out zone, which may be utilised for fundraising or other activities. For example, this has sufficient room for a jumping castle, or could be used for games etc.
- Outside large grassed area
- Ample free parking for your guests

The facilities and grounds of Bulli Greyhound Track make it the perfect spot for your group to use the space to put their imagination to good use and come up with fun and engaging fundraising activities during your race event!

ATM

There is an ATM available on course at every meeting.

Templates

Bulli Greyhounds is happy to help you so that you can put on the best event possible, to raise maximum funds for your Organisation. The Club has a number of templates such as sponsor letters, thank you letters, flyers etc, that you may wish to use. Talk to the Club Manager if you need help.

Social Media / Promotion

Don't forget to send the Club Manager links to your event on social media or your flyer so that it can be promoted on the Bulli Greyhounds website and social media pages!



The Fine Print

The New South Wales Breeders Owners and Trainers Association (GBOTA) operates Bulli 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.
- Any catering requirements or bar ticket requests should be made to the Club at least 2 weeks prior to your fundraising event.
- Final payment for any catering, drink tickets, race night books and/or your fundraising night payment must be finalised by the night of your event.
- All patrons and visitors to Bulli 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 and have read these prior to your event.



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**Are you constantly surfing the net
looking for new ways to fundraise?**



Host a fundraising event at Bulli Greyhounds

**Enjoy a fun night out 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!

**www.bulligreyhounds.com.au
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