

**Benefit Nights**  
**At**  
**Kilcohan Park Greyhound Stadium**

## **Discounted admission tickets:**

The Greyhound Stadium will offer you admission tickets at a reduced price. Discounted tickets are solely allocated to your organisation. The beneficiary is then entitled to sell the admission tickets at face value or at a premium rate.

<b>Normal admission:</b>	<b>€10.00</b>
<b>Tickets purchased at discount:</b>	<b>€4.00</b>
<b>Profit to Benefit:</b>	<b>€6.00 per ticket</b>

Perhaps include Gate Prize as incentive to those who will not attend e.g. Holiday voucher worth €500.00

Therefore organising committee sell 1000 tickets, they will generate income of €6,000 less gate prize worth €500.00 which equates to €5,500.

## **Race Sponsorship:**

Race sponsorship is an ideal opportunity for the involvement of commercial organisations, as their company will receive full acknowledgement in an allocated race title with a nominated representative from the company presenting the prize on the night and the winning dog will wear the dog sheet with company name. Joint sponsorships will operate on the same basis.

There is a set race programme in Kilcohan Park Greyhound Stadium each night. This entitles the beneficiary to 50% of all prize money. We will be delighted to guide you through this process and agree targeted prize funds. Your group must seek sponsorship for at least three races. Additional race grants are provided by the IGB. A race can be sponsored for as little as €500.00 but we do require organisations to have at least one €1000 sponsored race on the night. Our racing manager can guide you through the best options for your organisation. Smaller beneficiaries can confine their sponsorship attempt to a minimum of two races.

### Example:

Ordinary Race Grants:	€260.00
Entry Fees	€60.00
Sponsor:	<u>€1000.00</u>
Total:	€1320.00
50% of total to benefit	€660.00
50% of total to prize-money	€660.00

**Net cost of race: €660 - €1000 = €340.00**

## **Advertisement on Race Card:**

Cost per page is €25.00

These can be sold by the benefit as follows:

**Full Page:            €125.00**

**½ Page:                €65.00**

**¼ Page:                €35.00**

Therefore, if a benefit can sell 40 pages of advertisements @ a profit of €100.00 per page, it will generate a revenue of €4,000

## **Buster Draw**

In any 6-dog race there is a possible 720 combinations in which the greyhounds may finish.

Assign a number to each combination and sell 720 tickets at €10.00 per ticket. This will generate income of a minimum of €7,200. Again, give a prize to the owner of the ticket with the winning combination such as a holiday voucher worth €500.00. This would yield a profit of €6,700.

## **Nominations**

The sales of runner nominations provide a further avenue for increasing revenues. Nominations are usually sold for a minimum sum of €10.00. The nominator of the winning dog would then be presented with a chosen prize. All nominators may be named as recognised contributors on the race programme.

The difference in the cost of the prize and the revenue from the nominations is profit to the benefit.

Example:

**6 nominators @ €10.00            =        €60.00**

**Bottle of Wine of  
Commerative Glass                =        €15.00**

**Revenue                                =        €45.00 per race.**

Each greyhound however can have several nominators, which will again mean more revenue for the benefit.

## **Potential Revenue to the Organisation.**

Admission (based on 1,000 tickets)	€5,500
Advertisement 40 pages @ €100 per page	€4,000
Buster Draw	€6,700
Nominators 10 races doubly nominated @ €90 per race	€900
<b>Total potential revenue</b>	<b>€17,100</b>