



RACE NIGHT.COM RACENIGHTS AROUND THE WORLD

BROCHURE

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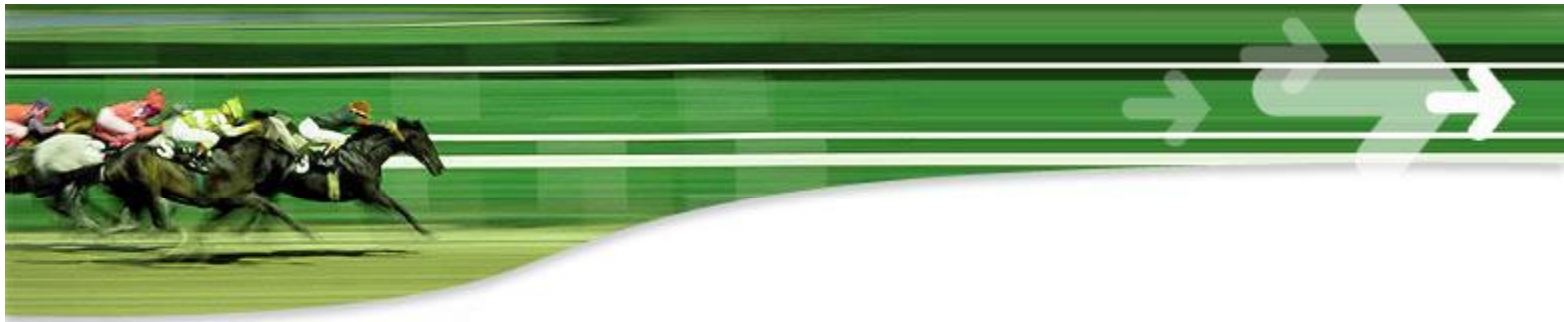


PREPARATION FOR YOUR RACENIGHT.....

- 1 Try to get the biggest screen that will fit your venue if you are hiring a projector television.
- 2 Ensure that the people selling the tickets and those sorting out the pay outs are in a good position in the room so that customers can see them easily.
- 3 Organise a good MC (Master of Ceremonies) as this always makes the evening a success. If possible this person should be a member of your club/company or organization and is generally known to members and has 'the gift of the gab!'
- 4 Ideally, try to choose tickets sellers who have lots of character as this will hopefully make the customers keen to bet!
- 5 To help with the cost of your event, ask for sponsorship from local companies in the area for example, restaurants, gift shops, hairdressers and beauty salons.
- 6 Try to arrange for plenty of change to be given to the ticket sellers etc as this will speed up taking the bets and paying out as well.

THE DAY OF YOUR RACENIGHT

- 1 Ensure that the MC informs the punters of the unit stake for the betting. We suggest rounding up the number to make things easier for example £1.
- 2 Inform the punters where the tickets are being sold. Also how the payout will work.
- 3 Ensure that race cards have been sold/given out.
- 4 Ask your Master of Ceremonies to announce which race is being run and read out all the horses names. It's also a good idea and fun to add a little extra such as the favourites or the rank outsiders!



5 One of the most important aspects of a racenight is the tote. This needs to be handled very efficiently and as quickly as possible. We suggest a minimum of 3 people, possibly 4, to be seated and selling tickets. Two tickets can be sold by each seller for two horses. It is a good idea to have a separate point for paying out the winnings. Once the race is run and the winner is announced, a percentage is taken for your charity's funds. Once this is done, what is left of the money is split equally between all those punters who put a bet on the winner! Once the race has finished, the MC reveals the dividend and the lucky punters go to the pay out point to pick up their earnings. You are then ready to start the next race and repeat it all over again.

6 To get everyone into the spirit of the event, it is a good idea to ask the announcer give a bit of patter on the condition of the turf and whether the going is good etc. It helps to set the scene for the race.

7 It is important that when the betting has finished that the tote is closed! Ask a customer in the audience to choose one of the next races from a selection of envelopes so that it is completely random. Once the envelope has been chosen, it is opened and the number in the envelope is the next race. That race is then played.

8 Your pay-out assistants work out the winnings. You can use the pay-out calculator which is very easy to use and helps work out the winnings.

9 Always round up the amount to be paid out as this makes calculations a lot more stress-free!

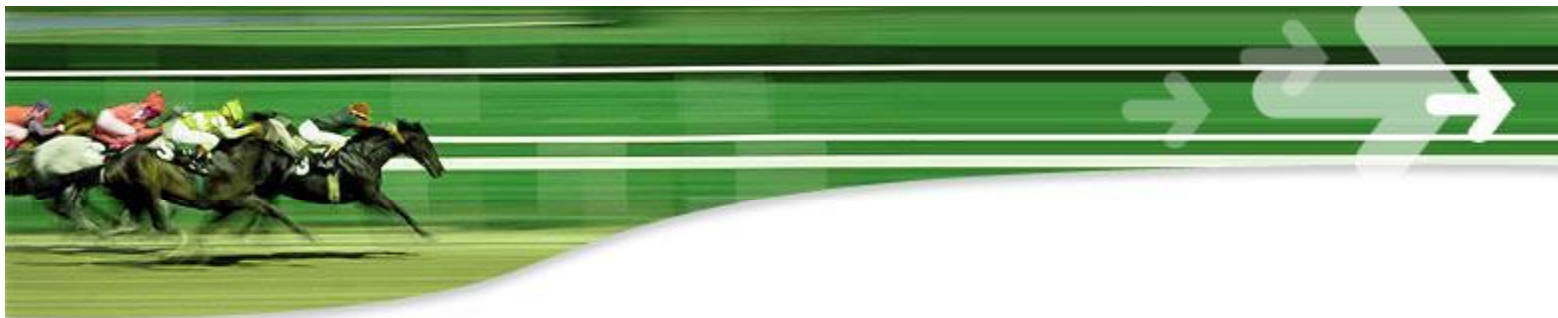
10 To increase bar sales and make the whole process work smoothly, allow up to 20 minutes between races.

11 Remember to thank everyone involved in your racenight, even down to setting up at the beginning of the evening and clearing up at the end of the evening!

MOST IMPORTANTLY, ENJOY YOUR EVENT!!

Please feel free to give us any hints and tips that you found worked for you and could help other people.

Please view our Contacts page on the website to get in touch.



HOW TO RUN A RACENIGHT

First of all, this is a great way to raise money for your charity and it is lots of fun!

Most race nights are a success and raise a lot of money but we would like to suggest some ways to maximize your income.

In order for it to be a success, you need to be organized and carry out some important roles before and during the event.

The following suggestions may be useful:

A Promotions Manager – This should be someone who can

- sell the programmes beforehand to make sure your punters commit to the event
- put up posters around town, at work, at your sports club etc to publicise the event
- contact local businesses to obtain sponsorship and prizes, for example, restaurants, beauty salons, hairdressers etc

Racenight Manager – This person ideally organizes the

- location of the hall or club etc.
- Master of ceremonies or club member with a 'bit of a character'!
- Projector etc

That is all before the event. You will then need to arrange the people to do the jobs during your racenight.



Master of Ceremonies - You can always hire a Master of Ceremonies but obviously this will reduce the amount of profit. This is usually where a member of the community/organization steps in and this will maximize profit as you are not outsourcing!

Tote Ticket Vendor - These are the people who are responsible for taking the bets. We use real betting slips, so it feels just like you are in a betting shop. They are very easy to use.

Tote Ticket Payout Clerks – These people are in charge of paying out the race night winnings you're your racenight is not overly large, this role can probably be done by the sellers of the betting slips as well.

Projectionist Operator and Sound System Operator – This person(s) are responsible for showing the racenight and making sure the races can be heard properly.

Support Staff – These are people who 'muck in' during the event. You will need people to sell event programmes, catering and bar staff, perhaps sell raffle tickets and also people to help set up and clear up after the event.

It is your decision as to how much each bet will be. We suggest keeping it a simple amount possibly £1? You also need to discuss how much of the tote your organization/company keep for your profit. We usually suggest in the region of around 50%.

It is essential that once all the bets have been placed the tote is ended. This is to observe regulations.

The selector envelop is chosen and the race is selected and shown. Our easy tote calculator is an easy way of working out the winnings etc and it is downloadable free!

THAT'S ALL THERE IS TO IT!

That's about it! The only thing left to do is to have fun!!



IS THERE PROFIT IN A RACENIGHT?

This is a difficult question to answer and all depends on how much you put into your event beforehand etc. For example, here is a calculation for 50 punters for each race:

<u>Obtain race night sponsorship.</u>	$8 \times \text{£}5 = \text{£}40$
<u>Sell race night tickets</u>	$50 \times 8 \times 0.5 = \text{£}200$
<u>Sell programme tickets.</u>	$50 \times \text{£}1.00 = \text{£}50$
<u>Sell the race night horses</u>	Races 8 x Horses 8 = 64 x £1 = £64
Race Night Income from 50 punters =	<u>£354</u>

Obviously these figures can be adjusted according to the number of customers you have , the amount of sponsorship you obtain for each race etc etc.

THE KEY IS TO GET AS MANY CUSTOMERS AS POSSIBLE!!



FURTHER GAMES YOU CAN PLAY

We can recommend some supplementary games for your event. Take a look at these...

1 Auction of Horses

You can hold an auction during the event by choosing one or two races i.e. the second and the penultimate or the last. Every punter can choose a horse the one that places the highest bid wins the horse. Once the races are auctioned, your charity takes a percentage ie 20% or whatever. The balance is paid to the owner of the winning horse.

2 The Top Prize Raffle

This is also fun. This encourages the punters to purchase a ticket for a 'Top Prize'. After the tickets are sold, eight tickets are selected and for the next race are given a horse. Whichever customer has the winning ticket they get an extra prize. You decide what it will be.

3 Loser to Winner

It is essential that at the very beginning of the racenight, even before the first race begins you must announce you are going to play this game.

At the end of the race, the winners collect their money from the pay out desk. The losers of the race add their name to the betting slip and they then place in a box probably best by the ticket vendors.

Just before the last race starts, 8 tickets are chosen from the box and 8 names from the back of the betting slips are allocated a horse. These names are announced so the punters know they are in with a chance of winning a prize.

After the race has finished the winner is announced and that lucky punter will receive a either a cash prize or a bottle of wine. The decision is yours!

This is a great way to ensure that the floor is kept clean as everyone puts their losing tickets in the box and it also helps to keep punter's interest all evening as there is a chance to win a race at the end.



FURTHER SUGGESTIONS TO MAKE MORE MONEY!

1 Selling Horses

Why not buy horses at the event?! It is essential that the Tote is closed for this. Once this is done, eight punters can go to the MC and purchase a horse for £1. The winning customer gets £5 and the charity receives the rest. All 8 horses must be sold to warrant this.

2 Programme Sales

To make more money, why not sell your race night programmes at the event.

3 Raffles

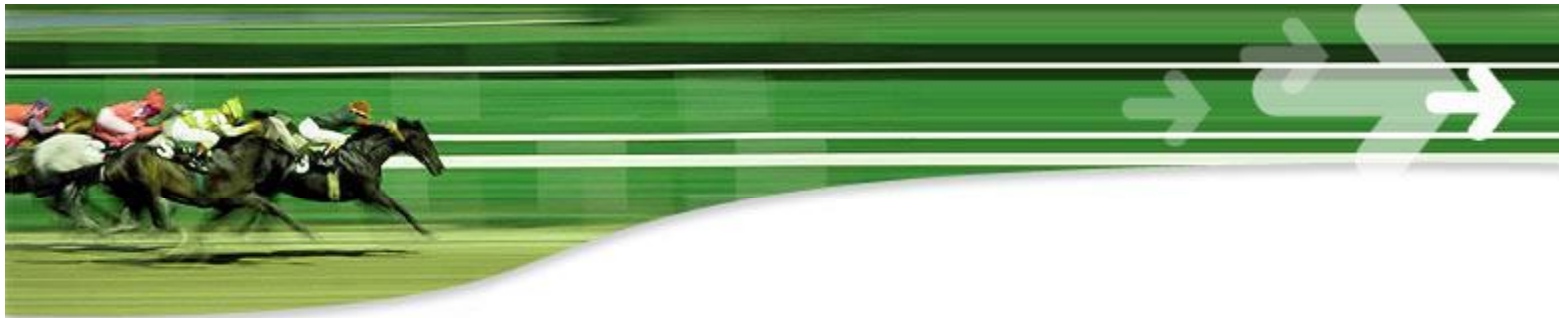
These are a great way to raise more profit. An ideal time is go round to customers between races.

4 Bar Sales

Generally the best way to raise funds is to have a bar at your racenight.

5 Sponsorship

A good way of doing this is to sell race sponsorship for £10 or whatever you decide. Local businesses like restaurants, pubs, beauty salons, hairdressers are often happy to help out.



LEGISLATION

Race night Events

This includes some of the common questions we are regularly asked. It is not a conclusive explanation of all the rules and regulations that may apply. The Lotteries and Amusements Act 1976 needs to be consulted for exact information of the regulations within the UK. Outside the UK you will need to contact your legal advisor for further information.

The information below relates to UK based racenights.

Description of a race night

These are fundraising evenings in which members of a company/charity/organization bet money on the completion of previously recorded races. There are no "odds" or "form" accessible to help with the selection and where the selection is completely random.

Profits may go to the organisation or a charitable purpose but are not for personal reward or commercial benefit.

Running a Race night

It is common to hold a race night as an event with prizes under section 15 of the Lotteries and Amusement Act 1976.

The race night must not be the main benefit and must be part of an exempt recreation such as a fete, dinner dance, sporting occasion or comparable events.

There are clear situations set out in section 15, which must be noted when advertising and organising a race night as an 'amusement with prizes at an exempt entertainment'. These are listed below.

The race night must not be the only, or only significant, incentives to persons to attend the event.

The entire earnings of the entertainment, after subtracting the expenses of the entertainment, must be committed to purposes other than personal profit.



The rental of any machinery to run the race night can be financed from the profits but not if it is made in some way reliant upon the extent to which the apparatus is used. For example profit sharing arrangements between equipment manufacturers, hirers and promoters would be disallowed.

Registration necessities

There are no registration necessities.

NB. We cannot give authoritative lawful advice about every option in this subject. We categorically advise any individual or company looking to set up these or any other types of Fundraising racenights to pursue independent legal guidance.



PRODUCTS AND PRICING

PLEASE VISIT OUR WEBSITE AT [WWW.RACE-NIGHT.COM](http://www.race-night.com) FOR FULL DETAILS OF OUR CURRENT PRICING AND PROMOTIONS.



TERMS AND CONDITIONS

This Service is owned and operated by Race-night.com. The rental service offered (the "Service") are provided to users who are at least 18 years old ("Member") pursuant to these Race-night.com Terms and Conditions. By using this service Member agrees to these Terms and Conditions. If Member does not agree to these Terms and Conditions, Member may not use the Service. Member understands and agrees that these Terms and Conditions represent a legally binding contract between Member and Race-night.com. In addition, when using particular Service, Member shall be subject to any posted guidelines applicable to such Service. All such guidelines are hereby incorporated by reference into the Terms and Conditions and may also be modified pursuant to the procedures laid out in Section 1, below. The contract shall in all respects be governed by English law and shall be deemed to have been made in England and the member and Race-night.com agree to submit to nonexclusive jurisdiction of the English courts. These conditions shall be deemed to be incorporated in all contracts of Race-night.com to supply Service and in the case of any inconsistency with any order or form of contract sent by the Member to Race-night.com whatever may be their respective dates the provision of these Conditions shall prevail. Nothing contained in the terms and conditions excludes or limits members statutory rights.

Section 1 Modification to Terms and Conditions

Race-night.com may modify the Terms and Conditions at any time without notice. Race-night.com will notify Member of any such changes via e-mail and/or by post. If Member objects to any such changes, Member's sole recourse shall be to cease using the Service. Continued use of the Service following notice of any such change(s) shall indicate Member's agreement to be bound by such changes. Member can review the most current version of the Terms and Conditions at any time.

Section 2 Service Description



Race-night.com currently provides Member with access to a race video library which is rented to the member for a fixed fee. The racenight is delivered to the member via the internet. Race-night.com reserves the right at any time and from time to time to modify or discontinue, temporarily or permanently, the Service (or any part thereof) with or without notice. This does not affect your statutory rights as a consumer. MEMBER AGREES THAT Race-night.com SHALL NOT BE LIABLE TO MEMBER OR TO ANY THIRD PARTY FOR ANY MODIFICATION, SUSPENSION OR DISCONTINUANCE OF ANY OR ALL OF THE Service. Unless explicitly stated otherwise, any new or additional features that augment or enhance the current Service, including the release of new Race-night.com properties or Service, shall be subject to the Terms and Conditions. Subject to availability.

Section 3 Member Obligations

In order to use the Service, Member agrees to:

- (a) ensure that the test video works on the equipment they wish to run the racenight
- (b) provide true and accurate information at all times. If Member provides any information that is untrue, inaccurate, not current, or incomplete, or Race-night.com has reasonable grounds to suspect that such information is untrue, inaccurate, not current or incomplete, Race-night.com has the right to suspend or terminate Member's account and refuse Member any and all current or future use of the Service.

Section 4 Member Conduct

Member agrees not to use the Service to: a. violate any local, state, national or international law; b. stalk, harass or harm another individual; c. collect or store personal data about other Members; d. impersonate any person or entity, or otherwise misrepresent Member's affiliation with a person or entity; e. interfere with or disrupt the Service or servers or networks connected to the Service, or disobey any requirements, procedures, policies or regulations of networks connected to the Service.

Member undertakes to treat the race nights with respect and care and will endeavour to ensure that no damage is done to the videos. The member undertakes not to make any illegal copies of the videos and to respect the copyright of the films.

Section 5 Privacy Policy

Pursuant to Race-night.com Privacy Policy, Race-night.com may disclose to third parties certain information derived from Member's Registration Data or related data. Race-night.com will not disclose any personally identifying Registration Data except as specifically authorized by Member or in the belief that such action is reasonably necessary to comply with the law, legal process, or to enforce the Terms and Conditions. Member agrees that Race-night.com itself may use Member's individual Registration



Data and related data to provide Member with targeted content, advertisements and information about other products and Service.

Section 6 Indemnity

Member agrees to indemnify Race-night.com, and its subsidiaries, directors, employees and agents for any reasonable expense (including public expenses) or damage reclaimed by third party as a result of a Member actuation or of any other person that uses the user account and password. Race-night.com has the right to disclose the identity of any Member to public authorities according to legal regulations in case that this is necessary to identify, localise or start legal action against Member and to refrain from developing any of the activities described in the previous paragraphs: Race-night.com may communicate to third parties that require it personal information of the Member in case they develop activities that in opinion of Race-night.com may damage third parties. The Member agrees to indemnify Race-night.com and its subsidiaries, directors, employees and agents for any expense (including public expenses) or damage reclaimed by a third party as a result of a Member actuation or of any other person that uses the user account and password. The member undertakes not to hold Race-night.com responsible for any delays in delivering race nights to the member.

Section 7 General Practises

Member acknowledges that Race-night.com may establish general practices and limits concerning use of the Service, including without limitation the maximum number of days that information, data, account history or other uploaded content will be retained by the Service, the maximum disk space that will be allotted on Race-night.com servers on Member's behalf, and the maximum number of times (and the maximum duration for which) Member may access the Service in a given period of time. Member acknowledges that Race-night.com reserves the rights to terminate accounts that are inactive for an extended period of time, as determined by Race-night.com in its sole discretion. Member further acknowledges that Race-night.com reserves the right to change these general practices and limits at any time, in its sole discretion, with or without notice. **MEMBER AGREES THAT Race-night.com HAS NO RESPONSIBILITY OR LIABILITY FOR THE DELETION OR FAILURE TO STORE ANY INFORMATION OR DATA AND OTHER COMMUNICATIONS OR OTHER CONTENT MAINTAINED OR TRANSMITTED BY OR THROUGH THE Service.**

Section 8 Termination

Member agrees that Race-night.com, in its sole discretion, may terminate Member's use of the Service, without notice. If Race-night.com terminate the agreement under section 8, they will refund the member for any unused service entitlement, within 28 days. **FURTHER, MEMBER AGREES THAT Race-night.com SHALL NOT BE LIABLE TO MEMBER OR ANY THIRD PARTY FOR ANY TERMINATION OF**



MEMBER'S ACCESS TO THE Service. Member may terminate their Service at any time. Notice must be given in writing and by e-mail, quoting order number. Notice must be received by Race-night.com AT LEAST 5 Working Days prior to the event date.

Section 9 Dealing with Advertisers

Member's correspondence or business dealings with, participation in promotions of, or purchase of goods and/or Service from advertisers or sponsors found on or through the Service, including payment and delivery of goods or Service, and any other terms, conditions, warranties or representations associated with such dealings, are solely between Member and such advertiser(s) or sponsor(s). MEMBER AGREES THAT Race-night.com SHALL NOT BE RESPONSIBLE OR LIABLE FOR ANY LOSS OR DAMAGE OF ANY SORT INCURRED AS THE RESULT OF ANY SUCH DEALINGS, OR AS THE RESULT OF THE PRESENCE OF SUCH ADVERTISERS OR SPONSORS ON ANY MEDIA OR VIA THE Service.

Section 10 Web Site Links

Race-night.com provision of a link to any other Web site or location is for Member's convenience and does not signify Race-night.com endorsement of such other site or location or its contents. Race-night.com SHALL NOT BE LIABLE FOR ANY INFORMATION, SOFTWARE, OR LINKS FOUND AT ANY OTHER WEB SITE, INTERNET LOCATION, OR SOURCE OF INFORMATION, OR FOR MEMBER'S USE OF SUCH INFORMATION.

Section 11 Ownership of Materiel

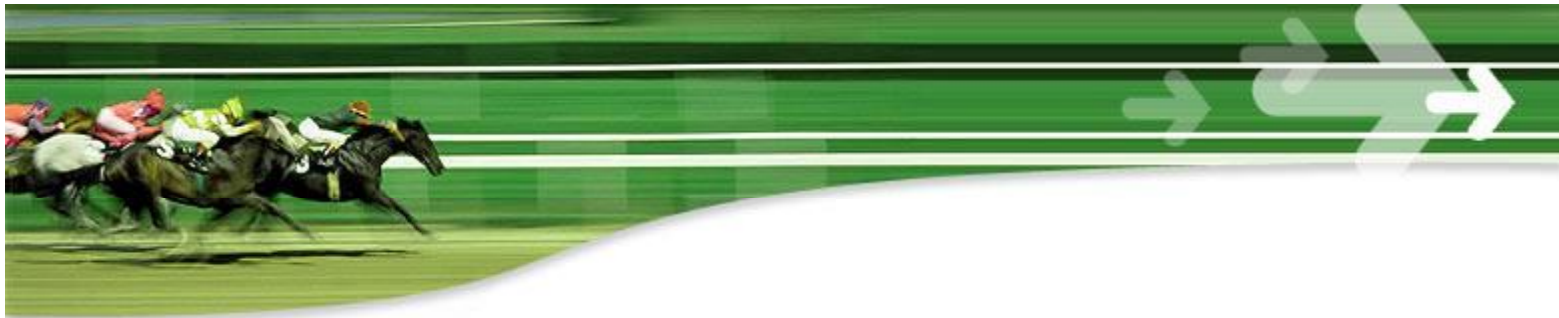
Member acknowledges and agrees that the Service and any necessary Materiel provided by Race-night.com and used in connection with the Service contain proprietary and confidential information that is protected by applicable intellectual property and other laws. Race-night.com grants Member a personal, non-transferable and non-exclusive right and license to use the Materiel solely in connection with Member's use of the Service; provided that Member does not (and does not allow any third party to) copy, modify, create a derivative work of, reverse engineer, reverse assemble or otherwise attempt to discover any source code, sell, assign, rent, lease, loan, sublicense, grant a security interest in or otherwise transfer any right in the Materiel. Member agrees not to modify the Materiel in any manner or form, or to use modified versions of the Materiel, including (without limitation) for the purpose of obtaining unauthorized access to the Service. Member agrees not to access the Service by any means other than through the interface that is provided by Race-night.com for such use.

Section 12 Disclaimer of Warranties/information Provided/No Advise

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Without limiting Members statutory rights, all media and the Service are provided "as is" and without representation or warranty of any kind. Member use of the Service and/or any data and/or information provided to member on or through any media or through the Service ("information") is at member's own risk. Neither Race-night.com, nor any of its information providers (defined below), make any warranty, expressive or implied, including any implied warranties of fitness for a particular user or purpose, or non infringement, regarding the Service, the information, or any Service or merchandise provided over or through the Service, other than those warranties which are incapable of exclusion under the laws applicable to these Terms and Conditions or otherwise explicitly stated in any applicable agreement with member. The information, whether developed by Race-night.com or provided by third parties ("information providers"), is neither guaranteed nor warranted by Race-night.com or the information providers for its accuracy, reliability, completeness, timeliness, or suitability for member's uses or those of any other person. IN ADDITION, Race-night.com DOES NOT REPRESENT OR WARRANT THAT THE INFORMATION ACCESSIBLE VIA THIS SITE IS ACCURATE, COMPLETE OR CURRENT. PRICE AND AVAILABILITY INFORMATION IS SUBJECT TO CHANGE WITHOUT NOTICE.

Section 13 Limitation Of Liability

Nothing contained in the terms and conditions excludes or limits members statutory rights.

Member understands that to the extent permitted under applicable law, in no event will Race-night.com or its officers, employees, directors, shareholders, parents, subsidiaries, affiliates, agents or licensors be liable for any losses that were not foreseeable to both parties when the contract was made, or for losses that were not caused by any breach on the part of the supplier.

Section 14 Notice

Notices to Member shall be made by mail, at the address given in Member's registration information, or via email at the email address provided in Member's registration information; any such notice shall be deemed effectively given upon delivery. Notice to Race-night.com shall be effective upon receipt and made by mail, return receipt requested at the following address:

Attn: Legal Department

Race-night.com

www.race-night.com

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PO Box 40

Buntingford

Hertfordshire

SG9 9NZ

Section 15 Trademark Information

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Section 16 Copyrights

The content of all media (the "Content"), including without limitation, text, photos, and graphics, are copyrighted by Race-night.com and/or its licensors under UK and international copyright laws, is subject to other intellectual property and proprietary rights and laws, and is owned by Race-night.com or its licensors. The Content may not be copied, modified, reproduced, republished, posted, transmitted, sold, offered for sale, or redistributed in any way without the prior written permission of Race-night.com and its applicable licensors. Member must abide by all copyright notices, information, or restrictions contained in or attached to any Content. If Member believes that any Content infringes Member's copyrights, Member may contact Race-night.com's copyright agent at the following address:

Attn: Copyright Department

Race-night.com

PO Box 40

Buntingford

Hertfordshire

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SG9 9NZ

Section 17 General Information

English law, notwithstanding Member's actual place of residence, shall govern the Terms and Conditions and the relationship between Member and Race-night.com. The failure of Race-night.com to exercise or enforce any right or provision of the Terms and Conditions shall not constitute a waiver of such right or provision. If any provision of the Terms and Conditions is found by a court of competent jurisdiction to be invalid, the parties nevertheless agree that the court should endeavour to give effect to the parties' intentions as reflected in the provision, and that the other provisions of the Terms and Conditions remain in full force and effect, if the agreement is capable of continuing in existence without this provision. The section titles in the Terms and Conditions are for convenience only and have no legal or contractual effect.

The member undertakes not to hold Race-night.com responsible for any delays in delivering race videos from the company to the member. The member agrees not to hold the Race-night.com responsible for any content in any film rented as part of the Service.