Keighley Lions Club Race Night Guide

What's a Race Night?

Keighley Lions run **Race Nights for other people** to help them **raise funds for their own projects**. Unlike others, we use a **practical course with wooden figures and Bingo balls** to create a **fun, unique evening**. Those who have done a Race Night with us have raised between **£600 to £1300** for their causes. On the night, **we will conduct the whole evening** and guidance on how to make it successful is provided below.

Top Tips

- You need to **decide how many people** you will attract to this event and **where best to hold it**.
- **Decide which evening/afternoon** you want to hold it. The **best times are usually Friday or Saturday evenings**.
- You need to decide **how much you are going to charge** people to attend and if food will be provided. The **money raised may need to cover all the costs** including potential venue costs, prizes costs etc. if sponsorship is not available.

Costs to consider

- £150 is the cost for the Lions Club to organise the Race Night.

To maximise your funding raising, we suggest:

- £6 per ticket (with a supper)
- Having a sponsor for each race who will provide a prize (gift voucher, bottle of something, chocolates etc) for the winning figure owner,
- Having 40x figure sponsors at £2 per figure (8 per race for 5 races).
- £1 per ticket per race with a pay out of 33%
- Having a prize for a special draw of any losing tickets from all the races (all will need to be signed)
- Organising a raffle including a prize to boost fundraising efforts.

Next Steps

Once you have decided on the venue, date, supper etc. - **get promoting, get sponsors and get the characters sold** for each race.

Use the **blank Race Card** as a guide and fill in funny names of the characters as you sell them. Once they are all sold, **let us know as soon as possible** so we can type them up and print them for you (latest weekend before). Also, **fill in the cover detail with venue, time, and who the money is being raised for.**

Want to find out more? - please email: racenights@keighleylions.uk