Registered with FUNDRAISING REGULATOR

SUDEP Action

Making every epilepsy death count

Race Night Fundraiser

Thank you for supporting SUDEP Action by hosting a Race Night fundraiser! Incredible people like you help to provide free support for people who have lost someone to epilepsy as well as fund research, tools, and awareness so that lives can be saved.

Hosting a Race Night is a great way to raise funds for SUDEP Action.

Read below for our step-by-step guide to help you plan a successful event.

Your guide to creating a successful Race Night

1. What is a Race Night?

A Race Night simulates the excitement of live horse or greyhound racing using pre-recorded races. Attendees place bets on the outcomes, with proceeds going towards your fundraising goals.

2. What are the legal requirements?

Ensure your event complies with the UK's Gambling Act 2005. Key points include remembering that under 18s aren't allowed to bet and avoiding the display of race information before bets are placed. Full legal requirements can be found on the Government's website.

3. Assemble your team

Form a dedicated team to handle various aspects of the event, such as promotions, logistics, and finances.

4. Select a suitable venue

Choose a venue that can comfortably accommodate your expected guests and has the necessary facilities for screening races. Make sure the venue complies with local licensing regulations.

5. Choose the date of your race night

Pick a date that doesn't clash with other major local events to maximize attendance. Once your event is booked, let us know by emailing fundraising@sudep.org.



6. Partner with a Race Night provider

Collaborate with a reputable company that offers race night services, including race footage, betting materials, and guidance. We can provide a list of some UK-based companies that specialise in charity race nights.

7. Promote your Race Night!

Use social media, local press, flyers, and community boards to advertise your Race Night. Highlight who you are hosting your event in aid of and what they will get out of it by attending.



8. Organise betting and fundraising activities

Set up a straightforward betting system for guests and decide on the betting method:

- **Tote Betting –** The most common for fundraisers, where all bets go into a pool, and winners split the pot after a percentage is taken for charity.
- **Fixed Odds –** Set odds for each racer, like a bookmaker.
- **Raffle-Style –** Guests buy a ticket for a specific horse, and a winner is drawn at random.

Next prepare your race cards and betting slips. Each card should have the horse names and numbers. Betting slips need to allow space for players to put their name, race number, horse number and amount they are betting.

Consider additional fundraising:

- **Race sponsorship –** Invite local businesses to sponsor individual races in exchange for advertising.
- **Sell horses/jockeys –** Allow attendees to 'own' a horse or jockey for a race, with prizes for winners.
- **Raffles and auctions –** Conduct raffles or auctions during the event to boost fundraising.

9. Arrange additional entertainment

To enhance the event, consider incorporating other entertainment options like music, quizzes, or a buffet.

10. Prepare your team

Ensure all team members understand their roles during the event, from managing bets to assisting guests.

11. Set up your event

On the day, arrive early to set up, test all equipment, and ensure everything runs smoothly.

12. Thank those who came or helped your event

After the event, thank attendees, sponsors, and volunteers.

Don't forget

To share your event with the SUDEP Action team at fundraising@sudep.org so we can say thank you and share your pictures on our social media.

We can't wait to see your event!