



A Night at the Races

Racing Against Hunger and Homelessness

Presented By:

Fundraising and Product Development Ad Hoc



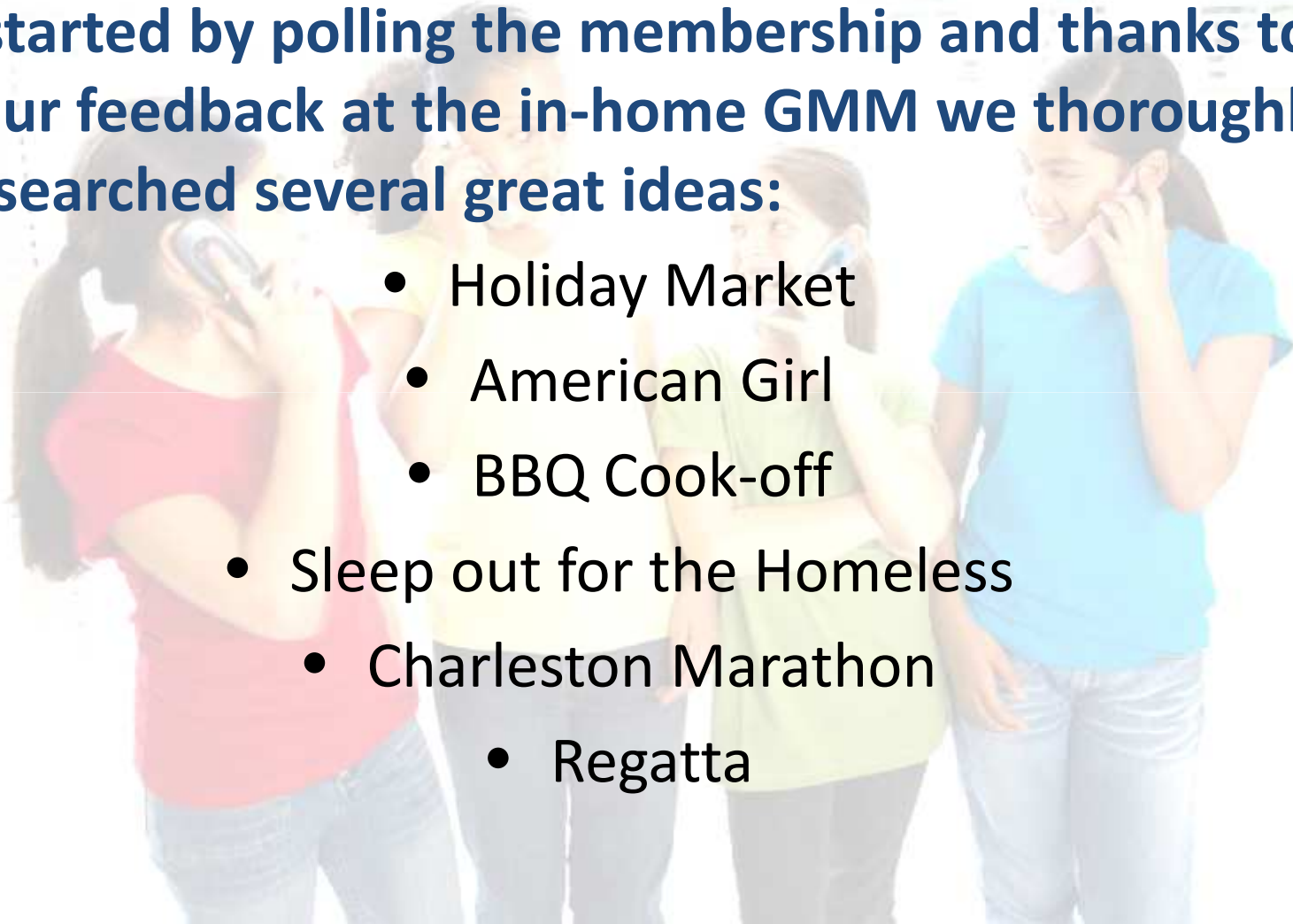
Main Objectives of the Committee

- Grow revenue sources for the future to replace the Auction revenue and raise *\$50,000+*
- New Fundraiser that engages sponsorship and participation from outside the League Membership, and something that our friends and men will want to attend!
- Select fundraiser with best man hours vs profit potential
- Catalog historical data of past League fundraisers – discuss what was successful and why

From the Beginning

We started by polling the membership and thanks to your feedback at the in-home GMM we thoroughly researched several great ideas:

- Holiday Market
- American Girl
- BBQ Cook-off
- Sleep out for the Homeless
 - Charleston Marathon
 - Regatta



Decision Time

- A Night at the Races:
 - A fun event that would draw the community
 - Partner with *Citadel Graduate College* and *Charleston Metro Sports Council* – engaging people outside the league
 - Ties into Charleston’s oldest sporting tradition – Horse Racing
 - An event of this type isn’t being done in the Charleston area
 - We all get to wear really cute hats & drink Mint Juleps!



How Does it Work?

- We use actual, archived videotaped horse races that are specially narrated by top-rated announcers to run “mock” horse races
- Host at a venue with television monitors ex: The Citadel Altman Center
- Need 25 volunteers for the committee
- Ideally takes place just before the

Kentucky Derby:

April 15th/22nd, 2011 or April 20th/27th 2012



Pricing Specifics

- Basic Ticket pricing - food, beer, wine, mint juleps:
 - \$60 per individual
 - \$100 per Couple
 - Additional \$25 per person for full bar access
- Finicky Filly Pass: \$1,000 – 4 tickets, full bar, reserved cocktail table, JL Patron Benefits
- VIP Owners Lounge: \$2,000 – table seating 10, full bar, JL Community Partner Benefits
- Small Silent auction with a select items specifically related to racing: packages to stay and attend Carolina Cup/Aiken Triple Crown, Carriage rides, horse riding lessons



What's Next?

- Visit the JLC website or www.nightattheraces.com to learn more
- Then give us YOUR FEEDBACK: log on to the website on your **“Member Home Page”** under **“Reminders”** and fill out **“Night at the Races Survey Form”**
- Look for additional communication from the League over the summer as the first reading
- Membership Discussion and vote at August GMM
- Our Success relies on your Participation-



Please give us your Feedback

