



A NITE AT THE RACES®

Over 40 Years of Fun & Fund Raising

**A COMPLETE
HOW-TO-GUIDE
TO HOST YOUR OWN
“A NITE AT THE RACES”®**



THE CONCEPT

Actual horse racing that's been video taped using five cinematography cameras and narrated from start to finish by many of America's top-rated announcers. We've captured all the suspense and action that enables you to create an exciting and thrilling "fun" or "fund-raising" event.

OUR SERVICES

We rent to you up-to-date action-packed races within a sealed VHS or DVD cartridge. Our races are also available in a 16mm motion picture format. Whatever format you choose, we assure you that nobody knows the winners.

All of our Standard Basic Kits are available for rental as a six race event. However, you can order eight, ten or even twelve races, if so desired. The viewing time for a horserace is approximately 4½ minutes and we suggest running a race every 20-30 minutes. Depending on your time allotment, order the number of races required accordingly.

OBTAINING PRIZES & MAKING A PROFIT

Volunteers from your organization could solicit prize donations from local merchants. You may also want to offer food and refreshments to your guests and make a profit on the "donation fee" to attend your A Nite At The Races® social event. Additional revenue can be accomplished by printing your own Race Programs and selling advertising space to local merchants. Many organizations also solicit local merchants to "sponsor a race" for a donation fee, thus adding additional revenue.

Another highly successful idea is to sponsor-a-horse or (Name Your Horse) for a "donation fee". The winning horse sponsor receives a prize if his or her horse wins the race. For example: If you are running ten races with ten horses running in each race, you have an opportunity to obtain one hundred donations to sponsor-a-horse or (Name Your Horse). We have also found that many organizations print their own Race Programs with the horse sponsor's names listed on the Race Programs



as horse entries. You may also want to add a humorous comment after each sponsor's name. Assigning volunteers to obtain donations is simple and our Sponsoring-A-Horse Ticket simplifies the donation process. (See Rental Order Form and Price Listing for the cost of our Sponsoring-A-Horse Ticket.)

WHAT YOU HAVE TO DO

YOUR ORGANIZATION RUNS THE SHOW!

You book the hall, get the people together and have a blast recreating a race track atmosphere. A Nite At The Races® is a fun-filled and exciting audience-participation event. Your guests will have a chance to "WIN" something, "PLACE" their bets and "SHOW" their skills. Winning prizes has never been so much fun!

STAFF MEMBERS NEEDED TO RUN YOUR EVENT

Approximately six volunteer workers can handle an audience of 200 players with complete ease of operation. You will need a Master of Ceremonies and it is important to choose a person with a cheerful upbeat personality. Your Master of Ceremonies will explain the rules of the game to your audience and keep the action moving. You will also require four people who will function as Ticket Sellers/Cashiers. We suggest two areas for the sale of Mutuel Tickets and Daily Double Tickets, with two people sitting together at each selling station. One person collects the Funny Money and the other dispenses the ticket(s) to the players. Another volunteer is also required to run the video equipment.

STANDARD BASIC KITS

Our most popular Standard Basic Kits are the "Number Narration Kit" and the "Past Performance Kit". With the "Past Performance Kit", the Official Race Programs contain true and authentic information as to how each horse did in several prior outings. With the "Number Narration Kit", the Official Race Programs contain fictitious names for each horse along with a humorous comment that appears after each horses' name.

Whether you select the "Number Narration Kit" or the "Past Performance Kit", each of these "Kits" con-

tain six races and supplies for 200 people to play. If desired, more than six races may be ordered at an additional charge.

INCLUDED WITHIN THESE "KITS" ARE:

- 200 Official Race Programs
- Mutuel Tickets (50 tickets for each horse in a race)
- Daily Double Tickets (200 two part padded tickets)
- Funny Money (1,500 individual \$1.00 bills)

Also included are *Procedures and Instructions*, a large *Toteboard Poster* (for recording the winning horse numbers and their payoffs), a *Pocket Guide & Suggested Procedures* (for use by the Master of Ceremonies), *Ticket Computation (Control) Sheets* (for computing the payoffs for each race and the Daily Double), a *Payoff Computation Chart* (used to compute the payoffs for each race without the use of a calculator).

OTHER STANDARD BASIC KITS

The "Past Performance Kit" and the "Number Narration Kit" come with supplies that simulate ones actual attendance at the race track. There are, however, other "Kits" that offer alternative methods of play without the use of Mutuel Tickets. These "Kits" also offer a fun-filled event but with a more simplified approach due to the method of play used. Consult a Customer Service Representative for information on other methods of play, without the use of Mutuel Tickets and Funny Money.

IT'S FUN FOR EVERYONE

That's because it's an audience-participation event. Members of the committee have been preparing for weeks. Posters decorate the meeting hall and flyers advertising your event have been sent out to members. A Nite At The Races® will be held tonight.

The hall takes on an aura of Churchill Downs or Pimlico - a festive air fills the hall as the first arrivals filter in and collect their Official Race Programs and Funny Money. The room is jammed with eager players and the action begins as the Master of Ceremonies announces the "Mutuel Ticket Windows are now open; ladies and gentlemen, place your bets"!

The bettors ponder their Official Race Programs, relaxing and laughing as they consider the humor-

ous horse names on the Official Race Program. Each bettor picks the name of the horse that seems to "speak" to them. Then begins the rush to the windows to place bets, as the M.C. announces, "Mutuel Ticket Windows will close in ten minutes". The final scramble to get bets down is on; a happy crowd of players at the windows slap down Funny Money and collect Mutuel Tickets on their favorite. At the end of ten minutes, the last stragglers finish their betting and the M.C. closes the betting windows. Officials quickly compute the pay-offs, using the handy Ticket Computation (Control) Sheets and Payoff Computation Chart and post the Funny Money pay-offs for each horse. As soon as the audience has settled down, the M.C. announces the pay-offs for each horse to the audience and A Nite At The Races® is about to start!!!

AND NOW . . . Lights, Camera, and a Whole Lotta Action!

The lights dim, the crowd hushes, and the pageantry begins with the Parade to The Post. Each bettor scans the field for his or her favorite as the track announcer calls the horses and the color of their silks as they parade by, then..."They're at the starting gate... ready for another A Nite At The Races® event ...**THEY'RE OFF!!!**"



Then comes the pounding hooves, the jockeying for position, the thrill of the chase as the horses gallop around the first turn ... the crowd roars with excitement, and as they round the far turn into the stretch, the hall resounds with cries of "Come on, Baby," "Faster, Rubber Band" and "Go, Big Red."

The track announcer keeps up his steady patter calling the positions of the horses... "Into the home stretch it's **Number One** out in front, **Number Nine** on the outside with **Number Eight** moving up on the rail. Nearing the finish, it's **Number One** and **Number Nine** neck and neck, with **Number Five** moving up fast... as they go under the wire, it's a photo finish!!!"

The audience goes wild! A PHOTO FINISH! THE ACTUAL PHOTO FLASHES ON THE SCREEN . . . NUMBER NINE BY A NOSE!!!



The Official Results are posted on the actual track Toteboard... and as the race ends, the lucky winners rush off to the Cashier's Window with their winning tickets for the Funny Money pay off, and the Mutuel Ticket Windows are opened for the next race.

WE OFFER QUALITY WITH UNSURPASSED CINEMATOGRAPHY

A Nite At The Races, Inc., shoots races with their own professional crew at well known accredited race tracks using five professional cameras, each camera manned by a highly experienced cinematographer. We continuously shoot new races and add these races to our vast library. Each and every race is shot in a "Digital Beta" format and contains stereo sound effects.

We take great pride in offering up-to-date video productions featuring a Parade To The Post, Loading In The Gate, Split Screen Cinematography, Horses in The Lead Graphics, Toteboard Results, The Winning Horse in the Winner's Circle, Slow-Motion Photo Finish Replays, a Full Graphic of The Results of each race, as well as commentary by many of

America's top-rated race track announcers. You will not find the quality of our races anywhere in the world!

VIEWING OUR RACES

We have been asked by many people for suggestions. You have the following options:

- A large television connected to a VCR/DVD.
- Television monitors placed throughout the room.
- A video projection system connected to a VCR/DVD.
- A 16mm sound projector using motion picture film.
- A Movie Screen (for projected images.)
- A "Public Address System" for your M.C.

HOW MUCH ARE "DONATION" TICKETS?

We have found that many organizations offer donation tickets from \$25.00 to as high as \$100.00. The "donation" is strictly a committee decision and should cover your costs which may include dinner, dancing, refreshments or whatever else may be planned for your A Nite At The Races® event.

HOW DO WE PROMOTE OUR EVENT?

Advertising is the key to a successful event and to assist you in this area we offer an array of colorful items. Among the items offered are Advertising Posters, Advertising Bulletins, Post Cards and Press-books. See "Rental Order Form and Price Listing" for information and prices on all the advertising materials offered.

WHEN SHOULD WE PLACE OUR ORDER?

We aim to get the entire "Kit" in your hands at least one week prior to your event. Orders should be placed at least one month prior to your date of use. This is important since we ship the entire "Kit" two weeks in advance via United Parcel Service to assure on-time delivery. If you feel your order will not reach our office in time, please call our office for special arrangements to be made. If your order contains Advertising Materials, it will be shipped the day your order is received, provided that we have payment. First time users must submit a completed Rental Order Form along with payment and a First Time User Letter. See Page 1 of Rental Order Form for instructions.

HOW MUCH FUNNY MONEY IS NEEDED?

We suggest giving each person enough Funny Money so that they can place at least one bet per race. All Standard Basic Kits start off with the basic six races and 1,500 individual Funny Money bills in \$1.00 denominations. You also have the option of ordering the use of additional races, so don't forget to account for this when compiling your order for additional Funny Money bills. If you are using games such as the Daily Double, you will require money to wager on this game as well. It is important that you carefully calculate the amount of money required for your event.



FREQUENTLY ASKED QUESTIONS

1. Should we play Win, Place and Show?

We do not suggest doing so for the first time user. This format is good for audiences of 150 players and upwards and obviously requires a lot more work and many additional volunteers to sell tickets. Get your feet wet first with "Win" position.

2. What denomination of Funny Money should we use? We offer \$1.00, \$2.00, \$5.00 and \$10.00 bills. It's easier using one specific denomination, rather than using several denominations.

3. Are there \$2.00 windows, \$5.00 windows, etc.? The answer is no. You should set a minimum bet - for example \$2.00. People can buy as many tickets as they wish. If a person wants to wager \$10.00 on a specific horse, they merely ask for five tickets valued at \$2.00 each.

CAN WE USE "CASH" TO PLACE BETS?

Many non-profit organizations have asked us this question. Since every State and County has their own laws, we urge you to check with your local municipality regarding the use of our game with actual cash and abide by their directives.

HOW CAN WE CONTROL PRIZES?

Here's an interesting idea that's done at the end of your event. For every \$10.00 in Funny Money that

a person presents to a staff member, that person is presented with a two part "drawing ticket". One part of the ticket is retained by the player, the other part is placed into a "WINNER'S BOX" for prize drawings.

Another successful method is to give a "drawing ticket" to each winner when he or she comes up to collect their Funny Money winnings. Here again, the winners are instructed to deposit one half of their two-part drawing ticket into the "WINNER'S BOX" for prize drawings to take place at the end of your event. If you wish, you can conduct prize drawings after each race.

Some organizations prefer the excitement of an "auction" to be held at the end of the last race. People use their Funny Money winnings to bid for prizes on display. The method used is strictly up to your committee.

OFFERING CONSOLATION PRIZES

Here's a neat idea that will keep your banquet hall really clean. After each race, request that people print their name on the back of their losing ticket and deposit the ticket into a "Loser's Drawing Box". At the end of your event, have several drawings for consolation prizes.

RENTAL ORDER FORM & PRICE LISTING

The Order Form lists all the Race Kits we offer for rental along with prices. It also contains prices on all the other items offered by A Nite At The Races®, Inc. If you do not have an Order Form, place a call to our office and one will be dispatched to you immediately. You can also visit our website at video-races.com and print out the Order Form.

DO YOU HAVE OTHER QUESTIONS?

If you are unable to find an answer to one of your questions, our friendly Customer Service Representatives will be more than happy to assist you.

Our office hours are Monday through Friday; 9:00 a.m. - 5:00 p.m. Eastern Standard Time. You may reach us Toll-Free at 1-800-252-7373. In Florida please call 561-747-3900.

WE ARE PROUD OF OUR SERVICES

We have helped so many organizations raise funds. These organizations are: American Cancer Society, Cystic Fibrosis, ASPCA, Alzheimer's Society, Multiple Sclerosis, American Red Cross, American Lung Association, Aids Research, Leukemia and Lymphoma Society of America, Diabetes Association, Muscular Dystrophy, American Lung Association, Thyroid Foundation of America and many, many organizations too numerous to mention.

THE WINNING COMBINATION

What makes A Nite At The Races® a sure winner for your organization is: The entire event is an unbeatable combination of professional experience and expertise (ours) and ease and simplicity of operation (yours). Everyone wants to participate in the fun. After your first A Nite At The Races® all your guests will eagerly look forward to your next planned event. Everyone without exception will have a blast of a time!



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