

# England's Largest Race Night Organiser.



**beneficial**  
fundraising specialist *arts*

beneficial arts // casino nights // scratch cards // corporate events



# beneficial

fundraising specialist

# arts

## Same company, new look!

All our customers, old and new, receive a friendly welcome from our staff. As England's largest supplier of race nights films, you are assured of hiring the very best product on the market.

With our new "Live Chat" option on our website, you can reach us from your computer - simply visit [www.beneficialarts.co.uk](http://www.beneficialarts.co.uk) and click **Live Chat**.

## How to Book

We've got 4 easy ways to book:

- Telephone – 0208 543 5457 between 9am – 5pm
- Telephone out of office hours – 07919 123 789
- Visit [www.beneficialarts.co.uk](http://www.beneficialarts.co.uk) then click book
- Visit [www.beneficialarts.co.uk](http://www.beneficialarts.co.uk) then click **Live Chat** and one of our customer representatives will take your booking.

Preferred Payment Card:  Accepted Cards:  

Or pay directly into our bank account. Simply ask for details when paying.

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## Cover Your Costs

Book your event with Beneficial Arts and we will show you how to cover your costs before you need to pay us!

On booking a Race Night you will receive sheets to sell your horses in advance of the evening, you can also purchase admission tickets to sell in advance, which we can produce in 24 hours.

When you book a Casino Night we will send you the sheets to sell the roulette numbers and blackjack cards, again you can purchase admission tickets to sell in advance.



## Our Commentators

Our top quality films have been filmed at race courses throughout the world. As you watch the best race night films in the business, you will recognise the commentary of legendary racing commentator Derek Thompson.

Many of our films have Clare Balding introducing the horses for you.



“ The standard of the race films supplied by Beneficial Arts are second to none. I am delighted to be introducing the horses on the films that you will hire for your event. ”

Clare Balding,  
Television Presenter.

“ I enjoyed commentating on these amazing races from around the world. ”

Derek Thompson  
At The Races.



“ You would be hard pressed to find a set of races with so many close finishes. The Newmarket and Cheltenham race courses are renowned for quality racing and that is reflected in these films. ”

Jim McGrath  
Television Presenter.



Our hand picked races will ensure your night to be a major success. All the thrills and spills of the races brought directly to your event.

We are the best in the business - let us prove it to you.



# beneficial race nights

It's a big fundraiser for your organisation so you want to be assured you have the best quality films to make your event a success. With a bank of over 100 races you can expect the very best from the most popular fundraiser in the UK. It's simple to run the event yourself, all you need is a projector, a DVD player, a screen and a sound system (optional).

**BRONZE 6 RACES:** 6 races, 6 sets of tote tickets.

**SILVER 7 RACES:** 7 races, 7 sets of tote tickets.

**GOLD 8 RACES:** 8 races, 8 sets of tote tickets.

**PLATINUM 9 RACES:** 9 races, 9 sets of tote tickets.

All packages include:

2 posters, tabulator forms (to help you work out the odds), 100 Admission Tickets, 100 Custom Printed Race Cards or Pre-printed Race Cards.

**BRONZE**  
6 races £109

PLUS DELIVERY.

**GOLD**  
8 races £129

PLUS DELIVERY.

**SILVER**  
7 races £119

PLUS DELIVERY.

**PLATINUM**  
9 races £135

PLUS DELIVERY.

We have self employed MC/Projectionists in selected areas, please call our office for more details.

**Delivery now only £20 in selected areas.**  
(excludes the Highlands and Islands)

Add colour to your night with our rosettes, jockey caps or bunting, phone for details.





## beneficial casino nights

The fastest growing fundraiser in the UK. Casino nights allow you to cover all your costs before your night commences with our 'exclusive' Roulette Number or Black Jack card sheets.

**LAS VEGAS:** Ideal for the small house party or small event, enjoy the shuffle of the cards and whirl of the roulette wheel. **This package includes:** 1 Roulette, 1 Blackjack, Set of fun money, Rules leaflets.

**LAS VEGAS JACKPOT:** **This package includes:** 1 Roulette, 1 Blackjack, 1 Texas Hold'em, 1 Wheel of Fortune, Set of fun money, Rules leaflets.

**MONTE CARLO:** Our middle of the range package that will suit events for between 50 & 80 people. **This package includes:** 2 Roulette, 1 Blackjack, Set of fun money, Rules leaflets.

**MONTE CARLO JACKPOT:** **This package includes:** 2 Roulette, 1 Blackjack, 1 Texas Hold'em, 1 Wheel of Fortune, Set of fun money, Rules leaflets.

All packages include:

100 Custom Printed Admission Tickets and 100 Texas Hold'em Scratch Cards.

**ATLANTIC CITY:** Our top of the range package is perfect for raising funds for your organisation. **This package includes:** 2 Roulette, 2 Blackjack, Set of fun money, Rules leaflets.

**ATLANTIC CITY JACKPOT:** **This package includes:** 2 Roulette, 2 Blackjack, 1 Texas Hold'em, 1 Wheel of Fortune, Set of fun money, Rules leaflets.

**Las Vegas**  
5-30 People  
£145

**Las Vegas Jackpot**  
30-50 People  
£205

**Monte Carlo**  
50-80 People  
£190

**Monte Carlo Jackpot**  
50-80 People  
£270

**Atlantic City**  
80-150 People  
£270

**Atlantic City Jackpot**  
80-150 People  
£350

Delivery now **ONLY £30** on selected packages.  
(excludes the Highlands and Islands.)



## beneficial retro goal crazy

Our goal crazy football films are coming back in fashion!

Top class players from around the world, including a young Maradona take part in competitive matches. Matches include Everton, Napoli, Juventus, Aston Villa and Tottenham Hotspur.

Watch your punters try to pick out their favourite players from over 20 years ago.

Your punters bet on the score of the match, and as you operate a tote similar to a race night your organisation can make big profits.

Our exclusive player sponsorship forms mean your punters can sponsor a player to score the first goal- this way you cover the cost of your event before you start.

**Goal Crazy Big Match Time** example.  
Select any of the scores listed below- buy any quantity of tickets for the number that corresponds to that score.

| HOME TEAM | AWAY TEAM | TICKET NO |
|-----------|-----------|-----------|
| 1 GOAL    | 2 GOALS   | 1         |
| 2 GOALS   | 1 GOAL    | 2         |
| 2 GOALS   | 2 GOALS   | 3         |
| 2 GOALS   | 3 GOALS   | 4         |
| 3 GOALS   | 2 GOALS   | 5         |
| 3 GOALS   | 1 GOAL    | 6         |
| 1 GOAL    | 3 GOALS   | 7         |
| 1 GOAL    | 1 GOAL    | 8         |

**5 MATCH PACKAGE  
ONLY  
£125**



## beneficial greyhounds

The thrills of greyhound racing are from top tracks around the UK and can raise BIG MONEY for your organisation. With a bank of 30 races for you to hire from us you can expect the very best from the most popular fundraiser in the UK. It's simple to run the event yourself, all you need is a projector, a DVD player, a screen and a sound system (optional).

**BRONZE 6 RACES:** 6 races, 6 sets of the tote tickets, 2 posters, tabulator forms (to help you work out the odds)

**SILVER 7 RACES:** 7 races, 7 sets of the tote tickets, 2 posters, tabulator forms (to help you work out the odds)

**GOLD 8 RACES:** 8 races, 8 sets of the tote tickets, 2 posters, tabulator forms (to help you work out the odds)

**PLATINUM 9 RACES:** 9 races, 9 sets of the tote tickets, 2 posters, tabulator forms (to help you work out the odds)

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PLUS DELIVERY.

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# beneficial arts

## beneficial arts

fundraising specialist

In association with our friends at Sporty Race Nights.

We've teamed up with Sporty Race Nights to sell these exclusive Scratch Cards.

**HIGH FIVE!** Our most popular scratch card, your customers scratch the panel and attempt to get the highest score. This pack is ideal for smaller clubs who only want to sell 40 to 60 tickets a week. Simply count how many cards you have sold, pay half of the money you have collected to the winner and keep the rest for your funds. It's that easy!

**LAST GOALS THE WINNER:** Pick a match and sell the tickets. Your customers scratch off the panel and receive a minute in the match. If the last goal is scored in that minute they win the cash amount you decide.

Sell 94 cards @ £3 = £282      Less 1 winner @ £60  
 Less cost of cards £18      **TOTAL PROFIT £204**

**SPORTY TEXAS HOLD 'EM:** Our exciting new scratch card is based on the fastest growing casino game in the world. This new scratch game is included in all our casino night packs, however you can also purchase these separately directly from our office.

Sell 100 cards @ £2 = £200  
 Less 3 winners in each pack @ £25 = £75  
 Less cost of cards £18      **TOTAL PROFIT £107**

**HOLE IN 1 LOTTO:** Our Golf scratch card provides a fun element to any event while making BIG profits. Your customers scratch the cards and try to get a hole in one, there are 3 winners in each pack of 100 cards.

Sell 100 cards @ £2 = £200  
 Less 3 winners in each pack @ £25 = £75  
 Less cost of cards £18      **TOTAL PROFIT £107**

**HIGH FIVE**  
 Scratch Card  
**£16**

**LAST GOALS THE WINNER**  
 Scratch Card  
**£16**

**HOLE IN ONE LOTTO**  
 Scratch Card  
**£16**

**TEXAS HOLD 'EM**  
 Scratch Card  
**£16**

Postage for all scratch cards only £2





## beneficial corporate

More and more customers are choosing to cut their hospitality budgets due to the recession, however, our Corporate Events Dept have increased their turnover by 100% as customers decide to entertain in-house or at a hired venue.

**PACKAGE 1 RACE NIGHT:** Mingle with your friends, staff and customers as we bring the race event to a venue of your choice. Our tailor made packages ensure that your company gets exactly what it wants from the night.

**Our package includes:** 6/7 races, Tote tickets, Fun money (if required), MC for the evening who will supply all equipment and 2 girls to operate the betting.

**PACKAGE 2 CASINO NIGHT:** All the thrills of the casino are brought to your workplace as we create your own casino. Our friendly croupiers will be on hand to make sure your night is enjoyed by everyone attending.

**Included in the package is:** 1 roulette, 1 blackjack 1 wheel of fortune or texas hold'em, 3 croupiers and 1 casino manager who will also act as an MC.

**PACKAGE 3 GAMBLING NIGHT:** Variety is the spice of life as we bring the races plus our casino to your chosen venue.

**Our package includes:** 4 races, Tote tickets, Fun money, MC with full quality sound system, 2 girls to take the bets, 1 roulette, 1 blackjack, 1 wheel of fortune, Fun money, 3 trained croupiers to organise your event.

### PACKAGE 1

Race Night **£599**

### PACKAGE 2

Casino Night **£795**

### PACKAGE 3

Race & Casino Night **£945**



## How much can *we raise?*

Its easy to make big profits from a race night or casino evening. While we cant guarantee the figures we've calculated - we believe they are easily achievable with our help.

“

We covered all our costs before the night and then made a lot more on it.

”

## Profit Guide

### RACE NIGHTS – Platinum package

|  |                |
|--|----------------|
| Sell 64 horses before your night at £4 each      | - £256         |
| Sell 50 admission tickets at £4 each             | - £200         |
| Sell 100 high 5 scratch cards @ £3 each          | - £300         |
| Average profit from betting<br>(50 people x £12) | - £600         |
| Stand up bingo                                   | - £200         |
| Less Costs                                       | - £350         |
| <b>For only 50 people attending profit</b>       | <b>- £1206</b> |

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### CASINO NIGHT – Monte Carlo Package

|  |                |
|--|----------------|
| Sell 37 numbers on 2 tables @ £4 each      | - £296         |
| Sell 52 cards on blackjack table           | - £156         |
| Sell 100 High Five scratch cards           | - £300         |
| Sell 50 Admission tickets                  | - £200         |
| Average profit from betting                | - £1100        |
| Less Costs                                 | - £350         |
| <b>Profit for only 50 people attending</b> | <b>- £2002</b> |

# beneficial fundraising specialist *arts*

England's largest Race Night organiser.

To book an event call  
0208 543 5457 9am - 5pm  
Out of office hours call  
Kenny Wittmann on 07919 123789.

email. [sales@beneficialarts.co.uk](mailto:sales@beneficialarts.co.uk)  
visit. [www.beneficialarts.co.uk](http://www.beneficialarts.co.uk)

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## LONDON

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