



www.makemoneywithraces.com reveals...

“How To Quickly & Easily Raise Thousands Of Dollars For Your Organization With A Night Of Video Horse Races”

Dear Friend,

Hello, my name is 'Racin' Jason Christopher. I'm a professional entertainer and fund-raiser who has created an exciting Night of Races Entertainment show that is **designed to turn an ordinary "night out of the house" into an extraordinary way to raise hundreds or even thousands of dollars for your organization's needs!**

"I got a total from my brother & sister-in-law of approximately \$7200.00! We are very happy with that amount especially since our attendance was down this year! We really loved your style of racing. You kept the races moving & we were done much earlier than ever before. The folks I spoke to who had gotten to see the magic...were left baffled! They enjoyed that part as well. We would like to book you for next April and incorporate either magic or hypnosis as well!"
Judy Hansen-Rice / Relay for Life

With inflation constantly rising and the economy plummeting, it leaves us looking for ways to find more money.

My Amazing No-Risk Offer To Your Organization

My fund-raising races program is **incredibly fun** and entertaining to put on. How I run my program is probably easier than other races programs that you will find so...

Here's how it works

The races program is very much like being at the track live, with a couple of exceptions:

1. The races are on DVD not live, and shot against a giant projector screen.
2. The bet is on "WIN" ONLY... there is no PLACE or SHOW bet.

(Please turn the page and keep reading...)

3. The odds are determined by the amount of winners in each race.
4. The Organization gets a portion of the 'betting take' and that is how you make additional money.

What we do for you:

This is where my company makes it easier for you than other Race callers. Instead of just providing you with the tapes of the races we will set up and call the races for you as well as MC the race night! You may be asking what's the difference? Well it has been proven that with a live caller and using your customized horse names that your organization comes up with, bets are increased. That means more profits for you!

The caller sets the tempo and builds the excitement and interest in the races. Since you will go 'door to door' and 'sell' horses, the live caller will use the names your horse sponsor gives their horses. This gets everyone involved cheering for their particular horses.

A live caller also spreads the betting over all horses, since most people will bet on themselves or a friend. Spreading the bets is beneficial to the fundraising organization.

A live caller will act as the emcee for the races & give directions as to how to place bets, how long betting is open and how to claim prizes. Basically, run the evening so you can take a well-deserved breather.

And most importantly a live caller takes all the pressure off you 'speaking' or 'performing' as host for the evening.

Why Not Just Rent the DVD's From Another Company? Why Do I Need A Live Race Caller?

- You'll see our prices are comparable to renting the DVD's.
- YOU also have to pay shipping to return the DVD's
- YOU also have to rent a screen
- YOU also have to rent a projector
- YOU have to rent a sound system (or HIRE a DJ)
(Please turn the page and keep reading...)

- All of THIS 'extra' money comes out of your organizations profit.

Oh, and did I mention that on top of all of this, YOU have to become the race expert and run the night? All of this in addition to any other duties you may have that evening! That's right, YOU would have to play host! Why not let me take the pressure off of you and run the show FOR YOU?

Jason, what do we need to provide for you?

Almost nothing! Just 5 things:

- 1) Small table and chair.
- 2) Space large enough to set up my projector & screen
- 3) Access to an electrical outlet
- 4) Organization volunteers to take bets and payouts.
- 5) The audience!

Jason, what will you give to us??

My company provides: 3 package options, the sound system, microphones, projector, video screen, races on DVD or Digital (no 8MM film), tickets for betting on the horses that night, a copy of the 71 page book *Fundraising Secrets*, a press release sample for you to use, a poster sample for you to use, samples of funny and common horse names and more! NO other race calling company provides anywhere CLOSE to what I give you. Ask them what they provide. Compare it to my list above & below (see the bonuses that you'll ALSO get) and judge for yourself.

Everything sounds good so far Jason, what do we do now?

Simply choose your package! With **THREE DIFFERENT SHOWS** TO CHOOSE FROM, YOU decide what best suits your needs:

The 'Once Around The Track'--Basic Package:

This package is all you need for night at the races only.

It includes:

- *Race caller service for your races*
- *The Races on DVD*
- *The 6 Foot Projection Screen and Projector*
- *the full sound system*
- *10 Races (Plus the Auction Race)*

The investment (& it IS an investment) for the Basic Package is \$797 PLUS 10% of the auction portion of the auction race.

For all packages: Any races over 10 + Auction: \$50 each addt. race.

(Please turn the page and keep reading...)

The 'Kentucky Derby'--Deluxe Package

This Package includes ALL of the above items PLUS a complete hour of strolling, close up magic. You see I'm also one of Pittsburgh's best close up comedy magicians. The show uses cards, coins, rubber bands and other items that may even be borrowed from audience members!

Many people have never seen magic done "right under their nose." Each group gets their own 5-7 minute mini-show! The members will LOVE to see the **magic happen IN THEIR OWN HANDS**, and you'll be so pleased when you hear the screams of laughter and gasps of amazement when their watch disappears, their money turns inside out or when GIANT DICE APPEAR UNDER A HAT!

The investment for the Deluxe Package is \$950.00 PLUS 10% of the auction portion of the auction race.

The 'Triple Crown'--Ultimate Entertainment Package

This Package includes ALL of the above item, PLUS a DJ to 'round out' the evening. That means you get the following:

- 1 hour of strolling, close up magic before the races start
- 10 races
- The auction race
- **-AND-** DJ work after the races (until 12:30 AM at latest)

That's THREE great pieces of entertainment: Magic, Races AND DJ!

The investment for the Ultimate Package is \$1,097.00 PLUS 10% of the auction portion of race & makes it a full evening of entertainment!

An Important Note About My Packages...

Although this may surprise you, I am only a one person office. I know, shocking, huh? Now, I DO use 5 other callers that I trust to call races for me in the event that I am already booked when you call me. Since I average 15 shows a month that happens often. If I am booked for your date I will happily secure one of my other callers for you.

I just want to let you know that the packages that I offer apply to ME only. NONE of my other callers know how to do magic ☺ and some don't DJ either. You see, you have to make sure you call early enough to book ME personally for your races to get access to all 3 packages and ALL of the FREE BONUSES (more about those in a moment...)

If I am booked, however, I will do my best to help you out with my other callers to get you what you want/need for your races. I am here to work with you to make sure you have a successful event.

(Please turn the page for your FREE BONUSES...)

But wait! There's MORE!
I have the following 5 FREE BONUSES for you!

FREE BONUS #1

If you call in the next 21 days to book your show, I'll upgrade your package FOR FREE! That's if you book basic, you'll get a FREE UPGRADE to deluxe. If you book deluxe, you get a FREE UPGRADE to ultimate. **NOTE: This offer is ONLY GOOD IF I PERSONALLY AM OPEN TO CALL YOUR RACES.** (Note: Mid-April to Mid-June races have special rules)

FREE BONUS #2

I will give you an audio MP3 that gives you the absolute BEST WAY to plan your night at the races. This 40 minute program goes over what to do before, during and after your races to make sure it's the most profitable for you and your organization. You can download the MP3 into your computer, your iPod, or burn it onto a CD and listen to it in your car. What other race caller gives you something like that? THIS FREE BONUS IS YOURS REGARDLESS IF I OR ANOTHER ONE OF MY CALLERS DOES YOUR RACES.

FREE BONUS #3

When you call to book your show, I'll send you a FREE copy of a report I developed called: "Over 16 Insider Tips To Help You Raise \$7,358.50 During Your Night At The Races". This report will give you some other great tips on how to make even more money during your race night. THIS FREE BONUS IS YOURS REGARDLESS IF I OR ANOTHER ONE OF MY CALLERS DOES YOUR RACES.

FREE BONUS #4

I will PRINT all of your Race Programs FOR YOU if needed! That's right, just email me your completed program (I have a template that will make it super easy for you) and I'll print them and bring them the day of the show! THIS FREE BONUS IS YOURS REGARDLESS IF I OR ANOTHER ONE OF MY CALLERS DOES YOUR RACES.

Just a brief note: I'll give you all the payout numbers, but members of your organization will have to sell the tickets/take the bets, collect the money and disburse the payouts. I walk them through it and I even give you:

(Please turn the page and keep reading...)

FREE BONUS #5

My super-simple easy payout sheet. It will make your job of paying off your winners super easy. No other Night at Races caller in the area is doing this. THIS FREE BONUS IS YOURS REGARDLESS IF I OR ANOTHER ONE OF MY CALLERS DOES YOUR RACES.

Speaking of other race callers...

Warning: Do NOT Bring In Any Race Caller That Does Not Meet These Three Criteria...

The sad fact is that there are many entertainers that aren't very good. They're a waste of your time and your Organizations time. I thought it'd be helpful if I presented a few criteria that'll help you choose a program that'll be worth your while.

1. Only bring in a speaker who is a full time professional and actually makes a living as an entertainer.

As I mentioned, I have been a professional speaker and performer for over twenty five years and many of the people doing race programs are part-timers or amateurs just trying to make some extra money.

2. Does your Race Caller offer any special services like a emceeding the event, magic, and most importantly OTHER ways for you to make money with your race night?

I have been to a number of night at the races that the race caller just 'calls the race' and offers the organization nothing else in the form of support services and other ways to make money. Don't let that happen to you!

3. Do NOT bring in any program that doesn't offer you a complete money-back guarantee.

This is the "ultimate test" of whether someone has a strong conviction about what they're offering or if they're just full of hot air. If a caller really believes in the quality of their program, they shouldn't hesitate to guarantee it.

(Please turn the page and keep reading...)

Speaking of guarantees, here's my exclusive:

100% No B.S.-- No Horse-Hockey Guarantee!

"If after my program you are not completely satisfied, I respectfully ask that you tear up my check. I make this bold guarantee because out of the thousands of programs I've presented no one has ever requested their money back. Once again, I give you this guarantee so you can feel completely confident in your decision to utilize my services. Make sure that the entertainers you call will offer you a No Risk, 100% Money-Back Guarantee. If they won't--then WATCH OUT!"

Yes, Jason...I want to make hundreds of dollars for my Organization--with virtually no effort--what do I have to do?

1) Simply pick TWO dates and time that are good for you and the Organization. Place it far enough into the future to make sure we can promote in enough time.

HINT: Try not to make it a day where another major Organization event (i.e. prom or a football night) is already going on. The ticket sales (and your profits) will suffer.

2) Contact me IMMEDIATELY at (412) 983-0697 or by email at jason@makemoneywithraces.com to make sure one of two dates and times are available.

I promote these shows in the tri-state area and they book up very, VERY rapidly. I don't want you to wait and be disappointed.

I'll look forward to hearing from you and helping you raise lots of money.

Yours for e-a-s-y money,



Jason Christopher

P.S. Remember to call in the next 21 days to get a free package upgrade for your race night.

P.S #2 Remember, with my 100% No B.S.-- No Horse-Hockey Guarantee!, this is completely RISK FREE on your part.

P.S. #3 What I have to say isn't really as important as what my customers and clients say. See below:

"The Crowd loved it and thought you were an amazing caller...the interaction with the crowd was wonderful [and] I had a ton of compliments on how your enthusiasm was great.

Pier [the fire hall manager] has had many night at the races in that venue and has said that you were the best he has ever seen.

Our Event raised \$9,000 total (about \$7,500 after expenses) and if I were to suggest using one of your extra tips, I would say it would be the envelope thing. I thought it was a good way to make some more money and didn't take much effort at all.

If you book Jason's deluxe package, you will be amazed by his mini magic shows he puts on between races for the crowd. I think this was a great addition to the night to keep people enticed and connecting with him as well. My father still can't understand how you got the watch off his wrist!"

Darby Zerbini
Westmoreland Rotary Club

"The races went well and the magic show was great. We used your materials and flyers 'directly and made our work hassle free' and this was 'easier and better' to other night of races we've done. Our team raised \$2,600! Thanks and see you in October!

Cheyenne Ignat
Relay for Life

"Jason, you were great and easy to work with! Compared to other Night of Races our organization has done, yours was 'easier and better'"

Linda Manzini
Chartiers Valley Bowling

"Jason was very polite and entertaining. I would recommend him highly and definitely use him again! Your "Magic Envelope" helped us raise an additional \$413! Thank you so much!"

Kim Walters
Chartiers Valley Baseball Boosters

"Fantastic Job with the crowd and workers. We raised about \$3,000. Thank you VERY much"

Dan Wauthier
Chartiers Valley Bowling Club

"Hey Jason, Thanks for the good time last Saturday. It was a fun and successful fundraiser for our organization"

Jim Saunders
Bovard Centennial Celebration

"Jason's night of races service was very professional and organized. The caller was very cooperative and willing to go the extra mile and we would without a doubt use him again and refer him to a friend!"

Aaron Mickens
Robinson Co-Ed Youth Athletic Association