



# WILD WEST WEEKEND PLAYBOOK HORSE RACES



A favorite themed weekend we see at WACO campgrounds is the “Wild West” or some version of it. Here is one of two easy ways to combine your already scheduled weekend with a GBF Fundraiser! Horse races are a fun way to get guests of all ages involved – this is definitely NOT just for the kiddos. If you’ve never seen a Grandma get serious about winning, you haven’t lived! Ponies not your bag? Check out our Wild West Costume Contest instead on the GBF website!

- 1) Log on to <https://gilbertbrownfoundation.org/gbf-kickoff-packs/> to get all these awesome resources listed below!
- 2) Determine how your races will be staffed: You’ll need 6 racers that you can have sign up ahead of time, using your VOLUNTEER SIGN UP SHEET, or by selecting folks that come up at the time of the event. A great way to boost monies raised is asking for a larger donation for those that want to race!
- 3) Get Your Advertising Ready:
  - ✓ Using the **POSTERS** template provided on in the Kickoff Pack for the Wild West (Horse Races), print out posters to hang up around your location that show the day and time. *No way to print posters for your event? Contact our preferred print vendor S&H Ad Specialties at (608) 525-2323!*
  - ✓ Download the **SOCIAL MEDIA GRAPHICS** and update with your location/time. Then upload to your Facebook page and/or website. Want to increase engagement on your Facebook page? Have guests share their favorite local hero with a picture or comment!
  - ✓ Want to send an email to your guests? Download the **EMAIL HEADER** and send out a message to all your campers letting them know about the fun they’ll have while raising money for noteworthy cause!
  - ✓ MAKE IT A BIG DEAL! Adding some extra bells and whistles can really add to the fun and can promote your campground at the same time! Be sure to check the **SPECIALTY ITEM SUGGESTIONS** before you leave the Kickoff Pack section of the website!
- 4) PREPARE FOR THE EVENT: Supplies you will need can vary, but here are some ideas and images to help get your creative juices flowing:

- ✓ Horse/Race Track: Can be [indoor/outdoor artificial carpet](#), like this one shown here. You could also use large craft paper roles if you don't care about the color. Divide your race track into 6 lanes horizontally and then smaller squares of equal size vertically. You can number the lanes at the starting line to help make things organized.



- ✓ Ponies/Stick Horses: Lots of options here depending on how often you'll do these races. If just incorporating for one weekend a year, [try these](#) inexpensive inflatable options that you can also give away to your racers!

✓ If you're looking to add this event to a weekend schedule, check out the [multiple options on Amazon](#). We've seen them inserted into buckets filled with plaster to keep them steady and hold up the horses for several seasons worth of use! Just be careful not to use too big of a pail or you'll struggle to move them into spaces.



- ✓ Markers, paint, labels or paper: To label your lanes, and your ponies. You can place the numbers on the mounted buckets, on the front/back (so people can see their racer from either side!) of the stick, on the racer – whatever works best and is easiest for your campground.



- ✓ Dice: The bigger the better! You'll need a set of TWO – one to roll for the horse lane, the second to see how many spaces that horse will move.

✓ Tokens: You'll need something to track winners – chips, tickets, fake cash, etc. Anything you can hand a winner (who's horse won that round's race) to keep track. The person with the most tokens at the end, wins!

- 5) RACE INSTRUCTIONS: Choose your racers – which can be again chosen ahead of time with your volunteer sign up. You can also ask guests to pay \$5 to play as a

racer, or you can take walk-ups that look like they would make the game fun for all to watch! Those who want to “bet on their horse” pay to play each race AND can bet on up to two horses each race. If you do this for an hour with 6 horses, you should be able to get in about 10 races. Suggestions for playing: \$1-\$5/round. Winner can pick a prize off your prize table (toys, candy, food from your store) or you can split winnings with them as more of a 50/50.

- 6) TAKE PICTURES & SEND LETTERS! This is a great opportunity to grab photos of your willing guests for use on your website and Facebook. If you chose to do the letter option, be sure to send the letters off to the appropriate parties in your local community!
- 7) RECORD & DONATE: Count the cash from the sales, mark it off on your [GBF Funds Tracker football thermometer](#) (found in the Generic Forms & Documents section of the GBF Kickoff Packs!) and mail your donation to the Gilbert Brown Foundation at: PO Box 228, Ettrick, WI 54627.



**Get your team and your Seasonals involved in something like this weekly! Watch your guests, and volunteer faces light up as they not only have a blast, but support a great cause.**

**Have a suggestion on another GBF Kickoff Pack? [Send it to the office](#) so we can share the great ideas with other campgrounds!**