

Umigo Indoor Kart Racing Fundraising Plan

Umigo Indoor Kart Racing is happy to help the community raise needed funds for schools, sports teams and other non-profit organizations. Our program is simple: set a date, pass out flyers, alert the community and Umigo will donate 20% of sales during the date/time of your fundraiser on full priced sales towards races and memberships. No other discounts, coupons or promotions will apply. Flyer must be presented at Umigo at time of sale to get credit for your fundraiser. One flyer per sales transaction must be presented to be included in fundraiser. Umigo will keep the flyer, note the amount of transactions and record for processing check payment to fundraising organizations. Flyers cannot be handed out on or around the premises of Umigo. We will disqualify your event if you distribute flyers to any guests on or around our Umigo property.

Start your Engines:



- ▶ Work with your Umigo Fundraising coordinator 3-4 weeks in advance to select a date.
- ▶ Umigo recommends minimum days, no school days, day prior to no school day and weekdays. Saturdays are not eligible for this program.
- ▶ Confirm fundraiser with your group. Get a committee to help you plan and promote.
- ▶ Complete your W9 tax exempt information and forward to your Umigo Coordinator.
- ▶ Get your fundraising flyer from Umigo for copying.

Promote your Fundraiser:



- ▶ Print Umigo Flyers announcing your fundraiser.
- ▶ 7-10 days prior to your event start handing out flyers, post flyers where you can, include fundraiser in your newsletters. Be sure to give people extras for family and friends.
- ▶ Post flyers in all appropriate areas within your organization.
- ▶ Make sure the event gets listed on local newspaper calendars; send details on event, time and place.
- ▶ Ask potential guests to call ahead to Umigo to reserve their track time.
- ▶ Make sure you (or a representative) attend the event to greet and acknowledge your participants.

Follow up:



- ▶ Get a little post-event publicity (and plant a seed for the next event). Send a post-event press release to local media to recap the event and publish the success.
- ▶ Let us know how it went! Call us with any suggestions, so your next event is even more successful.
- ▶ Set date for next fundraiser.



Indoor Kart Racing

www.umigoracing.com