



Fundraising Guide

Raise money at your next charity event with a casino theme party fundraiser, or charity poker tournament.

If Casino Party USA, and Brian Masters, had a “Specialty”, it is Casino Theme Parties and Poker Tournament Fundraiser. Year after year our clients return to us looking for repeated success in helping raise monies for their organizations. Too many times to count we have been approached, while hosting an event, by attendees who inquire about our fundraising services for their organization in need of funds... WHILE THEY ARE AT YOUR EVENT!!!!

Casino Fundraisers, Casino Night Charity Events, and Charity Poker Tournaments are a great way to raise money for your non-profit group or organization while entertaining your guests with exciting casino fun.

If you are planning a Casino Fundraiser or Charity Poker Tournament, we understand that your primary goal is to maximize your fundraising potential while providing an authentic “Las Vegas” style Casino Theme Event. We have proven ideas to help you navigate those goals. As Casino Party and Poker Tournament Specialists, we guarantee your event will not only feel authentic, but your guests will be thrilled with the excitement it brings. We provide support and guidance until your event is over. Casino Party USA has assisted HUNDREDS of charities and groups with their fundraising needs. We would be happy to share our experience with you in the planning of your casino fundraising event.

WARNING: Simply printing this off and giving it to a “competitor” is an EXTREMELY BAD IDEA. We have been producing Casino Theme Parties for over 30 years, with offices currently in Seven (7) states. We know how this works, and it is part of our operational behavior. The fact that they, “The Competition” doesn’t have a program like this, just shows how inexperienced and unprepared they are to help you.

Fundraising Tips and Ways to Raise Money for Your Charity

Casino Fundraising Goal:

When planning a Casino Fundraiser, Casino Charity Event, or Charity Poker Tournament, having a realistic goal of how much money you would like to raise is the key to a successful event. This will determine the price of your admittance fee, and casino voucher starting money. Once the key goal is determined you can begin to figure out your pricing and expenses.

“As much money as we can make!” Is NOT a realistic goal. Find an actual, and hopefully obtainable goal amount.

Casino Fundraiser Revenue

Revenue for a Casino Fundraiser will usually come in the form of the following activities

- Casino Fundraising Ticket Sales
- Casino Table Sponsorships
- Additional Casino Chip Rentals
- Regional Marketing of your event through our “In House” PROVEN marketing network, directing potential guests to your event.

Casino Fundraising Ticket Sales

The main key in reaching your above casino fundraising goal is to get people to attend your Casino Fundraising event. Everyone involved in your Casino Fundraiser committee should be responsible for selling tickets or providing names for mailing and invitation lists. Determining “Head Count” is critically important, not only for the number of casino tables you will need, but also for food counts. This is probably going to become your main source of income and your fundraising goal depends directly on getting people to the event.

Casino Table Sponsorships & Signage

Sponsoring casino tables is a great way to not only pay for the casino tables from Casino Party USA, but to provide additional revenue towards your Casino Fundraising goal. At a minimum, the table sponsorships should at least cover the cost of the casino table rental. However, in our experience, many businesses are willing to not only contribute money for the tables to have their name listed as an event sponsor, but they also donate prizes to be given away at the event as well. Why not invite your sponsors and their employees to attend your Casino Fundraiser? Ask your sponsor if they would like to have any small brochures or business cards for their products at the table. They should understand that not only is their donation going to a great cause, but they are getting some great advertising as well.

Signage

Casino Party USA has the EXCLUSIVE Digital Table Signs! No more printing basic signs, getting CHEAP Picture frames to display the sponsors name and contact information. Casino Party USA can provide Digital Table Signs for every table ordered where you, the client, will be allowed to display up to Twenty-Four images on a rotating screen throughout the night. List the sponsors, venue, charitable cause.... Practically anything. Just give us the images, and the order you wish for them to be displayed, no later than 72 hours before your event for success! This is a FREE SERVICE for charities and non-profits!!!

Selling the Sponsorships

Example:

Gold Package \$500 Sponsorship: Client gets Five (5) Ads on the Digital Signs that will rotate throughout the event on ALL of the tables.

Silver Package \$300 Sponsorship: Client gets Three (3) Ads on the Digital Signs that will rotate throughout the event on ALL of the tables.

Bronze Package: \$100 Sponsorship: Client gets One (1) Ad on the Digital Signs that will rotate throughout the event on ALL of the tables.

You may adjust the Sponsor levels to best fit your needs.

Client (YOU) are responsible for getting Sponsors as well as producing the Images that we will use on the signs.

Additional Casino Chip Sales

Casino Party USA typically starts out our events with each guest receiving \$500 in “Casino Fun Money” for them to enjoy at the tables. At a Charity Casino Theme Party, this amount is different. We start the guests off with \$200 in “Casino Fun Money”. The reason? We would like for them to donate “Real Money” for more “Casino Fun Money”.

And here is how we do it!

Casino Party USA has created “Casino Fund Books” filled with coupons that the guests can “Cash In” at the casino table games. These books are provided for additional incentives for players to be able to DONATE ADDITIONAL FUNDS at the event. Casino Party USA provides these books at every Charity Casino Theme Party. Our Dealers, under the watchful eye of Casino Party USA Management, offer these up to the guests for a \$20.00 donation each. (Everyone has a \$20.00 bill on them. The price point works, please don’t try to change it.) Guests can pay via cash, or credit card, and the profits go to your organization. EVERYBODY BUYS A BOOK!!!

Regional Marketing

Casino Party USA, over the past 30 years, has created a Regional and National Brand and has networked with many Event Planning and Fundraising Websites, Advertisers, and Online Social Media Presence. We will create a listing of your event, including Phone Number, Website, Phone Number and Event Information at no charge for you and direct potential guests to you and your event.

In Conclusion

Casino Party USA will help you run a successful casino theme party fundraiser with our staff not only providing management of the casino games, but also great ideas for contests, raffles, drawings, and other ways to boost your charitable contributions. Many clients not only hire Casino Party USA for their events, but also specifically ask for several of our staff to emcee and host the event. QUEUE BRIAN MASTERS!!!

Make note: Due to legal issues surrounding “Charity Gaming”, not all laws apply in each state. Please contact our office for a discussion on your upcoming event and how we can raise money, and fun, for you.