

Wild Willy's Casino Parties LLC, PO Box 247, Old Bridge, NJ 08857

Phone-(732) 690-8324

Email: INFO@WildWillysCasinoParties.Com

Internet: www.wildwillyscasinoparties.com

SIMPLE CASINO PARTY FUNDRAISER GUIDE

Licensing

The following guideline should be followed for registering your casino fundraising event with the Legalized Games of Chance Control Commission (LGCCC):

- 1) You must be registered as a charitable or non-profit organization.
- 2) You must have a 2 year biennial gaming license from the LGCCC. Allow 4-6 weeks to obtain this if you do not have one. Cost is \$100

Once you have the license:

3. Mail Wild Willy's Casino Parties LLC a copy of our signed contract and a copy of your active 2 Year Gaming License that you received from the state.
4. Once we receive your signed contract and a copy of your gaming license we will register your event with the LGCCC within 48 hours. We will then forward you a notarized Form 13 within 7 business days of their approval.
5. In the Municipality where you are holding your event you will fill out an application form to hold a casino event. Bring your original non profit certificate, your original 2 year gaming license, and the notarized Form 13. Bring your checkbook as you will also have to pay the fees. You will need to pay \$100 for the State and up to \$100 for the municipality.
6. Your Municipality will vote on whether to approve your application.
7. Notify us as soon as you receive your approval so we can begin officially scheduling the event with staff.
8. After the event you need to report back to the state by filing a Raffle Report Of Operations by the 15th of the month following the event.

The LGCCC information can be found here:

<http://www.state.nj.us/lps/ca/lgccc.htm>

For more information, call the Commission at 973-273-8000 or write to P.O. Box 46000, Newark, New Jersey 07101

Quality

We have outstanding quality equipment compared to competitors. We provide:

- State Approved Regulation Tables
- Professionally Trained and Dressed Dealers
- Authentic Accessories
- 6 Deck Blackjack Shoes
- Authentic Casino Chips with Proper Coloring, Weight, and Gold Foil Denominations Clearly Printed On Them
- All Tables with Cushioned Rails
- Up to 27" Mahogany Roulette Wheels with up to 17 foot tables
- Oak Trimmed Craps Tables with a Dealer Chip Relief Area So Chips Are Not in the Play Area
- Elegant Table Skirting
- The best service and money raising ideas in the industry

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Goal

To raise money for the organization in line with Legalized Games of Chance Control Commission's definition of "authorized purpose". Determine realistic goals of how much money you would like to raise. Then you can determine things like how much to charge for admission or how much to ask for table and gift sponsorship. You must also designate a meaningful reason for raising the money that will motivate potential sponsors, gift donors, and ticket buyers.

How to Determine Your Ticket Price

What is the total of all expenses?

How many tickets do you think you can sell for this event? Approximately?

How much money do you WANT to raise?

Carefully consider a reasonable price based on the median income level of your anticipated attendees.

Calculating

- Determine how much you want to raise after all expenses are satisfied. This is your **DESIRED MINIMUM NET PROFIT**. Be realistic based on how motivated your TEAM is, the ticket price your typical clientele would be willing to spend, and the potential sponsors you have access to.
- Determine how many **EXPECTED TICKET SALES** (how many tickets) you think you can sell.
- Determine the approximate total of all **EXPENSES**?

DESIRED MINIMUM NET PROFIT + EXPENSES = TOTAL TICKET REVENUES required.

TOTAL TICKET REVENUES / EXPECTED TICKET SALES = SUGGESTED TICKET PRICE (to achieve **DESIRED MINIMUM NET PROFIT**)

ACTUAL NET PROFIT can be increased with money made from 50/50's, Auctions, Specials, Drink Sales, etc. Adjust your ticket prices accordingly. You want to balance realistic goals with providing a memorable event for your guests. And don't forget that **SPONSORSHIP** significantly reduces expenses and can often entirely eliminate them.

Determining Expenses

Facility Costs- Generally speaking, for fundraisers always try to get a facility donated or at least discounted.

Casino Party Costs- These would be the Wild Willy's costs. Make sure you have enough tables for the number of expected guests, generally 60-70% of guests. For 150 guests figure tables for 98 players (65%).

Tables We Offer

Tables	Dealers	Players
BlackJack	1	7
Craps	2	10-12
Roulette	1	7-8
3 Card Poker	1	7
Caribbean Stud Poker	1	7
Let It Ride	1	7
Poker (Holdem)	1	10
Money Wheel	1	7

Other Options

Relief dealer Required for 8 or more tables.

1 Pit Boss Required by the state for all fundraising events

Slot Machines

DJ or less expensive Music Box/PA option

Cashier

Cashier Booth

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Holdem Display Screen
Raffle Tickets
B+W Personalized Play Money
Color Play Money

Decorations/Props/Music- Decorating really makes the event more authentic. Adding color and sound is great to liven up a party. We can provide a suitable DJ for you or a less expensive music box/pa option with casino themed songs included.

Food and Beverage Costs- Look for sponsors, or at least discounts from caterers. Let them advertise with signs and/or in your program. We always recommend buffet or passed hors d'oeuvres for casino parties. Sit down dinners can compete with the casino play and are usually done only for high end events.

Insurance- This may or may not apply if you use your own facility.

Security- The safety and well being of your guests, yourselves, and your property should always be considered. Parking lots can be confusing if parking is tight.

Clean Up- Prior to the event, designate a team of volunteers or employees to take care of the facility cleaning.

Licensing Costs? - NJ has very specific requirements we can help guide you through. Look here for the NJ State rules: <http://www.state.nj.us/lps/ca/lgccc.htm>

Program Development - most fundraising events have a program guide that serves multiple purposes. You can thank volunteers, sell advertising space for sponsors (Full Page, ½ Page, ¼ page, Business card display), list auction items, list raffle prizes, list door prizes, explain casino rules, explain how and when prizes will be awarded, present a timeline/agenda for the event, etc.

Advertising/Mailings – Do you need to pay for any advertising or mailings to attract vendors, sponsors or for ticket sales? Most communities have a local paper or Cable TV channel where community events are listed, often for free.

Other Costs?

Determine Revenues

Ticket Sales is the obvious method of earning revenues and should be planned and done well in advance. Ticket prices vary depending on what the purchaser is receiving for their money. Will there be food included (buffet is recommended, drinks, open bar, etc.). Generally speaking, you provide a discount for advance purchases of tickets. Purchasing at the door is more expensive. This encourages people to purchase early so you have some sense of what the attendance will be in advance.

Table Sponsors – This is the KEY to a successful Fundraiser

A great way to fund the casino party costs is to get sponsors to sponsor each table. In return they can have a sign displayed on the table with their company name. Additionally you can list the sponsors in your event program. The price of sponsoring a table is up to you. You know your local vendors best. You can ask them to sponsor part, all, or even in excess of the price paid per table. You can also suggest to them that they provide some small branding advertisement of their own to be handed out to players such as; key chains, hats, coasters, store coupons, etc. Many casino party fundraisers cover their entire cost of the equipment rental, casino staff, and casino prizes completely through sponsorship and donations.

Sponsorship and gift donations can come from anywhere such as your members (especially business owners), banks, suppliers (printers, caterers, florists, etc), local stores (bagel store, card store, liquor store, supermarkets, pizza, restaurants, etc), electronic stores such as Best Buy and circuit city. You can have an event sponsor, casino table sponsors, program sponsors, food sponsors, etc. Gift donations can be flat screen TV's, time shares, WII's, event tickets, gift baskets, jewelry, gift cards, etc.

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Drink/Food Sales

This varies by clientele. Ticket prices often include food and non alcoholic beverages, sometimes alcoholic beverages too. Typically, the more expensive the entrance fees the less likely you are to charge for food or drinks. To limit costs, usually a limited variety of beer, wine, soda is offered. More upscale events have full bars. You can limit costs by giving them limited drink coupons (usually 1 drink) which they redeem for soda, beer, or wine. You decide how many tickets per drink. Additional tickets can be purchased for more drinks. You can also switch to a cash bar after 1 hour. Just make sure you clearly define these things to your guests before they purchase tickets.

Auctions-Silent Auction

Depending on your clientele, auctions can be very profitable. We see many silent auctions at events. If you can get people to donate items for auction you can make a lot of extra money. Things like artwork, show tickets, dinner tickets, sports tickets, movie tickets, jewelry, memorabilia, 1 week stay in a timeshare, etc. You can raise a lot of additional money this way if you have the source for the donations. When displaying auction items it is highly recommended that you have a minimum starting bid and required increments for subsequent bids.

Auctions-Live Auction

Again, depending on your clientele, auctions can be very profitable. With the right people and donated gifts you can generate a lot of money this way. But you really need to get your audience focused on the auction. This means dedicating time (say 30-40 minutes) where the only action is the auction. So do the auction after you close the casino or during a casino break. You can also auction the sale of prize raffle tickets. A motivated or even a professional auctioneer can generate a lot of extra revenue.

Specials – raising additional monies

When guests arrive they are generally given some 'funny money' to take to the casino tables to start play. Inevitably, many run out of money. A cashier booth is set up for them to go to purchase additional fake money.

As the night progresses, after the first approximately 1 hour of play, you have someone in your organization announce (often through the DJ or Pit Boss) that there is a special for the next few minutes. Anyone who needs more play money can purchase it for a discounted price. For example, say their ticket purchase of \$50 includes buffet dinner and beverages. Along with that they receive \$50 in play money. When they need more money they can always go to the cashier for more. Let's say that for \$20 they get another \$50 in play money. During the Specials you increase it. The first hour you announce a special of \$20 for \$100 or \$50 for \$500 in funny money. You can do this every hour, normally increasing the amount of play money received for the purchase price. This adds to your Net Profit.

We also use other tried and true methods of raising additional money for you that we offer our customers..

FEEL FREE TO CALL WITH ANY QUESTIONS @ (732) 690-8324

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