



(732) 690-8324

## Casino Party Fundraising

**Casino Party Fundraising is a unique and entertaining way to raise money for your organization. It is exciting, completely legal, and most of all, it works. Let us combine your enthusiasm with our experience to host a wonderful evening of fundraising enjoyment.**

**What is a Casino Party Fundraiser?** *It is a fundraising event that uses casino themed gambling to help attract sponsors, donations, and contributions. Real casino tables, genuine accessories, and professional dealers are used to create an authentic and stimulating casino environment. Sponsors are asked to donate money to your event in return for advertisement and exposure. Gift donations are solicited for use as prizes. Participating guests contribute money in return for play money/chips, which they use to play at the casino tables. The event culminates with guests cashing in their remaining play money/chips in return for raffle tickets. The raffle tickets are used to try to win the donated prizes.*

*Technically, a Casino Party Fundraiser is a fundraising event where money is raised for the purpose of the 'organization' in line with the Legalized Games of Chance Control Commission's definition of "authorized purpose". It requires an authorized Casino Party Supplier, State and Local licenses, State Licensed dealers, and it must be run within the rules and regulations as set forth by the commission.*

*NOTE: No real money is ever used for the actual casino party gambling.*



**Why it works?** *Rather than just asking contributors to make donations, they are treated to an evening full of realistic Las Vegas-style casino gambling and excitement. No matter how much they win or lose, they all have a chance to win prizes, and they have a great time while supporting a worthy cause. It is not just a donation; it is a fun-filled night out.*



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**How it works?** *Casino Party Fundraising is comprised of the following basic components:*

- 1) **Committee Volunteers**
- 2) **State and Local Licensing**
- 3) **Advertising**
- 4) **Sponsorship**
- 5) **Prize Donations**

- 6) **Ticket Sales**
- 7) **Additional Special Sales**
- 8) **Prize Awards**
- 9) **Final Reporting**

- 1) **Committee Volunteers** – Volunteers are brought together, organized, and assigned to the different components of the event. It is important to assign responsibilities based on experience and equally important not to assign volunteers to tasks they are not comfortable doing. People with connections to local businesses and vendors are usually the most successful at getting sponsorship and prize donations. Legal or administrative experience/or connections with the state or township clerk's office can help with getting licenses. Advertising experience and/or computer software experience and can help with advertising the event and also developing an optional program guide. Accountant types can help track and manage the money before, during, and after the event.
- 2) **State and Local Licensing** – Your organization and each event you hold must be licensed with the State of NJ and in the local municipality where you are holding the event. This can take months and we recommend you allow 2 months minimum for each license required. *See 'Licensing Your Event'*
- 3) **Advertising** - There are many avenues to advertise. Posting flyers at local stores, schools, police stations, fire houses, and at your organization's location can be very effective. Emails to prior donors and prior event attendees is very cost efficient. Community TV and weekly town newspapers often allow free advertising under the community sections.
- 4) **Sponsorship** – There is a lot of opportunity here to both reduce your event cost and even profit before the event starts. Solicit your suppliers to give back something. Contact local stores that are benefitting directly or indirectly from your organization's business purchases or your member's purchases. Go to your local banks where your accounts are held, local funeral homes, bagel/pizza stores, jewelers, etc. Ask wealthier donors within your organization to contribute. Everyone and every business is a potential sponsor. Use your connections.
- 5) **Prize Donations** – The event ends in the raffling off of prizes. The prizes are best acquired from donations. The larger the prizes the easier it is to advertise and attract guests to your event. Flat screen TV's, Time Shares, Vacation Stays, Wii's, GPS Navigators, golf outings, sports or show tickets are all typical prizes that are offered. Many gift baskets are also common. When soliciting be persistent. Knocking on doors works.



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It is easier to ignore an email or a letter than it is to say no face to face. Contact local businesses. PTA's and PTO's often seek donations from parents, or baskets from each classroom in a school. Sports teams often look to the player's families to make donations (and to promote ticket sales). Any store or business could donate something. You can combine smaller donations to make better prizes out of them (I.E. Free dinner at a restaurant, show tickets, and free dessert can be combined as a night around town.) After the event make sure your donators receive thank you letters. Typical donors are local stores, large stores, golf courses, restaurants, and the vendors that your organization purchases from. Note: Nothing that can be redeemed for cash or can be converted to cash is allowed as a prize. *Typical prizes that are NOT allowed are lottery tickets and scratch offs.*

- 6) **Ticket Sales** – Ticket sales should be started well in advance of the event. Anyone serious about attending the event will pay in advance. We find that walk-ins (guests who arrive un-announced at the door) are not very typical and not dependable. You want to know your expected attendance well in advance so you can notify us. The sooner we know we can finalize the table count and minimize cost. You will likely need to notify your venue as well so the guest count is accurate. Set a 'pay by' date at least 2 weeks before the event. Entice guests to pre-pay by offering bonus play money. We do not recommend discounting the price for early payment. The ticket price is determined by you. You need to assess the typical guest's spending limit. You also have to factor in expenses for the hall, food and beverages, advertising, the casino table cost, licensing, any other costs involved, and of course, how much you want to raise.
- 7) **Additional Special Sales** – There are numerous ways to raise additional money at your event. The most popular ways include 'special chip sales' and selling 50/50's. Wild Willy's helps you with 'special chip sales' using very simple reliable techniques learned over many years. As a signed customer we will introduce you to the very successful "HIGH ROLLERS SPECIAL" technique. This simple but very effective method generally raises 20-40% above what traditional 'special chip sale' techniques bring in. We provide canned templates to manage the sale. We also do the same traditional sales that most other companies do. Some other less popular methods include silent auctions and live auctions but for the right clientele they can be effective.

NOTE: 50/50's require an additional license from the township.

- 8) **Prize Awards** –All prizes must be awarded in the form of merchandise or gift cards. Prizes are generally displayed on tables at the event. A receptacle is placed in front of each individual prize. Players deposit their raffle tickets into the receptacles in front of the prize they would like to win.
- 9) **Final Reporting** – A Summary Report of Operations must be filed with the state by the 15<sup>th</sup> of the month following your event.



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## Casino Party Fundraising

# LICENSING YOUR EVENT

**The following guideline should be followed for registering your Casino Party Fundraising event with the Legalized Games of Chance Control Commission (LGCCC) and your local municipality. This applies to both Casino Party events and Texas Hold'em Tournaments:**

- 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. See here: <http://www.state.nj.us/lps/ca/lgccc/apps/inapbier.pdf>
- 3) Once you have the license:  
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. Within 7 days we will forward you notarized Form 13's.
- 5) In the Municipality where you are holding your event you will fill out a raffle application form to hold a casino event. Bring your original 2 year gaming license, and the notarized Form 13's. You will have to pay \$100 for the State and up to \$100 for the municipality. Keep in mind that most municipalities meet just once a month so you need to time your application accordingly.
- 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 15<sup>th</sup> of the month following the event. See here: <http://www.state.nj.us/lps/ca/lgccc/apps/RaffleReport.pdf>

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**



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### About Wild Willy's Casino Parties

*Wild Willy's Casino Parties is a premier full service casino themed party company. We provide top quality regulation tables approved by the Legalized Games Of Chance Control Commission, regulation accessories, professionally trained dealers, and most of all, outstanding personalized service. As your casino party hosts we understand that your party has to be successful the first time, every time, and that there are no second chances. Based in Central New Jersey, we are ideally located to serve the entire Tri-state area, Delaware, and Eastern Pennsylvania.*

*The company is owned and managed by Bill Krug (aka Wild Willy). "As a long time customer support manager and project manager, I have developed a special awareness of what customers need and deserve. I expect that you will learn very quickly that Wild Willy's is unique in how professionally and honestly we treat our customers. We will take as much time as necessary to help you understand all of the big and, equally important, the little things that can influence the success of your event. We believe in quality and professionalism at all times and I will personally do whatever it takes to insure that your event meets and hopefully exceeds your expectations. I am incredibly pleased and proud to report that every customer we have ever served has offered to be a professional reference.*

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

- State Approved Regulation Tables
- Professionally Trained and Dressed Dealers
- Authentic Accessories
- 6-8 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 (10' and 12')
- A Choice Elegant Table Skirting or Wooden Legs
- The best service and money raising ideas in the industry



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## Casino Party Fundraising

### Some References

Madalaine Rice  
American Cancer Society  
Fundraiser - Casino Party  
732 736-6741

Warren Schneider @ Evention- Upscale Event  
Planner for The Seasons and The Venetian Catering  
as well as many other venues. We are the Casino  
Provider for all their events including Fundraisers,  
Corporate, and Private parties. Call them at 201-444-  
7789

Beth Simmons  
Solomon Schechter School Fundraiser, Marlboro, NJ  
Fundraiser - Casino Parties  
732 536-7891

Allen Grafstein  
Monmouth Jaycees Fundraiser  
Fundraiser - Poker tournaments  
732 970-9755

David Greene  
Monmouth Jaycees Fundraiser  
Private Poker Tournament, Marlboro NJ  
201 694-7672

JCC Metrowest  
Jennifer Ashkinaze  
Ari Strulson  
West Orange, NJ  
Poker Tournament/Casino Party Fundraiser  
combined  
973-820-1900

Marlboro Jewish Center Bonnie Komito  
David Beth 908-770-5420  
Marlboro NJ  
(732) 536-2300

Deborah Butler  
Oakland Education Foundation  
Fundraiser - Casino Party  
201-906-0929

Tom Froehlich, CIMC, CIMA  
Froehlich Financial Group, LTD  
Corporate Holiday Event  
732 974-3770

Art Friejon/Tony Arico  
Old Bridge Education  
Fundraiser - Casino Parties  
732 549-3562

Old Bridge Knights Of Columbus - Carlos Garcia  
c-732 620-8969  
Fundraiser - Casino Parties

Tommy Hilfiger's in NYC and NJ  
Contact: Debbie Moran 609 819-8157  
Multiple Corporate Parties

Tara Roberts  
Private party  
732 762-8358

Johnson & Johnson - Ryan Bradley  
Corporate Party  
908 218-8258

Multiple Parties and Fundraisers  
Event Planner - Priceless Events  
Gloria 732 343-0736  
Marcy 732 343-0735  
We are their casino party company of choice.  
Multiple corporate, private, and fundraising events



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