



Your Guide to Casino Fundraisers



Casino Parties by
21 Nights Entertainment

Welcome!



Thank you for your interest in **21 Nights Entertainment**. We hope this Event Guide helps answer questions you may have about the planning a casino night fundraiser, and we look forward to taking part in your organization's fundraising efforts.

We understand this may be your first time planning a casino fundraiser. This guide is intended to get you started with knowing what kinds of casino fundraisers there are, how they work, and what we do to help you create a memorable and winning event.

We've made this Guide as straight-forward and jargon-free as possible so please, don't worry if you don't know anything about any of the casino games we offer. You will see that, while lots of hard work does go into putting together a successful event, none of that work has to involve you learning how to play the games themselves – unless, of course, you want to!

If you'd like to learn how to play Blackjack, Poker, or any of our other casino games, we welcome you to watch our **instructional videos** at www.21nights.com

OK, let's take it from the top...

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A Casino Fundraiser?



A **Casino Fundraiser** (also known as a **Casino Night Fundraiser** or **Monte Carlo Night**) is an event where guests experience the fun and excitement of playing in a real casino, but instead of going to Las Vegas, Las Vegas comes to them!

Casino Fundraisers regularly feature game tables much like the ones you would find in a real casino, as well as professional dealers to run the games.

Guests make donations for entry into the event and receive an amount of chips for the casino game(s) of their choice. There, they can play for the duration of the event or when they run out of chips, where they can make another donation for more chips (in most cases) depending on the event format and the host's "house rules." (The **4 Fundraiser Types** are explained a bit later.)

The key difference between play in a Casino Fundraiser and "the real thing" is that **no actual gambling takes place at these events**. The games are played with "funny money" or chips with no cash value and are played **for entertainment only**.

Even without gambling, one can still win at a casino party; the event's winners typically receive prizes provided either by you, the event host, or one of your sponsors.

What you give away as prizes is up to you, but they cannot be cash or a cash equivalent such as gift cards. Prizes can range from a bottle of wine to dinner for four; a weekend trip to Miami to a new TV. The only limit - aside from your budget - is your imagination!

Let's Work Backwards...



What will your fundraiser need to accomplish to be considered successful?

In other words, what's your goal?

It's best to have a particular goal in mind for your event toward the beginning of the planning process. Traditionally, that goal is a dollar amount, and/or a number of registered guests, like "I would like to raise \$ X with at least Y attendees."

Very wide ranges in donation and guest count goals, or open-ended, vague statements along the lines of "I don't know - we just need to raise a lot of money" tend to create unrealistic expectations of the rest of your team, your donors and your vendors (like us!) in making that happen, so it's strongly recommended to have an idea of what you want from your event beforehand.

With a goal in mind, we then start to work backwards from that goal. As an example, to raise \$10,000 (gross) with 100 attendees, you'd need to sell 100 tickets at \$100 each. Is that price within your donor's price range? Is it too high? Too low? We stress that you don't necessarily focus on these numbers given as examples, because every organization is different, as are their goals - and their donors. Your goal might be to raise \$2,000 or \$20,000, or to have 50 attendees or 500, and Casino Fundraisers are a viable means for virtually any charitable organization to reach their goal, no matter how big or how small.

Next, we'll need to choose what kind of Casino Fundraiser will be best for your group...

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The 4 Fundraiser Types |



Vegas Nights

Event donors participate in the event and receive gaming chips (with no cash value) for play at an assortment of casino games. Winners are typically awarded prizes at the conclusion of the event, and proceeds from ticket sales go to your organization.

Poker Tournaments

Event donors participate in this event and receive a ticket to their seat. At that seat awaits gaming chips (with no cash value) at one of several poker tables for them to play against other donors in a poker tournament. Prizes are given to the player(s) who last the longest in the tournament. Proceeds from ticket sales go to your organization.

(See our [Guide to Poker Parties & Tournaments](http://www.21nights.com) at www.21nights.com for more.)

Mixed Casino

This is a fundraising hybrid of a **Vegas Night** and a **Poker Tournament** where casino games and a poker tournament are run concurrently. This is a great something-for-everyone option for larger events.

Real Money

These fundraisers consist of an assortment of casino games much like a **Vegas Night**, except that here, players buy and sell chips with cash value and place actual cash wagers on the games. Since players can win cash, prizes aren't usually awarded. Proceeds from player losses, less player wins, go to the host organization.

These events are both financially risky and illegal in most instances, so **21 Nights Entertainment** does not do Real Money fundraisers.

What to Expect



Before Event Day

Any well-executed fundraiser takes lots of hard work. We get it, and we at 21 Nights Entertainment offer ourselves as an extension to your events team!

Whether you'd like us to join your team on a conference call, keep in direct contact with your event venue, or just to inform you of what will work well (or not well) for a Casino Fundraiser, we're here to provide whatever input necessary to you.

On Event Day

We arrive at your venue with ample time before the event to set up the casino tables. Our event staff arrives before the games begin, and your Event Manager will be there to help any event-day questions or assist with things like guest registration if needed.

Your guests then play the various casino games for up to four hours. If your guests run out of chips during the event, it's your option whether or not to allow guests to be given more chips. We set game rules and limits on our end so that's not a big issue.

At the end of the evening the players turn their chips in to their dealer or Event Manager, who counts the players' chips. After winners are declared, we fulfill any remaining Complimentary Extras from the Casino Night (more on **Complimentary Extras** later in this Guide) and break down and remove the casino games.

After the Event

We follow up with you to make sure everyone had a great time, and that you were completely satisfied with not only your fundraiser's financial results but with your guests' feedback on the event as well.



Winner, Winner..



There are a four ways prizes can be awarded at a Casino Fundraiser:

High Score

Whoever has the most in chips at the end of the event wins the grand prize, 2nd place gets 2nd prize, 3rd place gets 3rd prize, et cetera.

Raffle Drawing

At the end of the event, players turn in their chips and receive raffle tickets at a fixed "exchange rate" like 1 raffle ticket for every 200 in chips. The tickets are then placed in a raffle drum where winning prize tickets are drawn.

Penny Social

Similar to a Raffle Drawing but instead of multiple prizes being drawn from one basket, there are multiple baskets each representing one prize. Drawings are then done individually. This allows players to enter to win only the prizes they want to win.

Prize Draft

Whoever has the most in chips at the end of the fundraiser gets first choice from a group of prizes, the runner-up gets 2nd pick, 3rd place gets 3rd pick, and so on.

Each way is lots of fun, but some methods tend to work better than others depending on your group, the timing of your event, and/or what you plan on giving as prizes. Call us at **833-216-4448** and we will be happy to fine-tune your Casino Fundraiser!



The Games We Offer



Blackjack

Each player is given two cards face up. The dealer is given one card face up and one face down. The object is to get as close to 21 without going over while beating the dealer who plays by a specific set of house rules. You're given the option, among others, to 'stand' with your point total or 'hit' to try to increase it. Blackjack is by far our most popular casino game and is considered by many to be very easy to play.

Poker (Texas Hold 'Em)

The most popular version of poker played today! In Texas Hold 'Em, players each get two cards face down, and after rounds of betting five community cards are dealt. Whoever has the best five card hand using either of their two cards and/or the five community cards wins the pot!

Roulette

In Roulette, players are given colored chips to place on a number or series of numbers of their choice. The dealer then spins the wheel. If it lands on your number or group of numbers, you win - it's that simple!

Craps

Craps is one of the most energetic, fast-paced (and loudest!) games in the casino. Try your luck and throw the dice! Our staff would love to show you how to play this exciting game - and have you shooting like a pro by the end of the evening!

Also Available: Mini-Baccarat, Pai Gow Poker, Pai Gow Tiles, and Money Wheel (not all games available in all markets)



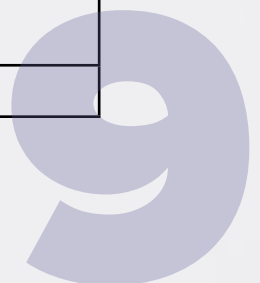
Fundraiser Packages



For **Poker Tournament** fundraisers, you'll need one table for every 10 active players at your event. For **Vegas Night** fundraisers, 3 tables are typically needed for every 50 guests you're looking to have at your event. It depends on a few factors such as your group's makeup and other things going on at the event (seated dinner, DJ, other entertainers, etc.) No two events are exactly the same, and the three-per-fifty rule is generally a rough estimate, so give us a call at **833-216-4448** we will help you figure out exactly how many tables you'll need. Some sample fundraiser packages are shown below (square footages are approximate):

65 Guests 4 Table Vegas Night	100 Guests 10 Table Poker Tournament	100 Cuests 6 Table Casino Party
1 Blackjack Table 1 Poker Table 1 Roulette Table 1 Craps Table	10 Poker Tables	2 Blackjack Tables 2 Poker Tables 1 Roulette Table 1 Craps Table
300 sq. ft. minimum	700 sq. ft. minimum	420 sq. ft. minimum

150 Guests 9 Table Casino Party	200 Guests 12 Table Casino Party	400 Guests 25 Table Mixed Casino
4 Blackjack Tables 3 Poker Tables 1 Roulette Table 1 Craps Table	6 Blackjack Tables 3 Poker Tables 2 Roulette Table 1 Craps Table	17 Poker Tables 5 Blackjack Tables 2 Roulette Tables 1 Craps Table
600 sq. ft. minimum	780 sq. ft. minimum	1,750 sq. ft. minimum



Complimentary Extras

A close-up photograph of several custom casino chips on a dark, textured table. One chip in the foreground is white with a red border and features a logo of a top hat above a red heart, with the text "variety the children's charity" below it. Another chip next to it is white with a red border and has the text "BET WITH HEART 2016" printed on it. In the background, a playing card (Ace of Hearts) is visible.

Custom Casino Chips

A black and white photograph of a group of seven people, four men and three women, smiling and posing for a group photo. They are dressed in formal attire, including suits and dresses. The background is dark and out of focus, suggesting an indoor event setting.

Event Photography

We at 21 Nights Entertainment believe in giving you more, and are proud to offer these complimentary products and services for qualifying events:

Custom Casino Chips

Our in-house design department will create enough chips for each of your guests, with your company or department's logo and/or message on them which can be redeemed for change at any of our gaming tables (we redistribute them to your guests at the end of the evening) or they could just kept by your guests right away as souvenirs. Our custom chips look much better, are much neater, and last years longer than the traditional paper 'funny money' other companies use.

Customizable Digital Table Signage

21 Nights Entertainment has introduced digital table signs, similar to what many real casinos use. They feature rotating slides can be customized with your company's logo and/or messages. Complimentary for mid-sized and larger events.

Professional Event Photography

Capture every moment of your corporate casino night with our photography services, complimentary for larger qualifying events. We will capture group photos and some candid of the night's action both at and away from the casino tables. Our secure photo service is where you and your guests (and only you) can access them and - of course - share through the social media channel of your choice if you'd like.

Complimentary Extras are subject to availability. Certain terms and conditions apply.



The 21 Nights Difference



Customizable Table Signage



Event Managers

21 Nights Entertainment provides casino games and staffing for a variety of charitable, corporate and social events. From fundraisers to holiday parties, birthday parties to weddings, we deal out the good times! While we're somewhat of a niche industry, there are a great many casino event companies out there, looking to earn your business. We understand, so with every day, every event, and every contact with every one of our current and future customers, we strive to be the #1 casino event company in the country!

We are here for you!

Many of our competitors push cookie-cutter casino party options on their customers, pressure them to book the event, and give them little more than a good-luck wish through event day. Not us! We commit ourselves to helping you every step of the way - from taking part in preliminary event planning to addressing any issue you may have until the last guest has left for the evening. We design customized casino event packages that fit you, your organization and your guests perfectly!

Our friendly, professional casino staff gets everyone into the action with ease, regardless of players' skill level. We also provide all the necessary equipment to ensure your event runs smoothly.



Tips for Success



Sell sponsorships

Corporate event sponsorship makes raising for your event much simpler in two ways:

- 1) Corporate sponsors can pick up the costs of parts event itself like venue rental, food and beverage, casino event costs, other entertainment, and so on. That way, you will net a higher percentage (often 100%) of player donations, and be in the black very early on in the event. Sponsors in turn traditionally receive some kind of promotional consideration during the event.
- 2) Corporate sponsors can be offered blocks of event tickets for their employees, customers or vendors or vendors. In exchange they would typically receive promotional consideration as well.

Consider silent (or live) auctions

Auctions capitalize on the players you have on site already participating in your event. Silent auctions are a passive addition to casino fundraisers while live auctions are much more active. Silent auctions are less intrusive but live auctions tend to bring in more money per item. We work with you to include either element into your event.

Consider creating donation tiers

Tiered donations allows your guests more than one price point for entry while offering an incentive to give more! For example, at a Vegas Night where \$50 got a player 1,000 in chips but \$100 got them 2,500, they'd be more likely to give \$100 if they could. You can use this model to create as many tiers as you'd like (4,000 chips for \$150, 6,000 for \$200, etc.) depending on your organization's donor profile.



What areas do you serve?

21 Nights Entertainment's casino fundraiser services are currently available in New York State only.

What's included in your event packages?

Our fundraiser packages include:

- Quality casino game tables, fully equipped with chips, cards, dice, wheels, etc..
- Professional dealers to run the games for your allotted event time.
- An Event Manager or Lead Dealer (or multiple, for larger events) to oversee the event as a whole, answer any player questions and resolve the rare and occasional in-game dispute.
- Delivery, setup and breakdown of the games.

Most importantly, **you receive unlimited phone, email and in-person support** leading up to your event. We know that conference calls, contact with your event venue, and questions that may pop into mind at 10PM on a Sunday night are all part of the process, and we'll be right there with you!

Do you take a percentage of our charity's proceeds?

No. We charge a flat per-table price for your event based on the number of tables ordered, location and event date. An organization looking to raise \$10,000 is charged the same as one looking to raise \$250,000, given the same event size and location.

FAQ

How long does an event usually last?

Vegas Nights are usually four hours in length - sometimes less, rarely more. That is, up to four hours of playing time is given to the players. Poker Tournaments can range anywhere from 3 to 7 hours in length, depending on the number of players, among other factors. Generally, the bigger the event, the longer they take.

We were hoping to finish the event within a strict timeline, Is there a way to do this with a poker tournament?

Sure we can! We can adjust all game parameters to make an event run as long or as short as needed. It gets a little technical as to how we do this, but if you give us a call we'd be happy to explain.

How long does it take to setup and break down the casino games?

Setup time for fundraisers generally ranges from 45 minutes to 3 hours and differs due to many variables, among them the amount of games booked, availability of on-street parking and/or standing zones near your event venue, and load-in difficulty (security checkpoints, small elevators, flights of stairs, narrow doorways, etc.)

We wanted to have a [cocktail hour/dinner/presentation/etc.] before we open the casino to our guests. Will that count toward our 4 hours?

No. Our event time is measured from beginning of casino play to end of casino play. For an evening-long fundraiser where a cocktail hour/dinner start at 5 P.M. and the casino games run from 7 to 11 P.M., we setup the equipment well before guests arrive at 5 P.M., and our dealer staff comes in prior to 7 P.M. to entertain for 4 hours, where we then break down afterward.

What kind of fundraiser will work best for us?

It depends mostly on the size, age, gender, and industrial makeup of your group. Vegas Night fundraisers tend to cater well to diverse, gender-balanced groups of players. We've seen that Poker Tournaments tend to attract experienced, mostly male players, as well as those from the corporate sector. Mixed Casino Nights are a popular option for those looking to accommodate large numbers of guests (250 or more), and for organizations looking for a something-for-everyone type of event.

How far in advance should we set the date for our event?

In our experience, the events with the best player turnout have been planned at the very least 8 weeks in advance (3-4 months, sometimes up to 6 months is more common)



How far in advance should we book with 21 Nights Entertainment?

We book on a first come, first served basis. It's recommended that you book once you know the date of your event and have your venue booked.

Our guest count has changed drastically! Can we get more tables? Fewer tables? Help!

Yes! Casino games that are too crowded or too empty look bad for both of us! To change the number of tables for your event after booking, let us know as soon as possible (at least 10 days prior) and we will make it happen, subject to availability. Cancellation fees, and additional terms and conditions may apply.

OK, what's the next step?

Call us at **833-216-4448** (833-21 NIGHTS), and we'll be happy to help you plan your casino fundraiser!



**Casino Parties by
21 Nights Entertainment**

**Casino Parties,
Poker Tournaments,
Fundraisers & More!**

**(833) 216-4448
info@21nights.com**