



# Casino Party

Guide for

# Event Professionals



Casino Parties by  
21 Nights Entertainment

# Let's Work Together!



Thank you for your interest in 21 Nights Entertainment. Whether you are an event planner, a manager or sales representative for an event venue or multiple venues, or if you are an event vendor like ourselves, this Guide will serve as a handy introduction to our company, the casino-themed services we provide, and how we work seamlessly with you - the event professional - to fulfill your (and of course, your clients') event needs.

Whether this is the first time planning a casino event or if you've been planning them for years, this Guide will show you the kinds of casino themed events we do, and most importantly, what we do to make your job easier.

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](http://www.21nights.com)

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

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## Casino Party Guide for Event Professionals

# What We Do |



## Casino Parties

As guests arrive, they receive chips for play at any of our table games. These chips have no cash value and are for entertainment only. Your guests would then play for a predetermined amount of time - usually no more than four hours. If guests run out of chips, at your or your clients' discretion they can be given more chips to keep playing. At the end of the evening we count the players' chips and declare prize winners if applicable. (More info on prizes later in this Guide)

## Poker Tournaments

Here, your clients and guests battle it out for poker supremacy! The event starts with all players taking to their assigned poker table, where they will win chips from (or lose chips to) the other players at their table. Once a player runs out of chips they are eliminated from play. As player counts dwindle, tables are consolidated until there is one Final Table. The last person standing at the Final Table is the champion!

## Fundraisers

21 Nights Entertainment creates a casino-themed experience for your clients and guests while raising money for their charitable organization with either A Vegas Night, a Poker Tournament - or both!

21 Nights Entertainment is also available for Marketing & Promotional Events, Multiple Date / Multiple Venue Events, as well as Trade Show & Convention Entertainment.

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# What to Expect



## Before Event Day

We know that any well-executed event takes lots of hard work, and we at 21 Nights Entertainment happily offer ourselves as an extension to your events team! Whether you'd like us to join your team on a conference call with you or your client, visit a prospective venue for a walk-through, or inform you of what will work well (or not well) for a Casino Party, we're here to provide you with whatever input you need.

## 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 (if applicable) we break down and remove the casino games once your run-of-show permits.

## After the Event

We follow up with you to make sure everyone had a great time, and that you were completely satisfied with how your event went - both on our end and as a whole - and hear your clients' and guests' feedback on the event as well.

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# Winner, Winner.. |



Just because our games are "just for fun" doesn't mean that guests can't win for real! There are a four ways prizes can be won at a Casino Party:

## High Score

The player with 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 based on the number of chips they have. 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.

Prizes would be provided by you, your client, or any sponsors of the event. Some award methods work better than others depending on the group, your event's run-of-show, and what you plan on giving as prizes. Contact us for more details.

# The Games We Offer



## Blackjack

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 one of the easiest 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

The rules are a tad difficult to sum up in a sentence or two, but 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)

# Event Packages |



For **Casino Parties**, 3 tables are typically recommended for every 50 guests you're looking to have at your event. This recommendation may vary based on a few factors such as your group's makeup and other things going on at the event such as your event's food and beverage package, other entertainers, and so on. For Poker Tournaments, you'll need one table for every 9-10 active players at your event.

Call us at **855-216-4448** and we will help you figure out exactly how many tables you'll need. Example event packages are shown below (square footages are approximate):

50 Guests 3 Table Casino Party	65 guests 4 Table Casino Party	100 guests 10 Table Tournament
1 Blackjack Tables 1 Poker Tables 1 Roulette Table	1 Blackjack Table 1 Poker Table 1 Roulette Table 1 Craps Table	10 Poker Tables
180 sq. ft. minimum	300 sq. ft. minimum	700 sq. ft. minimum

100 Guests 6 Table Casino Party	150 Guests 9 Table Casino Party	200 Guests 12 Table Casino Party
2 Blackjack Tables 2 Poker Tables 1 Roulette Table 1 Craps Table	4 Blackjack Tables 3 Poker Tables 1 Roulette Table 1 Craps Table	6 Blackjack Tables 3 Poker Tables 2 Roulette Tables 1 Craps Table
420 sq. ft. minimum	600 sq. ft. minimum	780 sq. ft. minimum



# How We Work for You



Custom Casino Chips



Event Photography

## Choices (if you want them!)

Both seated and standing height tables are available for many of our games. Event staff can arrive in either our standard red/black attire, classic black/white, or a different look if your or your client prefers. Game rules may be configured to your liking as well.

## Simple Pricing

Are you booking an event on short notice or during a holiday weekend? Is the event for a birthday party, convention, or wedding? The amount of notice given, specific dates, and even the type of event can sometimes influence vendors' pricing. Not only can that sometimes be a bit unfair, but the extra calls and emails to figure out pricing can slow you down when you're trying to get a proposal in your clients' hands quickly. We get it, and we offer simplified pricing to help you get the sale, year-round!

## Expedited Priority Booking

We simplify availability requests, too! Instead of the usual client-vendor-client game of phone tag or email tennis, we offer expedited priority booking for event professionals. We've got you covered, so you can tell your client their casino entertainment is ready to go in one phone call. If particular event dates are filling up on our end, you'll get an alert so you'll know what to tell your client before they even call you!

## Casino Experts On Call

The larger your event, the more phone calls, emails and meetings are an important part of making sure it's successful. While some event professionals are already familiar with casino games, if you aren't, what do you say to your client? We're on it!

# How We Work for You |



Customizable Table Signage



Event Managers

## A Seamless Guest Experience

Sure, your vendors are often from separate event companies, but does that have to be so obvious to your event guests? Sometimes mismatched dress codes - or even smaller things like not knowing where a venue's restrooms are - can needlessly disrupt your guests' event experience. We do our best to make the relationship between 21 Nights Entertainment, you and your other event vendors as seamless as possible to your client and guests.

## Customization Options

Custom branded "house chips" help further bridge the gap between provider and vendor, which we make available to our most loyal event partners.

## Marketing Collateral

We can create customized casino event guides and sell sheets tailored to your event company or venue to help drive casino party bookings and increase sales.

## Discount Pricing

It's a standard benefit of working with most event vendors, really, but we felt we should mention it anyway.

We're here from event conception to completion to whatever extent necessary to ensure your event is done right, and that we help make you look awesome!



# FAQ

## What's included in your event packages?

Our Casino Party packages include quality casino game tables delivered to you (fully equipped with chips, cards, dice, wheels, etc.) with professional, friendly and knowledgeable dealers - well dressed, of course! - to run the games for up to four hours (or more!) of playing time. Also included is an Event Manager, Host or Lead Dealer who will oversee the event staff, answer guests' questions about the games, and work with you on event day to ensure that you and your guests get the most out of your corporate event.

## How long does an event usually last?

Our Casino Parties have a four hour booking minimum. For instance, with an event booked from 7 P.M. to 11 P.M., we open the games to guests at 7 P.M. and close them at 11 P.M. If you want to party into the night, we offer 5 and 6 hour event packages as well (our all-time record is 11 hours!)

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

Setup time generally ranges from 20 to 90 minutes 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.)

## What kind of casino party package will work best for us?

It depends on the size and makeup of your group. We recommend different casino party packages based on gender, age, and sometimes even industry. There's a science to it, really. Give us a call at **833-216-4448** (833-21 NIGHTS) and we'd be happy to fit you with a casino party package that's perfect for you!

## We wanted to have a [speech/cocktail hour/dinner/presentation/etc.] before the casino opens and everyone starts playing. Is that OK?

Absolutely! Our event time is measured from beginning of casino play to end of casino play. For an evening-long holiday party 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 if we took a break from the casino to have our dinner, speech, et cetera? Would that count toward our time?

Yes. Booking time is measured from beginning to end of casino play for the event.

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 secured.

Our venue is going to need to see a Certificate of Insurance. Will that be a problem?

Not a problem! We are fully insured.

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, 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 event!



**Casino Parties by  
21 Nights Entertainment**

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

**(833) 216-4448  
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