



## HOW TO PLAN YOUR “CASINO PARTY”

### 1) Choose a date

2) Choose your format – straight gaming, Tournament (Texas Hold ‘Em, Blackjack, Slots, etc) and number of stations needed (recommended stations are 1 per every 10 guests)

### 3) Decide your entry fee

Example: 100 players

\$45 is base cost to host party at Walden Lake  
(Includes stations, staff, food and all beverages)  
\$75 for tickets to guests x 100 = \$7,500.00  
MINUS - \$4,500.00

\$3,000.00 net ticket sales

### 4) Decide on options to raise additional funds.

- Raffles on donated or purchased items.
- Live auctions on donated or purchased items
- Silent auctions on donated or purchased items
- Multiple “buy backs” – the opportunity to purchase additional chips to continue play.

All “buy back” money goes directly to the fundraising event. Example: Offer multiple \$25 “buy backs”. Average number of “buy backs” typically are 1.5 per player - Totals could include 150 “buy backs” X \$25 = \$3,750.00 additional for the organization.

### 5) Determine prizes that will given away

- Grand prize – can be based on the money you’ve set aside to spend - a trip, tv, etc but something that will create the desire for players to purchase “buy backs” to stay in the game to have a chance at the “big prize”
- Donated prizes
- Gift Cards

### 6) Decide your marketing strategy for the event

a) Walden Lake can send an email “blast” to all of your prospective attendees which will include a flyer on the event, registration information, etc. Once the event is over, the email list will not be used for any other purpose.

b) A link can be posted on the home page for Walden Lake Golf and CC as well the club’s Facebook page.

c) Walden Lake can provide sample flyers for you to print for mailers

**7) Determine the number of volunteers needed to run the event.**

a) Volunteers are basically needed to gather donated door prizes and to manage the registration efforts both before the event and the beginning of the event.

b) Once the event is under way, the "pit boss" manages all the "buyback" monies and turns it into the registration volunteer. Everything during the event (food, beverage, tables) is all managed by Walden Lake staff or contractors.

**POTENTIAL NUMBERS RECAP:**

100 PLAYERS X ENTRY FEE of \$75.00 -	\$ 7,500.00
150 TOTAL "BUY BACKS" of \$25.00 -	<u>\$ 3,750.00</u>
	\$11,250.00
Walden Lake Costs	<u>\$ 4,500.00</u>

**POTENTIAL FUNDS RAISED FOR THE ORGANIZATION**

**\$ 6,750.00**

**(not including the potential for auction dollars, raffles, etc)**