



Casino Fundraising ROI Worksheet for: (YOUR GROUP)

(1 of 2)

Summary: The following information is meant to identify:

- ❖ Event associated fundraising opportunities
- ❖ Projected fundraising gross revenue.
- ❖ An overall cost justification based on projected net revenue

Casino Event Fundraising Opportunities:

The following are some of the ways that funds can be raised:

- **Entry Package Fees:** Charge every guest an “all inclusive” package entry fee per person (This package could vary based on “levels” of their donations and what they received in exchange)
Projected Example: **\$50.00 per person x 200**
All inclusive package can consist on many things including:
 - Casino Entertainment (including \$1,000.00 in play money upon entry)
 - Musical/Specialty Entertainment
 - Dinner
 - Beverages (2 drink tickets)
 - Raffle Ticket
- **Corporate Sponsors:** This is an opportunity for your previous sponsors and local Businesses to make a tax deductible donation to your organization and in exchange they will receive exposure with their target market demographic: your event guests. The donation can be cash or a prize or a combination of both. You can set different levels of participation for different levels of exposure.

Examples:

Main Event/Race/Photo Station Sponsors: Example donation: \$1,000+ Grand Prize (valued at \$200.00)

Could be offered an opportunity to do any or all of the following: Logo/Ad listing on your website and any promotional printed materials promoting the event, given multiple (5) event tickets for entry to the event, include promotional items in a guest package as guests arrive, be allowed to set-up a table/booth at the event to promote their products/services, provide a multimedia presentation/ad/commercial that runs throughout the event at the facility, and prominently place a banner/signage at the event.

Example: 3 Main Event Sponsors: \$3,000.00

Additional Event Sponsors: Example donation: \$150+ Prize (valued at \$50.00)

Could be offered an opportunity to do any or all of the following: Logo/Ad listing on your website promoting the event, given 2 event tickets for entry to the event, and get a table topper sign at a designated dinner or casino table. Game show, Race, Hole Sponsors etc.

Example: 22 Event Sponsors: \$3,300.00



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- **Unlimited Re-buy/Add-on packages:** Example donation: \$10.00
This package would include another \$500.00 of play money to be used at the tables, another raffle ticket, and drink ticket. This will allow the guests that “bust out” at the tables a opportunity to continue to play throughout the evening and/or a better leveraged chance of winning with additional raffle tickets purchased and won. This is a fantastic opportunity to continue the fundraising response once in the casino event. Some guests will re-buy multiple times!
Example: 50 Re-buy/Add-on packages: \$500.00
- **Silent/Live Auction:** Example donation: \$100.00-\$3,000.00 (depending on the item)
The amounts of items that are put up for auction are up to you and time permitted to do the auction itself. These items can be part of the donations given by the corporate sponsors or items that are purchased directly by your organization. They can be anything from restaurant/hotel gift certificates to vacations etc.
Projected: \$5,000.00
- **50/50 Raffles:** Example donation: \$1.00-\$10.00 per raffle ticket
These are raffle tickets sold that 50% of the proceeds will go toward your organizations fundraising efforts as a donation and the other 50% of the proceeds will go into a pool that one or more winners can win. We like to call it the fundraising lottery!
Projected: \$500.00

❖ **Projected Fundraising Gross Revenue: \$ 32,300.00**

Details:

Entry Package Fees: \$10,000.00

Poker Tournament: \$10,000.00

Corporate Sponsors

Main Event Sponsors: \$3,000.00

Event Sponsors: \$3,300.00

Unlimited Re-buy Packages: \$500.00

Auction: 50/50 Raffle: \$5,500.00

❖ **Projected Estimated Costs: \$ 14,000.00**

Details:

Marketing Costs: (Printing, Mailing, Website): \$1,000.00

Facility/Tables/Chairs/Food/Beverage: \$3000.00

Poker Tournament Pool: \$3000.00

Casino Event Entertainment: \$7,000.00

❖ **Projected Estimated Net Fundraising Revenue: \$ 18,300.00**