



Charity Poker Tournaments

From idea to execution; what to expect when you hire The Poker People to conduct a charity poker fundraiser in California.

Fake Money. Real Fun.



Using Poker as a Fundraiser

Poker is a great way to raise money for your cause, but it is not as simple as save the date and hope for the best. A profitable event requires planning and commitment from the nonprofit, as well as a qualified and experienced poker team to execute the event. That's why we say not to put your fundraiser in the hands of someone who "does poker too." We have run literally thousands of poker tournaments since our founding in 2006.

The following information is intended to give you a general overview of our process as poker providers and what we expect from our nonprofit clients. This is far from a complete guide. We've picked up a trick or two in the last couple of decades and we encourage you to lean on our experienced Event Managers as you go through the planning process.

Our goal is for you to make as much money as possible because when you have a fantastic event, we know you will bring us back again year after year.



How Charity Poker Makes Money

- General admission ticket (non-player)
- Poker player entry ticket (usually higher)
- Donation only ticket (not attending)
- Rebuy chips during the first part of play
- Add On chips at the break
- Branded merchandise sales during the event
- Single table sponsorships
- VIP level sponsorships (title, bar, etc.)
- Wildcard tables (non-tournament) for general admission guests
- Live and silent auctions
- Raffles and drink tickets
- Player Perks – speak to your Event Manager for options



Qualifying for a Permit

The very first thing a nonprofit needs to do is to determine if they qualify for a permit from the Department of Justice in California. A permit is required to host a poker fundraiser and we recommend that our clients apply for their permit 45 days prior to the event. The requirements include:

- A nonprofit must have a 501c3 designation in the state of California for three years or longer.
- The nonprofit must be current on their charitable trust filings.
- The nonprofit may conduct one charity poker fundraiser per year.
- Nonprofits with multiple chapters may register for a permit under each chapter individually.
- The venue for the event may conduct only four poker fundraisers per year.
- The nonprofit must pay a \$100 permit fee to the State of California.

A member of our sales and scheduling team can walk you through the qualification process and send you a guide with links. We have an excellent working relationship with the DOJ, and we can answer most questions you may have. We take the permit process seriously and believe that all nonprofits should too. Obtaining a permit is a requirement to work with us and you will need to display it at your event.

More information can be found on the Attorney Generals website. www.oag.ca.gov/gambling/charities

What to Expect on Game Day

- We deliver the tables with enough time to have them in place when guests arrive.
- When the doors open, so does registration. Our staff will help the check in folks assign seats to players.
- Lessons are available for 30 minutes prior to the tournament to help nervous rookies feel comfortable.
Don't worry, cheat sheets are included!
- When its game time, we will shine the light on you for opening remarks and a quick showcase of the charity's mission before the Tournament Director goes over the rules. The tournament begins with "Shuffle Up and Deal" and the Rebuy period opens. During this time, the players can purchase more chips in exchange for an additional donation.
- After an hour or so, we will take a short break and give players one last chance to top off their chip stacks with a final Add On for an additional donation.
- Play resumes and we start to consolidate tables down to a Final Table. This is a milestone in poker, so we pause again for a Final Table photo break before playing down to a single winner.

Location is Everything

When it comes to selecting a venue, remember that you will have the poker staff, catering, volunteers, rentals, and a whole lot of guests coming. Parking, number of restrooms, kitchen space, liquor licenses, and lighting are all key components to a quality venue. Poker tables take up a 12X8 foot space on their own, so choose a location with plenty of elbow room.



Weather is a huge factor, even in sunny SoCal. Consider renting a tent for outdoor events. They provide shade, reduce condensation, and provide a convenient place to hang lighting.

Working with Our Team

Our Sales Managers are happy to talk you through the process of selecting a date, signing your contract, and getting a deposit down. They have a lot of experience with charity fundraisers and can help make sure you are not missing anything on your to-do list.

Once you are on the schedule, you will be introduced to your Event Manager. This is your planning partner from booking through game day. They will help you determine the tournament structure, the right amount for Rebuys and Add Ons, order custom materials for your sponsors, and so much more. They are a fantastic resource during the planning phase, and we encourage you to take advantage of their experience.

On game day, you are in the very capable hands of your Tournament Director and poker dealers. Their job is to execute the plan and raise as much money for the cause as possible.



Shameless Plug

We have been conducting poker fundraisers since 2006 and to be honest, we're pretty good at it. At last count we had run over 2,000 poker tournaments and helped raised well over 15 million dollars. We understand that one night of entertainment can have a real-world impact for the people who benefit from the services provided by our clients. We're proud to have been part of the last 2,000 tournaments and looking forward to the next.



Bookings / Inquiries

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To speak with one of our Sales Managers about
your poker fundraiser contact:

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