



## Donation & Sponsorship Guidelines

Ho-Chunk Gaming (HCG) is proud to support non-profit organizations & charitable fundraisers in Wisconsin. The Ho-Chunk Nation, which owns and operates HCG facilities in Wisconsin, has donated millions of dollars to nonprofit and community organizations. Please be aware that we attempt to fulfill as many requests as possible and cannot guarantee that every donation request will be met. Please review the guidelines before submitting a Donation & Sponsorship Application.

### Guidelines

1. Applications or a letter of request for monetary sponsorships must be received 90 days prior to the event to be considered. Applications for raffle items must be received 60 days prior to the event to be considered.

**\*\*All stated **MUST** be completed in order to be considered for review.**

2. All requests must include a completed Donations & Sponsorship Application which may be picked up

- At the Rewards Club Booth on site
- Found online at <https://www.ho-chunggaming.com/wisconsinDells/> at the bottom of the Home Website

3. The following information will be needed to fill the Donation & Sponsorship Application:

- A letter of request of the legal name of organization
- Mailing address, Phone number, Contact person Name
- Federal taxpayers ID number
- Type of request and amount
- Date of when donation is needed
- Date of the event
- Event name
- Anticipated number of guests attending event
- Advertisement planned for event and how Ho-Chunk Gaming will be recognized

4. Ho-Chunk Gaming charitable giving program cycle is based on our fiscal year (July 1 – June 30). Each local charitable organization may submit only (1) one request per fiscal year.

5. Ho-Chunk Gaming has established a **statewide-only** policy for donations with priority to the region within 90 miles of the nearest HCG-Casino with the exception of organizations in Madison.

6. Organizations receiving donations/sponsorships from HCG acknowledge that the funds are generated from gaming dollars. Organizations hereby authorize Ho-Chunk Gaming Wisconsin Dells to use their name in advertising and publicity.

7. **Sports teams/Recreational teams** are not considered a charitable organization and cannot be sponsored by HCG Public Relations, however, in certain cases, the HCG Advertising division may use a sponsorship for Casino Advertising. Sports/Recreational teams should send a completed sponsorship proposal to the **nearest** HCG Advertising department.

#### **Limitations/Restrictions**

1. Political organizations, parties or candidates and Churches will not be considered.
2. Grants, sponsorships, or donations to a sole person will not be supported; HCG will only support organizations that help a multitude of people (no Benefit fundraisers).
3. Budgeted Ho-Chunk Nation departments will not be considered, they should use their budget to purchase items they need. HCN departments may request to purchase gift certificates or promotional items for their use in which case they will need to supply a line item with the Director's approval.
4. Requests from exclusionary membership organizations that discriminate by race, color, creed, gender, or national origin will not be supported.
5. Ho-Chunk Gaming will not provide support to organizations, projects, events or activities that primarily support people under 21 years of age. These types of requests may be referred to the Community Relations Committee. Endorsing a youth event may give a false image that Ho-Chunk Gaming is endorsing youth gambling.

#### **Pickup/Receiving**

Donation vouchers will be mailed to the applicant. Larger donations, including raffle baskets, will need to be picked up at the Rewards Club Booth on site: S3214 County Hwy BD, Baraboo, WI 53913. **All donations not claimed after 7 days will be returned back to inventory.**

Application Requests may be submitted via mail, email, in-person or by fax to: Ho-Chunk Gaming Wisconsin Dells – Attention: Public Relations Department– S3214 County Hwy BD, Baraboo, WI 53913. Fax: (608) 355-4046.

Revised February 8, 2024



### Donation & Sponsorship Application

\*Organization should review the Ho-Chunk Gaming Donation and Sponsorship Guidelines before submitting an application.

\*All stated **must** be completed

\*Requests must be made **90 days in advance** of an event to be considered

\*Raffle items must be received **60 days in advance** of an event to be considered.

\*Date of Request receiving \_\_\_\_\_ (**incomplete** applications will **not** be considered)

\*Type of Request:

Monetary (amount) \_\_\_\_\_  Sponsorship (amount) \_\_\_\_\_

Promotional items i.e. shirts, pens....  Redemption Slips or Vouchers for dining

Gift Certificates or Free/Rewards Play

Playing cards Qty: \_\_\_\_\_ (For quantities greater than 100, use this form)

Dice Qty: \_\_\_\_\_ (For quantities greater than 100, use this form)

\*Organizations receiving donations/sponsorships from Ho-Chunk Gaming facilities acknowledge that the funds are generated from gaming dollars. Organizations hereby authorize Ho-Chunk Gaming to use their name in advertising, and publicity surrounding Ho-Chunk Gaming and the Ho-Chunk Nation. \*Initial: \_\_\_\_\_

\*Request needed by \_\_\_\_\_ Organization Name: \_\_\_\_\_

\*Date of Event: \_\_\_\_\_ \*Contact Person and Title: \_\_\_\_\_

\*Phone (\_\_\_\_\_) \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact e-mail: \_\_\_\_\_

Web address: \_\_\_\_\_

Which of the following categorizes best describe your organization:

Non-Profit  Not for Profit  For Profit  Individual  HCN OOP  HCN Dept. of Bus.

HCN Department: \_\_\_\_\_ (Name of Department)

Charitable organization Federal Tax I. D. number: \_\_\_\_\_

\*What is the target audience for the event? (E.g. adults, golfers, walkers, skiers): \_\_\_\_\_

\*Event Name: \_\_\_\_\_

\*Is this a first time event:  No  Yes If "No", what was your last year's attendance: \_\_\_\_\_

**Ho-Chunk Gaming Donation & Sponsorship Application – continued**

\*Organization Name: A brief history of the organization and its goals (brochure or other official document preferred) Detailed description of how the donation will be used:

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\*How will this event/program impact the community and your organization, including how many people the donation will affect? \_\_\_\_\_

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\*What type of advertisement will Ho-Chunk Gaming receive from this event/program?

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What media will be used for the event? (List names of companies advertising with)

- TV stations \_\_\_\_\_
- Newspaper \_\_\_\_\_
- Radio \_\_\_\_\_
- Magazine \_\_\_\_\_
- Website \_\_\_\_\_
- E-mail                       Billboard                       Other: \_\_\_\_\_

\*Has your organization requested and/or received donations from any of the following within the **past 12 months**:

- Ho-Chunk Gaming properties: Ho-Chunk Gaming Nekoosa
- Ho-Chunk Gaming Black River Falls
- Ho-Chunk Gaming Wittenberg
- Ho-Chunk Gaming Madison
- Ho-Chunk Gaming Wisconsin Dells
- Ho-Chunk Nation Community Relations Committee in Black River Falls

No  Yes                      If yes, which organization: \_\_\_\_\_

Date donation was received: \_\_\_\_\_ What was donated: \_\_\_\_\_

**Ho-Chunk Gaming Donation & Sponsorship Application – continued**

\*Names of **other** sponsors/donors & amounts donated:

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\*\*Please return the completed application with literature or publicity materials for the event to:

**Ho-Chunk Gaming Wisconsin Dells**  
Public Relations Marketing Department  
S3214 County Hwy BD, Baraboo, WI 53913  
(608) 355-7770 Ext. 22176  
Fax: (608) 355-4046  
Email: [Yengkong.thao@ho-chunk.com](mailto:Yengkong.thao@ho-chunk.com)

Revised February 8, 2024