

Dear Friend,

Thank you for your interest in POP (124 W. National Ave.). POP is the all-inclusive Walker's Point hot spot that has all of Milwaukee talking.

In addition to our friendly staff, incredible cocktails and beverage selection, POPular food menu and must-see lounge, POP happily offers drag queen bingo! Our Drag Bingo show features some of the city's favorite (and funniest) drag queens, including Dear Ruthie. With special guest appearances from Queen of POP- Ramona the Drag Queen and local comedy queen- Jaclyn Jill among others. We host POP Drag Bingo every Thursday at 7:00 p.m. and on some Saturdays at 2:00 p.m.

Each week, POP Drag Bingo partners with a local charity or community organization to help that group raise donations as well as awareness. Hosting a night of bingo is easy and fun! If you're interested in hosting a night of fundraising at POP read on!

HOW DOES IT WORK?

Charities sign up to host a night of POP Drag Bingo. (More about the sign-up in a bit.) We strongly encourage charities to market/promote their bingo night as much as possible using social media, email campaigns, acknowledgement of your website, and word of mouth. Remember, the more people you get to attend your bingo, the more donations you'll raise. (Please remember that POP is a bar establishment, so patrons need to be over 21 to attend.) POP will also market your bingo night via our POPular social media sites.

On the night of your bingo...

POP provides:

- Bingo cards
- Bingo daubers
- A bingo caller

The charity provides:

- A minimum of 3 volunteers
- 10 prizes

Volunteers. The charity provides at least 3 volunteers willing to work the event. Volunteers should arrive no later than 6:30p.m. Volunteers will receive a quick rundown of the night by the bingo caller, distribute bingo cards, man the charity's donation table, announce prizes and perform other small duties that may occur during the course of the night.

Prizes. The charity provides 10 prizes. Nearly anything goes where prizes are concerned. Remember that the higher quality of your prizes, the more likely people return for any future fundraisers you host. Great prizes include bottles of wine or liquor, gift baskets, Packer, Brewer, or Harley items, gift cards, and fun kitschy things people wouldn't think to buy for themselves. A variety of prizes is always a good idea.

Once the night gets started, the drag bingo caller will take over, easily walking you, your volunteers and the guests through this fun-filled night. In fact, charity volunteers are encouraged to eat and drink and play bingo with the guests!

HOW DO CHARITIES RAISE MONEY?

Per the gaming laws of Wisconsin, POP's POP Drag Bingo is free. There is no charge to play bingo, and the bingo cards are free. (Only 1 card per guest is allowed. Guest cannot purchase additional cards or pay to switch cards during the game.)

Similarly, there cannot be a minimum or suggested donation. Please do not publicize or suggest a donation amount as doing so is against Wisconsin's gaming laws.

Charities are given a donation table where guests can leave a donation if they chose. The bingo caller will encourage guests to visit the donation table throughout the evening. This is also a great spot to pass out information or collateral about your organization.

A speaker from the charity is asked to say a few words about the charity (roughly 2-4 minutes) during the course of the night. This is another opportunity to raise donations.

Similarly, charities can hold raffles, including 50/50 raffles IF the charity has its raffle license. (Please bring this license or a copy of the license to the event.) Simply bring your own raffle tickets and come prepared to collect the tickets and make change for those purchasing raffle tickets.

We also highly recommend that you give guests a number of ways to donate- have cards or sheets with a QR code to your venmo or other payment service to collect non-cash donations in addition to a cash collection jar. We can also add these to a couple of our screens.

When it comes to donations, we encourage charities to get creative! Let us know if you plan to host a silent and/or live auction. Maybe you'd like to have a bake sale the night of your

bingo or set up a table or two to sell crafts or merchandise. We're here to help you raise donations on the night of your event. We want you to succeed!

HOW DO I SIGN UP?

Signing up is easy! View <https://www.popwalkerspoint.com/bingo> at our site for open and upcoming dates. Reply via the site or to Events @POPWalkersPoint.com with the date that works best for you (give us your second choice as well). We'll reply with a confirmation email, letting you know if the date is yours. NOTE: Available Saturdays will not be listed on the site, so you'll need to enquire specifically about potential Saturday dates.

What if the suggested dates in the email don't work? No problem! Let us know what date you'd like, and we'll check our schedule (subject to change). Watch for a confirmation email from us with this new date.

MARKETING

Once your bingo date is confirmed, start marketing! Remember, the more people you get to attend your bingo night, the more donations you'll likely receive. Please let us know if you plan to design your collateral in house or if you would like our help. We can share our logo and any other imagery you need. If you would like our help, please send us a high resolution copy of your logo and a brief (2-3 brief sentence) description of your organization.

Useful specs for designers: 1080px x 1920px vertical for use on advertising televisions and in Instagram and Facebook stories. 4:5 vertical ratio for use on the Instagram grid and on our website.

A week before your bingo night, we'll reach out to check in with you but feel free to contact us any time with questions, concerns and ideas. Again, we're here to make your POP Drag Bingo a successful fundraiser!

We do recommend that you promote to guests that reservations are strongly suggested. They can make them at <https://www.popwalkerspoint.com/reserve> this will ensure them a seat/table (we have had quite a few sessions that were "oversold").

Then, simply show up by 6:30 p.m. the night of your bingo with your 10 prizes and volunteers. (Don't forget any extra raffle prizes, raffle tickets, etc.). Get ready for a great night of laughs, beverages, food, music and more as you raise donations for your awesome charity.

Thanks! We can't wait to hear from you with your dates and to work with you!

Have a Great Day,
The POP Team!

PS And remember, **the email to request a date for bingo is Events@POPWalkersPoint.com.**

POP DRAG BINGO

FREQUENTLY ASKED QUESTIONS

Where is POP located?

POP is located at 124 W. National Ave. We are across the street from Steny's, next to Fat Daddy's.

Where do guests park?

There is ample, safe and secure street parking around POP. For a small fee, guests can also park in the parking lot right next to POP (on the corner of 2nd and National) This lot is owned by Stenys and payment can be made using the QR codes on the posts around the lot.

How long does POP Drag Bingo last?

POP Drag Bingo starts promptly at 7:00 p.m. every Thursday (2:00 pm for our specialty Saturday events). The show is roughly 90 minutes.

Do guests need to make a reservation?

Guests are encouraged to **make reservations via www.POPWalkersPoint.com/Reserve**, so you may wish to put that in your marketing pieces and social media posts. That said, walk-in guests are always welcome at POP.

How old must guests be to play bingo?

All guests must be at least 21 years of age, or over 18 with a parent/legal guardian.

How do I know if my charity is right for POP's POP Drag Bingo?

Simply shoot us **an email at Events@POPWalkersPoint.com** with your concerns or questions and we'll get right back to you! Or come attend one of our upcoming events to see for yourself!

How much is bingo? What is the suggested donation?

Per the gaming laws of Wisconsin, POP Drag Bingo is free. There is no charge to play bingo, and the bingo cards are free. (Only 1 card per guest is allowed. Guest cannot purchase additional cards or pay to switch cards during the game.) Similarly, there cannot be a minimum or suggested donation. Please do not publicize or suggest a donation amount as doing so is against Wisconsin's gaming laws.

Do I need to provide extra prizes in case there is a tie?

Nope! You only need to provide 10 prizes total. Our bingo caller will handle any and all tiebreakers.

Can I pick my bingo caller?

While the odds are that your bingo call will be Dear Ruthie, you may make a request, but we can never guarantee a specific caller on your bingo night. All of our drag bingo callers are great, however, your POP Drag bingo is sure to be a hit no matter who is running the show.

How early do I need to sign up?

Bingo dates go quickly so we encourage charities to sign up for dates asap. Feel free to sign up for a date several months from now to make sure you have it. Want to host a few bingos throughout the year? We can sign you up for several bingos! Just email us at Events@POPWalkersPoint.com to let us know what dates you'd like.

What if I have to cancel my bingo night?

We truly hope this doesn't happen as other charities may have wanted to host the night you committed to, but we get it...life happens! Simply leave a message at (414) 710-9989 or email Events@POPWalkersPoint.com as soon as possible to let us know you can no longer host your night.

Who do I contact with questions, concerns and ideas?

That email again is Events@POPWalkersPoint.com. We look forward to hearing from you!