

*Welcome to the*

# **Tribal Spirit of Giving Awards**

Recognizing Organizations That Give Back to Their  
Communities, Employees and Customers

**Awards Luncheon**

# History of the Award

- |             |   |
|-------------|---|
| 2007 - 2014 | The Barona/VCAT Award for Excellence in Indian Gaming Marketing |
| 2014        | New partnership with Notah Begay III Foundation                 |
| 2015        | Award created – 25 entries representing 17 properties           |
| 2016        | Second year – 17 entries representing 15 properties             |

# The Judges

**Marin Webster Denning**, Nationally recognized educator, lecturer and curriculum specialist in American Indian history and culture

**Pam Shaw**, CEO, Kaw Gaming, Inc.

**Treena Parvello**, Director of Public Relations and Communications, Tohono O'odham Gaming Enterprise, Desert Diamond Casinos & Entertainment

# Judging Criteria

1. How did this campaign, event or promotion build awareness?
2. What was the immediate impact of the campaign, event or promotion?
3. What are the long-term benefits of the campaign, event or promotion?
4. What value was ultimately created for customers, employees or your community?
5. What was the level of participation?

# Participating Organizations:

7 Cedars Casino & Resort Properties Fortune Bay Resort Casino  
Blue Lake Casino & Hotel Harrah's Ak-Chin Casino  
Casino Del Sol Indigo Sky Casino  
Cherokee Nation Businesses Lucky Eagle Casino & Hotel  
Choctaw Casinos Mazatzal Hotel & Casino  
Elwha River Casino Prairie Band Casino & Resort  
FireKeepers Casino Hotel Pueblo of Pojoaque  
Kalispel Tribe of Indians -  
Northern Quest Resort & Casino

# The award categories:

Community

Customer

Employee

**Now, for the  
awards!**

**CATEGORY:**  
**Community**



# Community Honorable Mentions

- Pueblo of Pojoaque, *Coins for Cans*
- Cherokee Nation Businesses, *Cherokee Nation Businesses Community Impact Team*
- Prairie Band Casino & Resort, *Prairie Band Cares for Kids*
- Elwha River Casino, *Honoring our Elders*

# Community Honorable Mentions

- Lucky Eagle Casino & Hotel, *Raise for Rowyn Benefit 2016*
- Blue Lake Casino & Hotel, *Holiday Gift Drive*
- Indigo Sky Casino, *Swinging for Pink*
- Mazatzal Hotel & Casino, *Frybread for Families, Inc., an Employee Outreach Program of Mazatzal Hotel & Casino and the Tonto Apache Tribal Enterprises*

# Community Honorable Mentions

- Kalispel Tribe of Indians - Northern Quest Resort & Casino, *Heart to Heart*
- Fortune Bay Resort Casino, *Fortune Bay Resort Casino's Kids Christmas Party*
- 7 Cedars Casino & Resort Properties, *OMCF/Sixkiller Celebrity Golf Classic*
- Blue Lake Casino & Hotel, *NB3Fit Day*

**Community 3<sup>rd</sup> Place**  
**Choctaw Casinos**  
**Breast Cancer Awareness**  
**Campaign**



**CHOCTAW**

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**CASINOS & RESORTS**

# Community 3<sup>rd</sup> Place Judges' Comments

“Good to see all properties participate and provide revenue from sales inside the casino to the cause. Promotions centered around charitable causes let our guests know that we are here to do good in the community.”

**Community 2<sup>nd</sup> Place**  
**FireKeepers Casino Hotel**  
**The Fire Hub**



# Community 2nd Place Judges' Comments

“What a great idea! Unique and beneficial on so many levels. Clearly the Tribe’s commitment is there. Impressive.”

**Community 1<sup>st</sup> Place**  
Harrah's Ak-Chin Casino  
Harrah's HEROs - Breast Cancer  
Awareness Month and CODEGreen





# DESCRIPTION

The Harrah's HERO's contribute to various Harrah's sponsored events and give of their time and skill within their own community. Harrah's Ak-Chin supports local organizations such as the FOR Maricopa food bank, Maricopa Against Abuse, a local shelter for abused women, the United Way of Pinal County, the Area Agency on Aging-Dove's Program (late-life domestic abuse), United Blood Services, local veterans organizations and animal shelters. Two of their largest campaigns each year are Breast Cancer Awareness (BCA) Month and CODEGreen.

# Breast Cancer Awareness (BCA) Month

- BCA committee dedicated to communicating information, facilitating 12 events and earning 83% participation and 1597 HERO hours
- 30 Internal all-property communications including flyers
- 32 external earned media pieces including magazines, local papers
- October guest direct mail booklet to 75,000 people describing BCA efforts
- Fundraisers - 3 Jeans Days, Bake Sale, Pink Hair Challenge, Tree of Hope and partial proceeds from Beverage sales of "Pink Warrior"
- Selfie Booth for guests in our Hotel lobby -over 2500 guests posted to their accounts
- Bra Pong event to encourage employee BCA participation and awareness

# CODEGreen

- The Harrah's Ak-Chin CodeGreen program has been a leader in the company's environmental sustainability efforts since the inception of the program in 2007
- Each year, Caesars Entertainment sponsors a CodeGreen Challenge among all 40 properties located within the United States
- The challenge measures the commitment to CodeGreen in areas such as media coverage for the program, employee and customer involvement, social media and environmental consciousness survey improvement

# Community 1<sup>st</sup> Place

## Judges' Comments

“Two worthy causes! I especially like the pink bags for chemo patients. Good job.”

# Community 1<sup>st</sup> Place

## Harrah's HEROs - Breast Cancer Awareness Month and CODEGreen



**CATEGORY:**

**Employee**

**Employee 2<sup>nd</sup> Place**  
**FireKeepers Casino Hotel**  
**Winning with WEEA**



# Employee 2nd Place Judges' Comments

“Very important that employees understand that casino management is 100% dedicated to the standards and values held dearly. The impact of having a supported program in place can be immense -- retention, engagement, service.”



**Employee 1<sup>st</sup> Place**  
**Casino Del Sol**  
**Casino Del Sol Cultural Program**



# DESCRIPTION

Each year, for 4 days, Casino Del Sol closes all casino and Tribal operations starting at midnight on the Thursday prior to Easter and reopen at 8am on Monday morning. This closure costs approximately 2% of our overall revenue and closes the casino during 4 of the busiest days of the year. This closure is so that all employees that participate in the Pascua Yaqui Lenten and Easter ceremonies get the time off work in order to complete this very important task for the community.

# Casino Del Sol Cultural Program

- This closure costs approximately 2% of overall revenue
- The Pascua Yaqui tribe also pays all 2,000+ employees of the tribe for their time off during this weekend - over 35,000 hours
- In addition to the Easter ceremonies, Casino Del Sol also offers time off to employees to participate in very important non-lenten cultural ceremonies as well (i.e. to honor a passed loved one) - over 15,000 hours

# Employee 1<sup>st</sup> Place Judges' Comments

“Supporting cultural events at a Tribal casino is very important. The loss of revenue that the casino is willing to incur to ensure all employees are able to participate, is exceptional. I am quite certain having rested, happy, valued, and involved employees translates to great service on the casino floor.”

# Employee 1<sup>st</sup> Place

## Casino Del Sol Cultural Program





# The Tribal Spirit of Giving Awards