



Case Study: CMU

The Situation

Central Michigan University always operated a manual 50/50 raffle at home football games. Using the two-part perforated tickets, sellers roamed tailgate lots prior to the kickoff as well as inside Kelly-Shorts Stadium through the first half. Average raffle sales were \$3,455 per game.



Success Factor	Paper Raffle	Electronic Raffle
Ticket selling time	5 hours	6 hours
Fans know the pot at all times	✗	✓
Ticket sellers know the pot at all times	✗	✓
Ticket sellers have unlimited tickets to sell	✗	✓
Instant sales & reconciliation reports	✗	✓

Key Results After Implementing 5050 Central's Digital Platform

- Extended raffle selling time into 4th quarter
- Maintained ability to sell pre-game tickets out at tailgate lots
- Strategic price points could easily be tweaked, tested & optimized
- Streamlined post-event reporting process with the Michigan Lottery Commission
- Triple digit increases in every key metric:
 - o Total raffle revenue increased by 360%
 - o Increased average per game raffle sales by 229%
 - o Increased average funds per person attending by 223%