



Case Study: Michigan State University

The Situation

The 50/50 raffle at Michigan State was originally run by each individual sport's booster club in the form of traditional paper-based tickets.

MSU decided to internalize the process and after witnessing the **5050 Central** system in operation at a major professional sports event, MSU elected to relaunch the 50/50 raffle with **5050 Central's** real-time digital platform.

The Solution

5050 Central is certified under the GL1-31 technical standard, which ensures the system had the highest level of technical integrity and operating security. MSU's reporting became more efficient after the switch to **5050 Central**.

The reporting features within the cloud based system allowed for precise post-raffle reconciliation with gaming and regulating authorities and internal/external auditors.

Key Results

- MSU averaged pot sizes of \$45,582 at football games over the past 4 years with 5050 Central. Over the past 2 years, MSU has seen pot sizes grow to an average of \$55,000
- MSU has raised a total of \$1,185,130 at football games over the 4 years and \$1,895,750 across all sports and events in which they held 50/50 raffles
- 2016 projected 50/50 revenue up by almost 240% since inception in 2013
- Increased control of the raffle and a more efficient and credible reporting process
- Funds able to directly benefit the athletic department or institution
- 5050 Central's digital system increases transaction speeds, allows for longer selling periods, eliminates manual reconciliation and provides real-time updates of raffle pot sizes throughout the venue

Benefits to the Institution

- Half of the total proceeds from each raffle ticket purchased at home games support Michigan State Athletics. Since 2013 to date, MSU has raised a total of \$1,895,750 through their 50/50 raffles at various athletic events. 50/50 raffles at university and college events can not only raise money for the school's athletic department, but the institution as a whole.
- This money can be put towards aspects such improving infrastructure, acquiring additional sporting resources, further refining educational programs and creating and enhancing grants and scholarships.
- "Some of the benefits of working with **5050 Central** include increased control and increased revenues which can go directly to the athletic department," said Megan Hall, Director, Promotions & Community Relations of Intercollegiate Athletics at Michigan State.