



CFL

2017 CASE STUDY



Add **EXCITEMENT** with special **50/50** ticket prices

Jackpots can be increased by incorporating different price points into your 50/50 raffle. Offering customers the opportunity to have more numbers with a larger purchase is called "incentivised pricing". For example: 3 for \$5, 10 for \$10 or 40 for \$20. Customers recognize the increased odds of winning when they have more numbers and, naturally, purchase the higher price point.

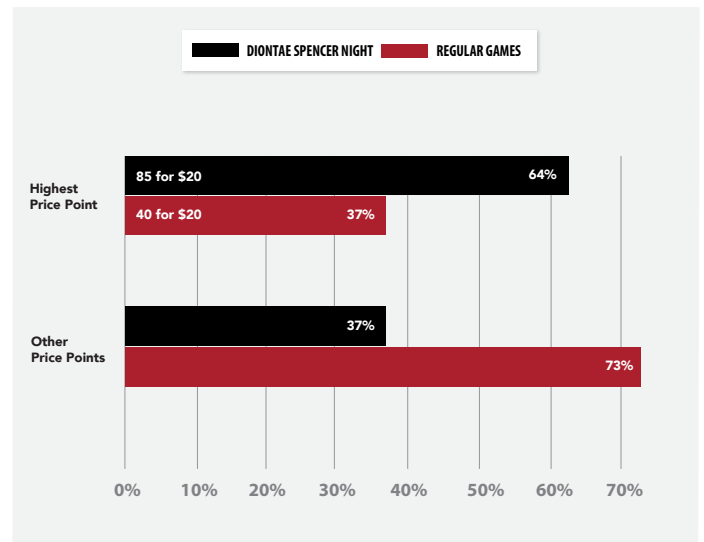
Diontae Spencer, number 85 on the Ottawa REDBLACKS, set a new CFL record with 496 all-purpose yards in October 2017. At the next home game, the REDBLACKS decided to celebrate the accomplishment by introducing a special price point, 85 for \$20. With the special price point, the REDBLACKS:

- Raised \$82,525 which was 51% higher than their average raffle
- Boosted their per cap revenue by 54% from \$2.24 to \$3.45
- Increased the sale of the highest price point to 64% of tickets sold

REGULAR GAME VS. SPECIAL EVENT



TICKET PURCHASE PATTERNS



Make your event a memorable one by adding fun and excitement to your standard raffle ticket prices. Contact us today at 416-479-3873 or info@5050central.com for more information