



CHARITIES

2018 CASE STUDY



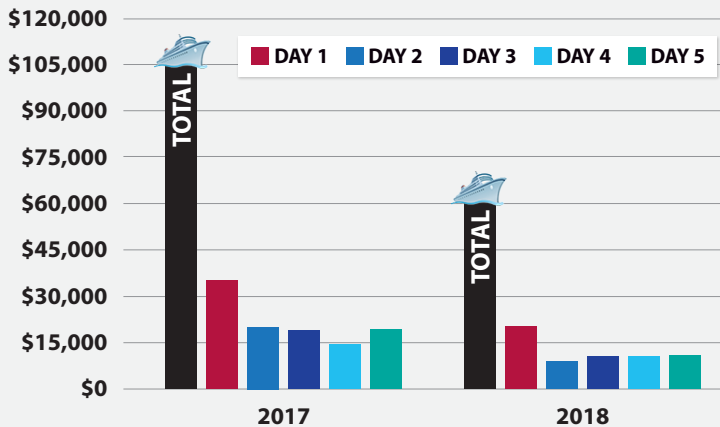
Everyone wins with a 50/50 RAFFLE

All of 5050 Central's solutions are designed to build maximum excitement for participants while simplifying administration for organizers. Whether you are looking for a single-event or a multi-day, multi-location program, 5050 Central can deliver a tailored solution.

The flexibility of 5050 Central's platform is on display with the Buckeye's Cruise for Cancer event which has raised over \$15mil for the Ohio State Comprehensive Cancer Center. For the past two years, the cruise included a 50/50 raffle offered each day, for 5-days, to the same clientele onboard with only one seller on-hand.

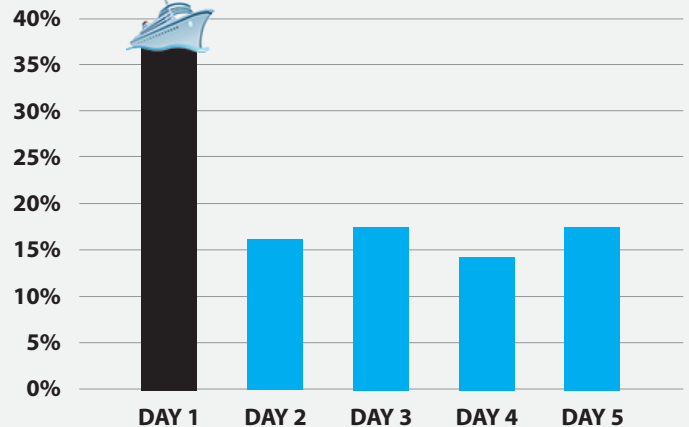
CRUISING RAFFLE SUCCESS

2017 was the Buckeye's 10-year cruise anniversary with 3100 people in attendance; 2018 had 1800 people onboard. The 1st raffle has higher participation as tickets are pre-sold with registration. Participation remains strong, and consistent, for the on-board raffles that follow. In both years, the average per cap was around \$7.00.



STRONG PARTICIPATION RATE

Repeat purchases are an important marker for a raffle's excitement level. Combining the raffle with registration improves participation for the first pot with interest remaining strong for the on-board draws. Recognizing that people may register together, the 38% participation rate may account for close to all attendees in the first draw.



207 Queens Quay West, Suite 500
 Toronto, Ontario, M5J 1A7
 416-479-3873 - info@5050central.com