



NCAA

2018 CASE STUDY

Everyone
wins with a
50/50
RAFFLE

A 50/50 raffle is an incredible fundraising program. As the market leader in digital fundraising solutions, we have the experience, expertise and technology for the collegiate market.

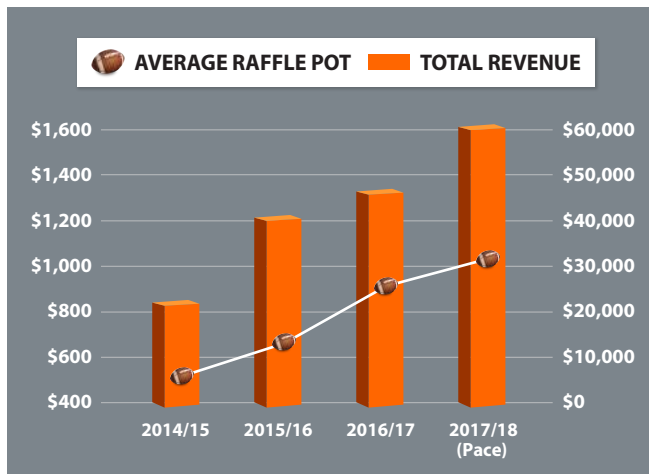
The flexibility of 5050 Central's platform is a defining attribute as it's a holistic solution that can be deployed across various campus events including sports and social functions.

5050 Central also works with the various multi-media partners to provide each raffle program with access to in-venue media assets and sponsorship options; including:

- Digital video displays
- Brand awareness opportunities
- Retail activation coupons
- Social Media Inclusions



**BOWLING GREEN
STATE UNIVERSITY**



YEAR-OVER-YEAR SUCCESS

In 2014, Bowling Green State University selected 5050 Central to be their digital 50/50 raffle provider. The results were immediate and have demonstrated year-over-year improvement.

Now in their fourth year, Bowling Green uses 5050 Central's platform for multiple sports and is on pace to double their average raffle pot and triple their total raffle revenue from their first year.



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