



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.

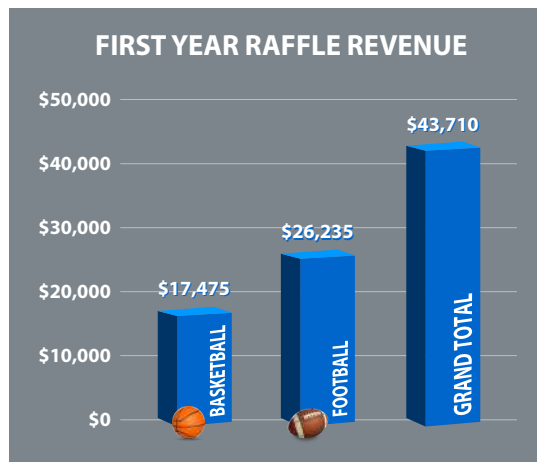
The flexibility of 5050 Central's platform is a defining attribute as it's a holistic solution that can be deployed across various campus events including sports and social functions.

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



UNIVERSITY AT BUFFALO



MULTI-SPORT SUCCESS

In 2017, the University at Buffalo selected 5050 Central to be their digital 50/50 raffle provider.

Taking advantage of the system's portability, the University at Buffalo saw strong results, from both their football and basketball games, with over \$40,000 generated in their first year.

**50/50
Central**
BUILDING
EXCITEMENT & COMMUNITIES

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