



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.

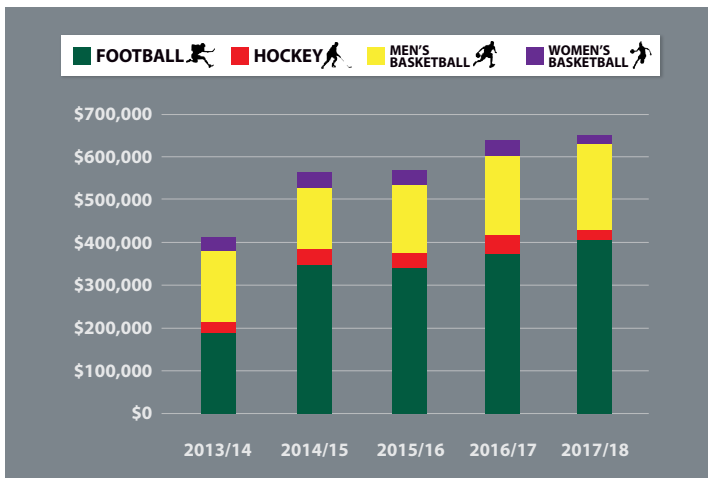
The flexibility of 5050 Central's platform is a defining attribute as it's a holistic solution that can be deployed across various campus events including sports and social functions.

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



MICHIGAN STATE UNIVERSITY



EARLY ADOPTER

In 2013, Michigan State made the change from paper to 5050 Central's digital raffle system. The change has given Michigan State more flexibility and accountability to organize 50/50 raffles at more events. Raffle revenue has been increasing year-over-year with the institution raising over \$600,000 in recent years.

Michigan State benefits from 5050 Central's services as the proceeds assist with improving infrastructure, acquiring additional (sporting) resources, refining educational programs and enhancing grants/scholarships.

"Some of the benefits of working with 5050 Central include increased control and increased revenues which can go directly to the athletic department."

– Megan Hall, Director, Promotion & Community Relations of Intercollegiate Athletics



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