



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.

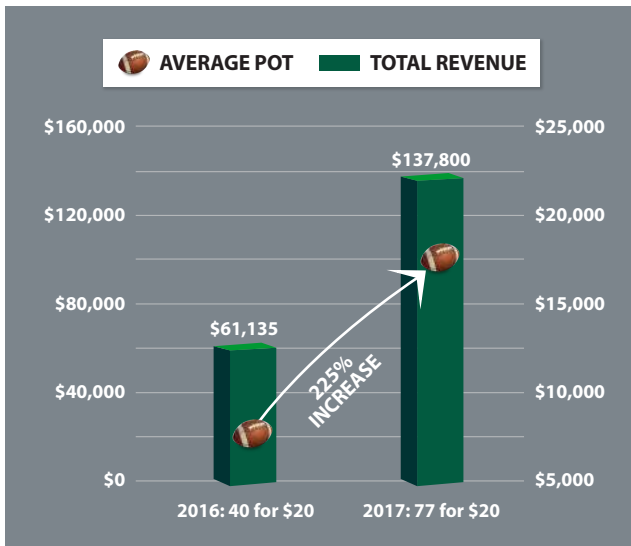
The flexibility of 5050 Central's platform is a defining attribute as it's a holistic solution that can be deployed across various campus events including sports and social functions.

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 OF OREGON



YEAR-OVER-YEAR SUCCESS

In 2016, the University of Oregon selected 5050 Central to be their digital 50/50 raffle provider. During their second season, the University of Oregon's football program has seen dramatic improvements with their results:

- Total raffle revenue increased from \$61,000 to \$137,000
- The average raffle pot increased by 225% from \$7,600 to \$17,000
- Using incentivised pricing, 51% of sales came from \$20 tickets



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