



THE MORE you GIVE the more you GET

A 50/50 raffle is an incredible fundraising program. As with most things, the more you give, the more you get.

With your on-going commitment and effort, your fundraising raffle can be an ever-improving success for a great cause.

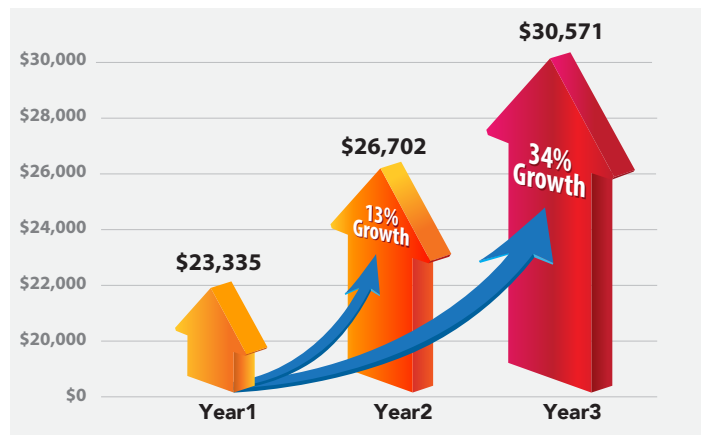
Whether their raffles started in 2008 or in 2017, by working together, our NHL clients have experienced year-over-year fundraising growth with the 5050 Central platform. In doing so, our clients have helped a myriad of organizations with their own charitable initiatives.

No matter the fundraising goal, 5050 Central can work with you to optimize participation and fundraising revenue through:

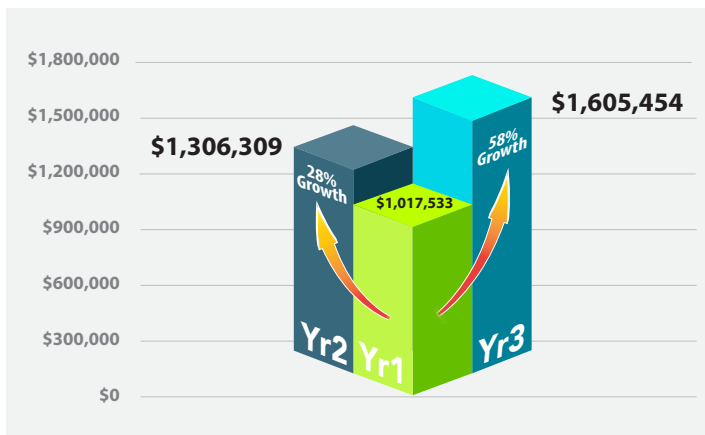
- Best-practises on raffle ticket pricing
- Branded/themed events combined with special ticket pricing
- Staffing and selling strategies
- In-venue advertising
- Social media approaches

WORKING with you to make your program a success

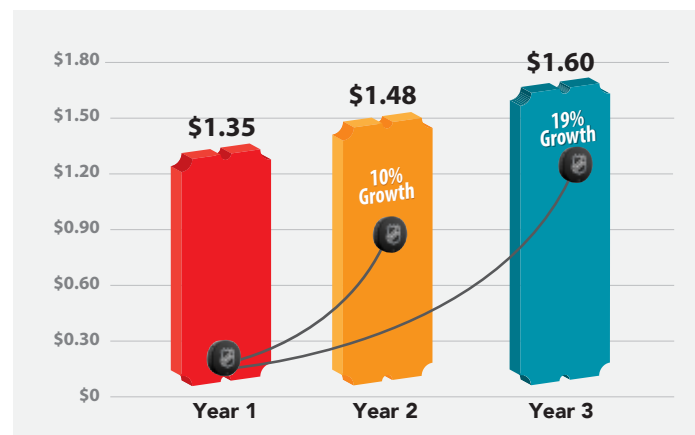
AVG REGULAR SEASON 50/50 POT SIZE



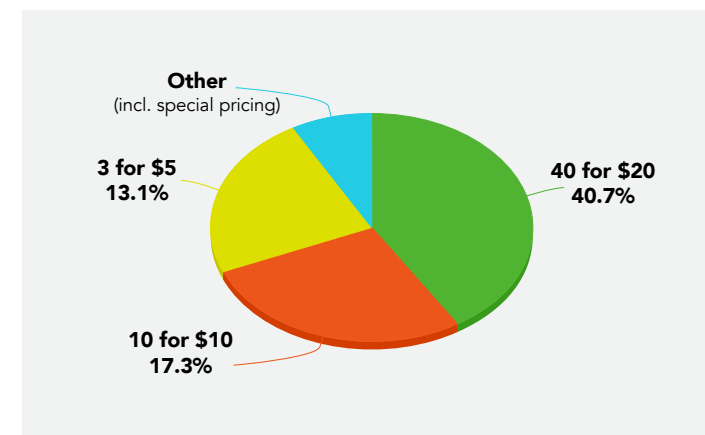
AVG REGULAR SEASON 50/50 TOTAL REVENUE



AVG REGULAR SEASON PER CAP REVENUE



% OF REVENUE FROM NHL TICKET OFFERS



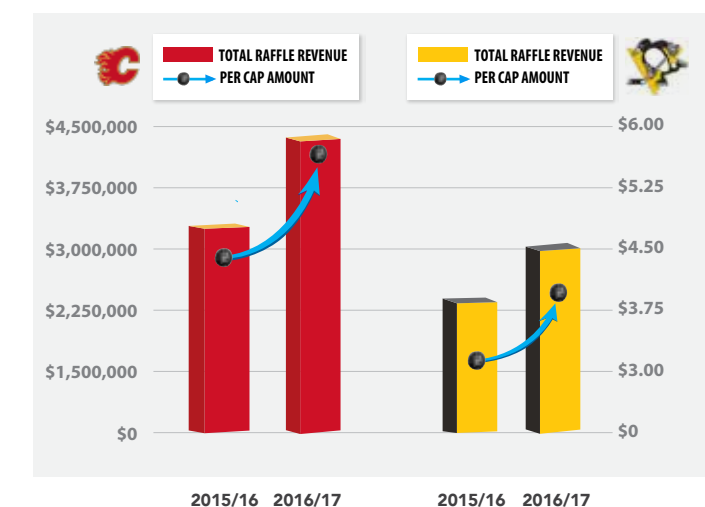
Whether you are an existing client or considering becoming one, our platform delivers an extra element of enthusiasm and participation to your games. Contact us or your Customer Success Representative at 416-479-3873 or info@5050central.com

Contact us today to get started: 416-479-3873 or info@5050central.com

CLIENT HIGHLIGHT

BEST IN CLASS NHL RAFFLE PROGRAMS

Congratulations to the Calgary Flames and Pittsburgh Penguins whose 5050 Central raffle programs were best-in-class in both Canada and the USA. Year-over-year, these organizations continue to make improvements and are benefiting from those efforts with an increase in both total raffle revenue and per cap amounts.



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