



5050 CENTRAL
2017 CASE STUDY



MAKE THE CHANGE FROM PAPER TO DIGITAL TODAY

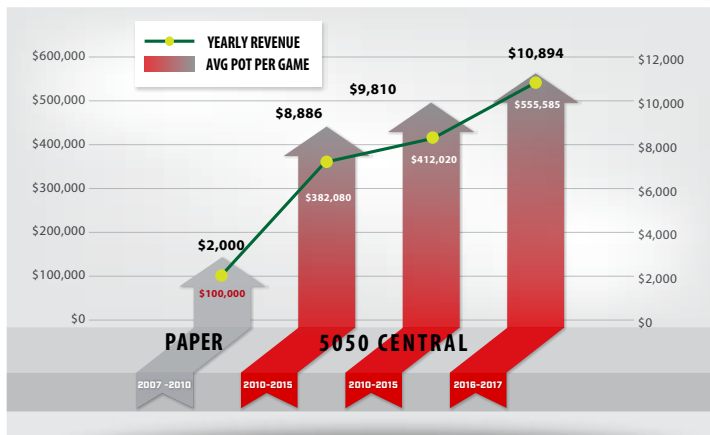
The **Moose Jaw Warriors** were amongst the first in the sporting industry to implement the digital version of the traditional 50/50 raffle ticket. **5050 Central** was, at the time, a brand new technology but Moose Jaw's investment paid off immediately:

- The multi-purpose platform meant they could organize raffles for other events at the Warriors' venue
- The reporting platform offered key insights and analysis to help them optimize sales and revenue
- Sponsors gained more brand exposure through couponing and display integration
- Fans became more engaged as tickets were no longer sequential due to the Random Number Generator

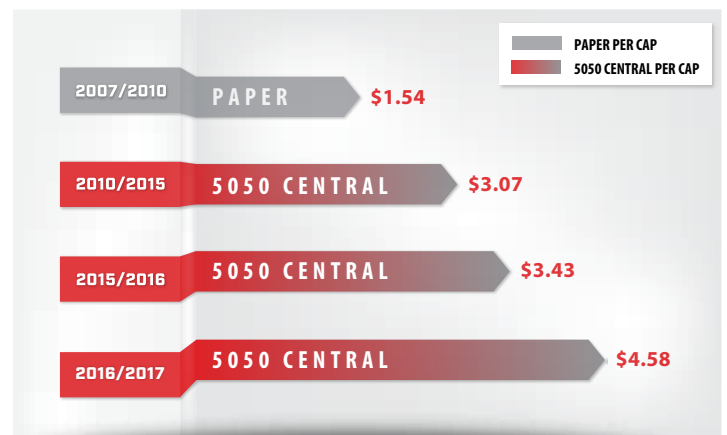
"We used to spend tons of hours to raise some money. Now we spend some hours to raise tons of money"

Randy Nesvold, Moose Jaw Warriors Booster Club President

YEARLY REVENUE / AVG. POT PER GAME



AVERAGE SALES PER PERSON (PER CAP)



Make the change from a paper raffle today; contact us at 416-479-3873 or info@5050central.com

Already a 5050 Central client? Contact your Customer Success rep today; we're here to help you succeed!

"Our raffle operations are driven by our passionate volunteers, whom I can't thank enough"

Corey Nyhagen, Director of Business Operations for the Moose Jaw Warriors



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