



5050 CENTRAL  
2017 CASE STUDY

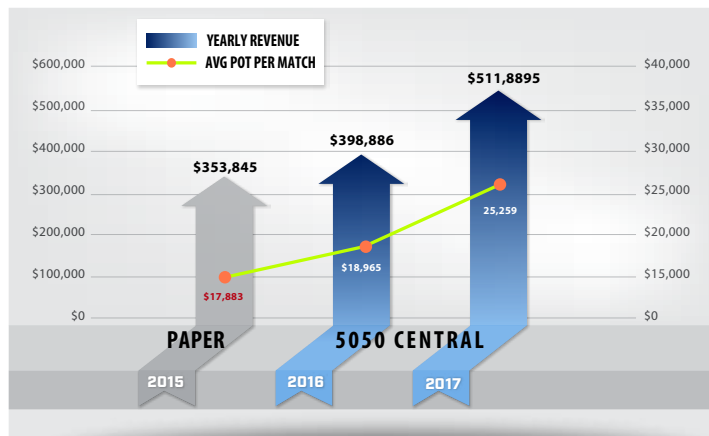


**MAKE THE CHANGE FROM PAPER TO DIGITAL TODAY**

The **Vancouver Whitecaps** have been very successful in their transition from a traditional paper raffle to **5050 Central's digital solution**. In 2015, the Whitecaps were producing a respectable **\$17,883** per match in gross revenue; however, in the two years since making the switch, the team has experienced growth in all aspects of their program, including – **total raffle revenue, average pot size and per cap revenue**. Despite a four percent dip in game attendance in 2017, the Whitecaps improved their fundraising results by:

- Showing running in-game pot totals on their video boards
- Drawing attention to their sellers by outfitting them in brightly coloured uniforms
- Offering incentivized ticket pricing: 3 for \$5, 7 for \$10 and 18 for \$20
- Maintaining ticket sales for as long as possible; sales stop at the 70th minute of the match.

**YEARLY REVENUE / AVG. POT PER MATCH**



**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!



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