

Case Study : Hockey Canada



HOCKEY CANADA REALIZED A 466% INCREASE IN AVERAGE RAFFLE SALES!





“Indeed, the bottom line can be measured in financial terms, but even more importantly, the impact of 5050 Central can be measured in real people terms. Simply put, more funding goes to the causes that Hockey Canada supports as part of our mandate to invest in the future of our game across Canada.”

Mike Ross, Chief Business Officer, Hockey Canada



A STORY OF SUCCESS:

Hockey Canada realized a 466% increase in average raffle sales!

KEY RESULTS

- 466% increase in average per game raffle sales
- Massive record pot of \$299,400 at a single WJC game
- Over 300% increase in total raffle sales versus old paper raffle method
- Greater accountability, transparency and faster reconciliation
- \$1.6 million in funds raised from raffle operations at WJC 2012 to help support hockey



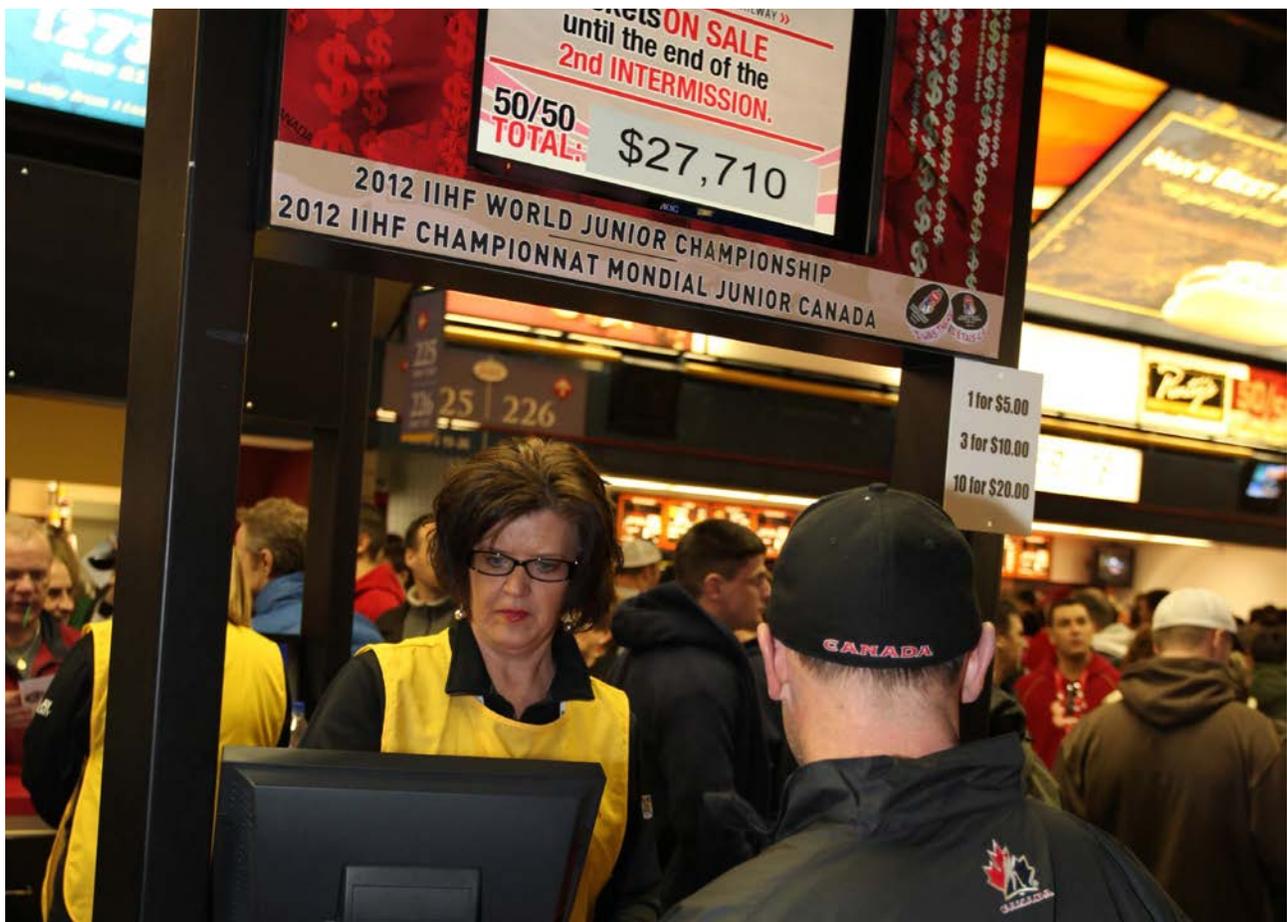
THE SITUATION

A wildly successful trial run at the 2010 and 2012 World Junior Championship lead to Hockey Canada naming 5050 Central as its Official 50/50 Raffle Company.

In 2009, the World Junior Championship (WJC), hosted by Hockey Canada, ran their usual raffle using traditional paper raffle tickets. The biggest raffle pot achieved in a single day across multiple games at the 2009 WJC was \$99,426. A year later in 2010, Hockey Canada test drove 5050 Central's electronic 50/50 raffle system. Unlike the old paper raffle system, this new computerized and automated raffle system displayed to fans at the games a live tally of the pot as well as the speed at which it was growing.

The psychological aspect of seeing the pot grow quickly in real-time immediately began to take its effect. The biggest raffle pot achieved in a single day across only two games was \$405,626, an increase of 308% over 2009's largest day - including an astounding raffle pot of \$299,400 in a single game (United States 6 - Canada 5 (OT)).

Proving that 2010 was no fluke, the 2012 World Junior Championship in Alberta saw 5050 Central's automated 50/50 system fuel another monster pot: \$257,210 in a single game.

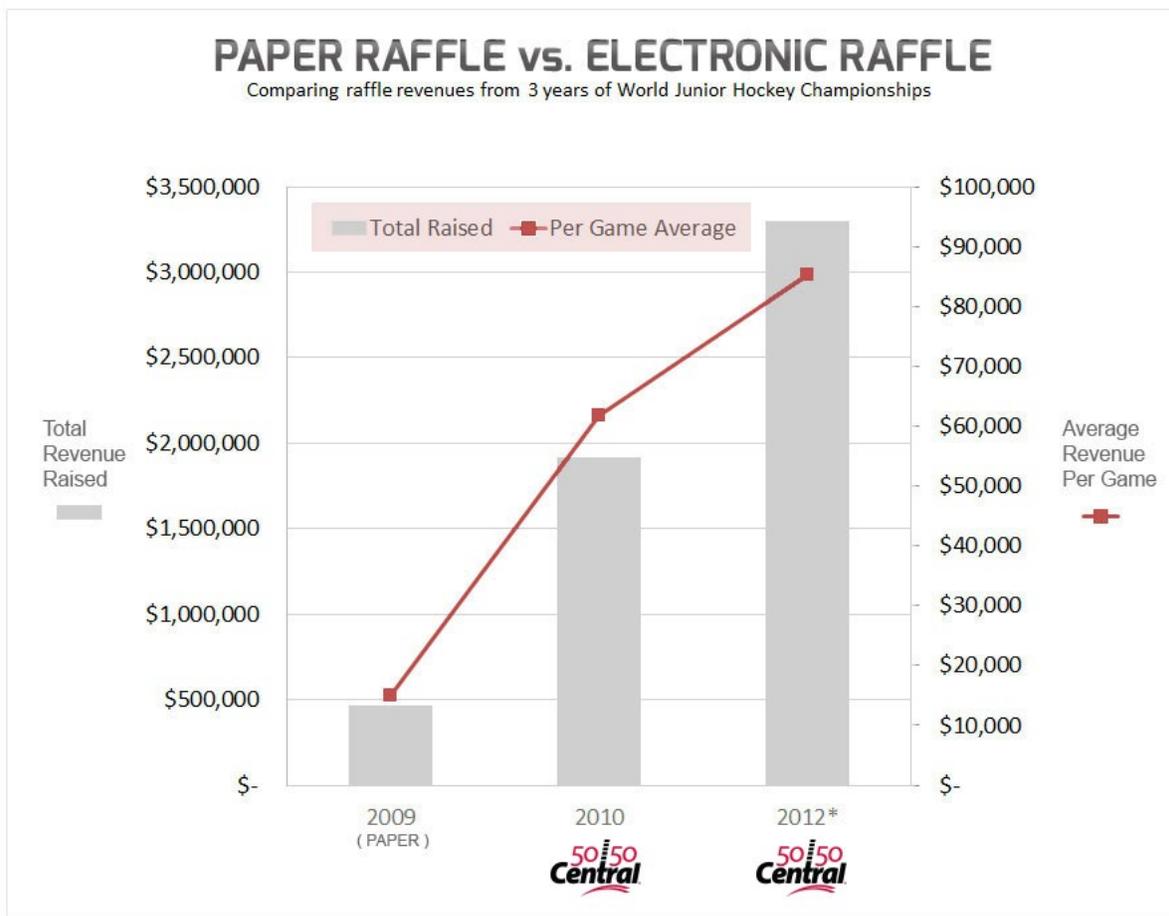




BY THE NUMBERS

However you slice and dice the numbers, the effect of 5050 Central’s electronic raffle system is impressive. Compared to WJC 2009, the total raffle revenue raised via 5050 Central’s system for WJC 2010 and WCJ 2012 increased by 310% and 302%, respectively.

Looking at per game averages provides a more accurate and predictive gauge of 5050 Central’s overall impact on raffle sales. The average raffle pot at the 2009 WJC was \$15,051 per game. By the 2012 WJC, 5050 Central had helped increase the average raffle pot by an incredible 466% to \$85,177 per game.



* For 2012, Total Revenue Raised also includes money raised from a non-5050 Central system; however, Average Revenue Per Game is strictly from 5050 Central's system.

COMPLETE ACCOUNTABILITY

“The greater accountability that 5050 Central introduced was invaluable” said **Kevin Webster**, Hockey Canada’s Manager of Event Operations, “Not only was the system easy for our volunteers to learn and less prone to human error, but it meant that we knew precisely how many dollars each volunteer needed to return at the end of their shift. With our old paper raffle system, that reconciliation was a hassle and time consuming.”

\$22 MILLION TO SUPPORT HOCKEY

A World Junior Hockey event - besides being a stage for some of the best hockey players coming up through the ranks - also produces spin-off benefits for the local economy and helps to raise funds that go back into the community and grassroots hockey. A robust study conducted during the event estimated the WJC 2012 generated over \$86 million dollars of economic impact for the province of Alberta as thousands of visitors came and booked hotel rooms, ate out at restaurants and watched junior hockey.

WJC 2012 also generated a legacy worth over \$22 million (including \$1.6 million from raffle sales) that will directly go to supporting various levels of grassroots hockey in Alberta, for example:

- Over \$9 million into various grassroots Hockey Canada programs.
- Over \$6.6 million to the Canadian Hockey League.
- Over \$950,000 to the host committee and host Hockey Canada branch, Hockey Alberta.
- \$165,000 to each of Hockey Canada’s 12 other member branches.
- \$3 million to support future hosting opportunities of international championships in Canada.





NEW PARTNERSHIP, NEW POSSIBILITIES

In September 2012, Hockey Canada made 5050 Central an authorized supplier with the sole right to be called Hockey Canada's Official 50/50 Raffle Company.

Mike Ross, Chief Business Officer of Hockey Canada, had this to say about the partnership:

"We are pleased to continue our relationship with 5050 Central as the platform has become an exciting aspect of the game experience for our fans. The results that have been realized through the use of the 5050 Central platform have been a tremendous success for Hockey Canada and more importantly the communities we serve. 50-50 proceeds at our events assist Hockey Canada and our Host Organizing committees in building our event legacies which continue to help us give back to the game through grassroots development and programming initiatives across Canada."