



## SUCCESS STORY

# Curling Alberta

Raffle type	Total raised	Campaign duration
<b>In-venue + Online 50/50</b>	<b>\$105,000</b>	<b>6 days</b>



In spring of 2022, Curling Alberta hosted a six-day *Grand Slam of Curling* event, welcoming over 10,000 attendees to the Olds Sportsplex in rural Alberta. Organizers used the Rafflebox in-venue solution to sell 50/50 tickets at the arena and conducted draws every day of action. In person and online ticket sales were combined to generate daily jackpots amounting to more than \$20,000.

“The handheld devices made it easy for our volunteers to canvas the stands during matches,” said Curtis Fairhurst, President, Curling Alberta. “Ticket buyers were thrilled to purchase 50/50 tickets from the comfort of their seats; they loved the option to tap to pay and receive a receipt on the spot.”

Curtis attributes much of the week’s success to the friendly, volunteer ticket sellers. “They helped us build momentum over the six-day event by reminding patrons of previous jackpots; they built rapport with ticket buyers and kept them coming back every day.”

In addition to the four volunteers selling tickets each shift, Curling Alberta planned marketing activities to help spread the word about the 50/50. The local radio station mentioned the raffle every day and TV commercials aired on SportsNet to generate a buzz. Signs and other print collateral were stationed around the arena as well as jackpot updates on the main jumbotron. Curtis maintains that the best part of the week was calling the winners to award impressive prizes each day.

## Keys to success

### In-venue sales

Volunteers canvassed the arena with handheld devices that accepted payment by credit, debit or tap. A ticket confirmation was printed on the spot.

### Marketing

A mix of radio, TV, print and digital advertising helped spread the word about the 50/50 and boosted ticket sales.

### Friendly volunteers

Each shift, volunteers canvassed the arena to sell tickets by entertaining patrons and building a repeat customer base.

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Combining in-person and online ticket sales was a gamechanger for Curling Alberta. Over our six-day event, we reached \$105,000 in ticket sales – 60% of transactions were processed in person and 40% online.

Curtis Fairhurst, President, Curling Alberta