



SUCCESS STORY

Grande Prairie Storm Junior A Hockey

Raffle type	Total raised	Campaign duration
In-venue 50/50	\$100,000	365 days



The Grande Prairie Storm Junior A hockey team in Alberta, was looking for a new way to engage their fans and raise more funds for their program. Since partnering with Rafflebox, they've built a consistent and reliable raffle program, combining in-person and online ticket sales, all managed in one central place.

"We've got a system for every tournament and home game," says Ryan Carter, business manager for the Storm. "Volunteers sell 50/50 tickets using the three handheld devices provided by Rafflebox. Fans can pay with tap, debit, credit or cash and receive their ticket stub on the spot. We have a few volunteers posted at tables, while others canvas the arena to sell tickets."

The team of 16 to 20-year-olds also pre-sells tickets online in the days leading up to home games. Players share their unique URLs through email or social media so friends, parents and other supporters across Albertans can get in on game-day jackpots, even if they can't attend the game. For fans in the stands, the jackpot is already stacked and building excitement by puck drop.

Throughout 2021, the Storm raised more than \$100,000 in 50/50 sales. Raffle proceeds help fund equipment, travel and other team essentials. With the Rafflebox platform, the Storm continue to reach more people, raise more money and offer a more affordable hockey program to their members.

Keys to success

Announce winner at game

The Storm generate ticket sales and drive attendance by making 50/50 announcements during games, especially the big winner!

Pre-sell tickets online

With advanced ticket sales available online, supporters across the province are able to get in on the action and help build the pot before game day.

Early bird prizes

The Storm offer early bird prizes like signed hockey sticks to those who buy tickets before a certain deadline. Prize winners are easily selected through the Rafflebox dashboard.

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Rafflebox gives our team the ability to raise more funds by combining in-person and online sales. The platform's unique raffle features and add-ons, like the early bird prize feature, allow us to bring more value to our fans and the association.”

Ryan Carter, Business Manager, Grande Prairie Storm Junior A Hockey