



TRAVEL FUNDRAISING PROGRAM

Presented by:

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Why does the sports raffle program work?

The sports raffle travel fundraising program works because it allows organizations with significant membership to utilize those members and tie into the billion-dollar sporting event and travel industries. In addition the program allows the grand prize winner of your raffle a **CHOICE** to win a **trip of a lifetime** to a variety of premier sporting events and travel destinations while supporting their special charity or organization.

How does the sports raffle work?

***The Original Sports Raffle* has raised over 4 million dollars for organizations like yours!**

Your organization holds a sports raffle. Tickets are sold by your members at your discretion and price. The grand prize of your raffle is a *US Sports Travel* redemption certificate. The winner redeems the redemption certificate for a **trip of a lifetime** for two (2) to any one (1) of these sporting events or travel destinations:

- Super Bowl
- MLB All-Star Game
- Disney World
- 7-night Caribbean Cruise
- And more, **see our full list of destinations!**

Our travel division, *US Sports Travel*, books the trip!

A Sports Raffle has no up-front costs!

- 100% of the profits are kept by the organization!
- Program costs are fixed.
- The program is full-service, turnkey, and always a success.

How is the sports raffle program administered?

Once a contract is signed, our staff will work with your organization with every detail: organizing the sports raffle, creating flyers, press releases, information for your website, raffle ticket printing, sponsorship letters and providing marketing ideas so your sports raffle is a success. The sports raffle can be done anytime of year! It is your raffle and it is administered by your organization. You decide what time period works best!

How much can we make with the Sports Raffle?

100% of the Profit is kept by the Organization! There are NO UP-FRONT START UP COSTS!
Sports Raffle can be done anytime of year! It is your raffle and it is administered by your organization. You decide what time period works best!

Projected Revenue - Super Program

Each organization member sells one (1) book of ten (10) tickets with a suggested ticket price of \$10, \$20, \$50 or \$100

Your organization decides the cost per ticket.

# Members	# Tickets Sold	\$10	\$20	\$50	\$100
200	2000	\$11,000	\$31,000	\$91,000	\$191,000
250	2500	\$16,000	\$41,000		
300	3000	\$21,000	\$51,000		
350	3500	\$26,000	\$61,000		
400	4000	\$31,000	\$71,000		
450	4500	\$36,000	\$81,000		
500	5000	\$41,000	\$91,000		

Making the Sports Raffle work.

Tips on how to make your Sports Raffle a success!

Our staff will work with your organization with every detail organizing the program, creating flyers, press releases, information for your website, ticket printing, sponsorship letters and providing marketing ideas so your Sports Raffle is a success.

You have heard it said before, "Life is a numbers game". In this case, it's true.

Once you have determined the price of your ticket and the number of tickets you will produce, you need to sell those tickets!

To Do list:

- E-mail your membership and ask them to e-mail their own family, friends, or colleagues.
- Post the raffle information on your website, Face book page, or other social media pages. No website? Create one, it's easy. We will even help if you need it.
- Promote your fundraiser on other websites.
- Create and run a Public Service Announcement or short advertisement on your local cable channels, radio stations and newspapers.
- Post flyers and posters at local businesses.
- Monitor the results of your ticket sales; e-mail weekly updates to your members and send reminders.

Team Work

You only need a few good leaders to coordinate this program, but it takes every member to make it a success. The tickets need to be available and they will sell themselves.

Member Participation

You must have each organization member committed to sell one full book of ten tickets. Every member must understand that fundraising is a necessity and is not an option and you must communicate that to them. Fundraising helps keep the cost of registration down and provides the extra money for club needs.

Have them write down twenty (20) names of people they can ask to purchase a raffle ticket. If you get this commitment, all of the other tickets sold by the suggestions below are a bonus. Have an incentive for the family and team that sells the most tickets.

Marketing

Include information on the sports raffle on your website and send information to your members. How many times have we all heard " I didn't know about that" or "I didn't hear about that program"? Don't miss an opportunity to inform people about the raffle.

Take advantage of all the marketing and advertising done to promote college and professional sports and travel. Many individuals have an interest in a sport or love to travel.

Sponsorship

Visit your local business owners and local corporations and ask them to sponsor the program. They can donate towards the cost of the program, they can buy raffle tickets or they can sell raffle tickets for you. You can include their website on your promotional mailings or flyers. This promotes good community awareness and support. Most local businesses will allow you to set up a table outside the store to sell raffle tickets. You just have to ask.

Events / Functions

Once you have decided to do the raffle, look at your community calendar of events. At these events, have an area set up to sell raffle tickets. This is a great opportunity to sell tickets to people outside your club's reach. People care and will support the program.

Incentive Program

Set up a contest for the person or family who sells the most tickets.

Our most important tip? MAKE IT FUN AND MAKE IT A TEAM EFFORT!

Super Program - Total cost: \$9000

Program Details

Our travel division, *US Sports Travel*, handles all the travel arrangements!

The Grand Prize of your raffle is a *US Sports Travel Redemption Certificate*. The winner can redeem the redemption certificate for a trip for two (2) to any one (1) of these sporting events or travel destinations - winners choice:

- SUPER BOWL
- PRO BOWL
- NCAA FINAL FOUR
- BCS CHAMPIONSHIP
- THE MASTERS
- INDY 500
- DAYTONA 500
- KENTUCKY DERBY
- MLB, NBA OR NHL ALL -STAR GAME
- WORLD CUP
- EUROPEAN CLUB CHAMPIONSHIP
- US OPEN GOLF OR TENNIS
- CARNIVAL CRUISE
- HAWAII
- ST. THOMAS V.I.
- WALT DISNEY WORLD or DISNEYLAND!

The winner will receive:

For sporting events:

Two (2) round trip, non-refundable airline tickets
4 nights hotel (double occupancy) and event tickets

For cruises and vacations:

7 nights hotel (double occupancy)
Standard cabin for Carnival Cruise trips
Disney trips include park passes

All trips include breakfast and car rental vouchers.

Taxes and US Sports Travel coordination fees are included!