HALF TO CHARITY
~ HALF TO
THE WINNER

BUMP
50:50

Presented by:
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5050 SALES
TECHNIQUES
The proceeds from the 50/50 Raffle benefit MSU Denver in partnership with the Colorado Rockies Charity Fund.

Proceeds benefit MSU Denver Alumni Association and the Colorado Rockies Foundation. Colorado Rockies charities have donated over $27 million in their history.

Both organizations support creating a well-rounded education experience for students.
5050 Sellers Timing Sheet

Staff arrival time:
• Sellers need to arrive 90 minutes before first pitch.
• Most weeknight games start at 6:40 PM, so staff arrives at approx. 5pm.
• Most weekend games start at 6:10pm, so staff arrives at approx 4:30pm.
• Most Sunday games start at 1:10pm, so staff arrives at approx. 11:30am.
• NOTE: Please eat before arrival. Light snacks provided at 5050 Headquarters.

Parking:
• Parking is $1.
• Enter Lot C at 33rd and Blake.
• Show credential and it will be $1 (cash only).
• Please enter at employee entrance.
GOALS

Season Jackpot Goal: $650,000
- $8,025 Avg Per Game / 81 home games
- Approx (4) Hour sell window.
- 10 Active devices on avg per game (20 total) = $800 per device.
- $200 per hour, per device, on avg.
- 10 $20 transactions per hour, per device, on avg.
- (1) $20 transaction every (6) minutes, per device, on avg.

Season Stretch Goal: $1 million
- $12,346 Avg Per Game / 81 home games
- Approx (4) Hour sell window.
- 10 Active Devices avg per game = $1,235 per device.
- $309 per hour, per device, on avg.
- (15) $20 transactions per hour, per device, on avg.
- (1) $20 transaction every (4) minutes, per device, on avg.
Ticket Sales

1) Select Price-Point
2) Cash or Credit
3) Insert Credit Card
4) Confirm & Print Tix
5) Enter Into Drum
Ticket Sales

Utility Screen  Send Message  Foundation Info

Prize $85,160  Jackpot $170,320

Message to the office

Send Message

Send Message

Send Message

Your custom message here.
I need additional printer paper.
I am returning to drop cash.
I need help with the tablet.
I need help with the printer.
I have an emergency.
Please disregard my last message.

Your message was received.

Yes
No

Foundation information

This area represents a space to explain to potential raffle participants what the foundation or charity the $5.00 raffle is supporting.
FP 530 Printers

The paper rolls can be replaced simply by pressing the paper release button, placing the new paper roll in the roll holder to hold the paper in place, and closing the door.

The battery life for a FP530 printer can last 24 hours on a full charge. You can check the battery life on the reverse side of the printer by pressing the button.

When you are running low on paper, an orange stripe will appear. At this point there is very little paper remaining and you will need to replace the paper before processing any additional transactions.
Roll Holder Accessory for FP530 Printers

This optional accessory is designed for use with the 530L mobile printers, as some large rolls of paper, when new (full roll), can occasionally unwind inside the paper chamber and cause intermittent stalling of the motor. This circumstance is completely resolved with this optional accessory.

To use, simply place the roll holder through the media core, then slide the holder into the slots provided in the right side of the paper chamber. There is a small “foot” feature on the roll holder that rests on the opposite side of the chamber.
Don’t be passive, don’t be overly aggressive,

Be Proactive!
**SALES TECHNIQUES - Script**

**Seller Speaking Points:**

- Always start with (and point) to the $20 price-point as the “value buy” (combination of greater odds of winning and price-point) when explaining to fans how much a ticket cost.

- Next, share the 80/$40 provides greatest odds of winning.

- Then provide bite-size metric to show impact of donation, to pull at their heart strings, and so the fan knows their contribution, even $20 or $40, truly makes a difference:

  -- “Proceeds from Rockies 5050 Raffle support the MSU Denver Alumni Association. Every $20 provides educational opportunities for students to help transform their lives”

- Always end with credit cards are accepted.

**Note:**
If fan chooses $10 or $5 price-point, pause at the confirmation screen and playfully say to fan, “this is your last chance to buy in at $20 or $40, are you sure you don’t want to buy more tickets to increase your odds of winning?!”
SALES TECHNIQUES – Up-selling

- You will achieve/exceed the jackpot goal with $20 and $40 sales.
- Begin at the $20/$40 price-points and work backwards.
  - **Position the $20 donation as the VALUE BUY.**
- Highlight increased odds of winning.
- If two people together, suggest each put in $10 to greatly for $20 ticket, to increase odds. Four people, $5 each.
- Replicate same approach for $40 sales. Read the situation!
- Take the fan to the finish line:
  - Imagine winning half of a $20,000 jackpot today!
  - Someone is guaranteed to win!
**SALES TECHNIQUES – Know Your Business**

- **When is winning ticket drawn/announced?**
  - A: After 7th Inning / Posted on Main Scoreboard field below the Coca Cola Home Run Porch.

- Where do I go in the ballpark to claim?
  - A: Guest Services – Section 127

- What is web address for rules/prize claiming info?
  - A: [rockies.com/5050raffle](http://rockies.com/5050raffle)

- What is deadline to claim winning ticket?
  - A: Winner has 30 days to claim prize.

- Age requirement to purchase a ticket?
  - A: 18 or older.

- Do I receive the cash today if I win?
  - A: No. Fan receives forms to complete.

- Do you need to be present if I win?
  - A: No

- Is raffle ticket transferrable?
  - A: No

- Are refunds allowed?
  - A: No, all sales are final.

- Are there taxes?
  - A: Talk to your accountant.

- Who do proceeds benefit?
  - A: MSU Denver.
**Commonly Asked Questions:**

- What time does game start?
- Where are restrooms?
- **Where is ATM?**
- Where is retail store?
- Where is box office?
- Today’s promotion?
- Etc.
SALES TECHNIQUES – Know Your Business

Raffle Locations for Sellers:

1. SECTION 130 – KIOSK – MAIN CONCOURSE – HOME PLATE
2. SECTION 105 – KIOSK – MAIN CONCOURSE – OUTFIELD
3. SECTION 226 – KIOSK – CLUB LEVEL – RIGHT FIELD
4. SECTION 332 – KIOSK – UPPER LEVEL – HOME PLATE
5. SECTION 110 – 129 – WALK CONCOURSE – MAIN CONCOURSE – RIGHT FIELD
6. SECTION 131 – 150 – WALK CONCOURSE – MAIN CONCOURSE – LEFT FIELD
8. SECTION 151 – 160 & 401 – 403 (ROCKPILE) MAIN CONCOURSE – UNDER SCOREBOARD
10. SECTION 301 – 309 – WALK CONCOURSE – ROOFTOP – 3RD LEVEL ENTIRE ROOFTOP AREA
SALES TECHNIQUES – Know Your Business

Raffle Locations for Sellers (Continued):

11. FLOAT THE BALLPARK FOR BREAKS (SUITES / INFINITY CLUB)
12. SECTION 130 – KIOSK – 2ND PERSON
13. SECTION 105 – KIOSK – 2ND PERSON
14. SECTION 226 – KIOSK – 2ND PERSON
15. SECTION 332 – KIOSK – 2ND PERSON
16. SECTION 110 – 129 – WALK – RIGHT FIELD 2ND PERSON
17. SECTION 131 – 150 – WALK – LEFT FIELD 2ND PERSON
18. SECTION 151 – 160 & 401 – 403 (ROCKPILE) – WALK – 2ND PERSON
19. SECTION 301 – 309 – WALK CONCOURSE – ROOFTOP – 3RD LEVEL 2ND PERSON
20. FLOAT BALLPARK FOR BREAKS
Master the Fundamentals
• Equipment / Sales Techniques.

Be Brilliant at the Basics – Always:
• Make an immediate connection.
• Start with $20 VALUE BUY.
• Offer $40 as greatest odds of winning.
• Highlight bite-size impact of $20/$40.
• Share credit cards are accepted.

Compete! Against yourself!
• Team / Individual / Win incentives.
• Intrinsic motivation.

Start Strong, Finish Stronger!
• Arrive on time, which means arrive early!
• The last two hours is when jackpot grows fastest!

$20 VALUE BUY is combination of affordability and greater odds of winning
Make an immediate connection:

- Welcome!
- (To fan wearing Rockies jersey): “Is that your favorite player?!”
- “Where are you from?” “Are the Rockies going to win?”
- “Would you like to win thousands of dollars in our 5050 today!”

Be physically/mentally prepared.
- Be on time, be proactive, bring the energy, lean into it!

Promote the jackpot total, not the amount winner receives.
- Always highlight the total jackpot, and use round #’s. If early in the game, highlight the anticipated jackpot, or the season average jackpot, or all-time high.

Why are you doing this?
- To raise money for MSU Denver in support of students.
SALES TECHNIQUES – Do’s

✓ Be proactive (approach people sitting / standing at end of lines).
✓ Have fun.
✓ Smile.
✓ Make eye contact.
✓ Make an immediate connection.
✓ Tease today’s estimated jackpot total.
✓ Always highlight the jackpot total, not the half the winner receives.
✓ Use round #’s.
✓ Start with the $20 value buy.
✓ **Up-sell, up-sell, up-sell.**
✓ Try and get two or more people to go in together to buy tickets.
✓ Compete! Against yourself!
SALES TECHNIQUES – Don’ts

- Be passive / Be overly aggressive.
- Stand to the side on concourse and/or against the wall (Stand in middle and face fans).
- Talk on your phone, or eat/drink while selling.
- Guilt someone who says no.
- Be rude to guests.
- Take it personal / Lose Your enthusiasm.
- Leave your assigned area, and/or cluster with other volunteers.
- Enter Clubs or Suites to enjoy yourself as a fan.
- **Walk around the stadium and not approach people.**
- Start with the $5 ticket.
- Resell previously printed tickets.
- Skip the confirmation page (Pause here to double-check you selected the correct ticket price).
- Hit Print to Drum before the ticket successfully prints.