



Greater Danbury Irish Festival Raffle

**You could win a “Once in a lifetime” trip for two
And attend one of America’s great sporting events.**

With the purchase of our Raffle ticket, you have the chance to win a trip for Two (Winners Choice) that includes airfare, tickets, car rental and accommodations to one of the following:

Super Bowl
Pro Bowl
World Series
NBA Finals
NHL Stanley Cup
BCS Championship Game
NCAA Final Four
Kentucky Derby
US Open-Tennis
US Open—Golf

NBA All-Star Game
MLB All-Star Game
NHL ALL-STAR GAME
Indianapolis 500
Daytona 500
Hawaii
Walt Disney World or Disneyland
St. Thomas Virgin Islands
Carnival Caribbean or Alaska Cruise

Tickets are only \$20

US Sports Travel handles all the travel arrangements!

Call - (203)739-0010

Drawing is (Sunday September 26, 2010 at 6pm) on the main stage

FOR MORE INFORMATION GO TO WWW.SPORTSRAFFLE.NET



United States Tennis Association

The Original
SPORTSRAFFLE
A DIVISION OF US MARKETING LTD.

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.

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, Facebook 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.