



**Sterling**

## Football Club Lottery Proposal

### Run your own lottery

This would involve you marketing the lottery to your supporters, corporate supporters and members of the local community. You would have your own guaranteed prize fund, your supporters would win a prize each week which is a good marketing tool.

This type of lottery is administered using our Lottery Admin Service. We would look after all of the routine administration associated with running your lottery leaving you free to concentrate on the marketing and promotion of your lottery.

### Expected profit

I have based the example of expected profit levels on a supporter base of 4,000 players. The figures below are only draft examples we are able to provide you with a budget spreadsheet tool or a bespoke budget if you wish.

Lottery Members	Profit per week*	Profit per year
4000	£2,120	£110,240
5000	£2,650	£137,800
7500	£3,975	£206,700
10000	£5,300	£275,600
15000	£7,950	£413,400

- Profit based on figure of 53% (Gambling Commission –August 2007)
- NB :lotteries with over 10,000 members can expect a higher rate of return

### Marketing your lottery

We will provide you with a comprehensive marketing guide giving you advice and tips on how to promote your lottery during the launch period and how to continue to grow your membership.



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### **Playing your lottery**

On joining players are issued with a randomly generated six digit lottery number which will be unique to them whilst they are a member of your lottery. They can pay for their membership in variety of different ways including direct debit, cash, cheque. Payroll can be offered as a method of payment to your larger corporate supporters enabling their employees to join the lottery.

### **The Draw**

The draw would take place on a weekly or monthly basis. The winning number would be randomly generated by our software. Winners would automatically be sent a prize cheque. You would be informed of the winning numbers and would publicise them to your players.

### **The Prizes**

The majority of hospices have a prize fund in the region of £1250, with a £1000 jackpot prize and a range of smaller prizes.