

SPECIAL OLYMPICS ONTARIO (SOO)
50/50 DRAW
TORONTO MAPLE LEAFS

Are you looking for a volunteer opportunity that might combine your love of hockey with your desire to give back to the community? If so, please read on!

For the 2007-2008 NHL season, Special Olympics Ontario will be partnering with the Leafs Fund, to operate and benefit from the **50/50 draw** of the Toronto Maple Leafs home games. As such, we are looking for volunteers* to come out and help sell 50/50 tickets.

Please note we need at least 20-25 volunteers for each game.

Here's a brief run-down on how the evening unfolds:

- Gates open to the public 90 minutes before each game. Volunteers must arrive prior to this in order to be ready to sell tickets as soon as the gates are open.
- Most of the selling takes place during the 90 minute time period before the game. Tickets sell until the end of the 1st intermission.
- At the beginning of the second period all sellers return to the 50/50 room to cash-out and enjoy pizza and refreshments (generously provided by Pizza Pizza) while watching the 2nd period on a TV monitor.
- At the beginning of the 3rd period, volunteers are escorted to a 6th floor viewing area – adjacent to the Bell Media Centre **to watch the last period live!**

SOO VOLUNTEERS

- **Minimum 20-25 volunteers per group** – where possible the group should be from one community (due to an incentive program)
- It is mandatory that volunteers be over the age of 16. **50/50 tickets cannot be sold by athletes.** They can only be sold by volunteers, coaches, family members friends, etc. Athletes are encouraged to come down to assist.
- **Incentive Program** – There is a potential for each SOO community/club to receive a **minimum of \$2,000 up to a maximum of \$2,500 per game** as a reward for taking the time to assist with ticket sales. This amount will vary depending upon ticket sales during the game. *Please note: you can select more than game should you wish.*
- The ability to watch the 3rd period of the game – live!

- Prizing & incentives are given to individuals based on nightly sales of 50/50 tickets.
- Orientation & training provided upon arrival at ACC by in-house staff – just show up, nothing but enthusiasm is needed!
- Timing required per game (approximately 5:30 PM – 9:30 PM) – Not required to stay for the 3rd period.
- Free pizza & bottled water provided (after selling of the 50/50 tickets is over).

♦ **All funds raised by non-program/accredited Special Olympic groups, such as the Knights of Columbus, Law Enforcement Torch Run, etc. will have the funds credited 100% toward their total raised for Special Olympics Ontario.**

Incentive Program

- Communities/sport clubs will be eligible to receive 50% of the net proceeds for the game night 50/50 draw.
- Maximum amount is set at \$2,500 (minimum is \$2,000) towards YOUR community programs. The amount generated by each game will be split between Special Olympics Ontario and another charitable organization that has been selected as the co-beneficiary at the Leafs games.
- In order to meet this incentive, at least 20-25 volunteers must be available for any given game.
- Games will be allocated on a first come first served basis. You have the opportunity of selecting more than one game should you choose. Game dates will be made available towards the end of July. **Please indicate your interest prior to this.** We will ensure that you receive the listing of games that are available as soon as we receive them.

Sounds like fun? It really is – and to top it off, you will be helping to support Special Olympics Ontario.

Game dates allotted to the Knights of Columbus:

Monday December 10, 2007 – Toronto vs. Tampa Bay

Tuesday March 4, 2008 – Toronto vs. New Jersey

Note: Special Olympics Ontario needs to have all volunteer names 4 days before each game so they can be sent to ACC and the Toronto Maple Leafs.