



Key Information Sheet

Fundraiser Name: Nova Scotia's Halftime 50/50 Draw

Purpose / Goal: To create a sustainable and scalable fundraiser through a weekly 50/50 program that leverages and supports multiple community partners, specifically those in the heritage sector. To increase the public's awareness and appreciation for the value of heritage.

Dates and Times: Ticket sales to start April 28, 2025 for the first draw on Tuesday, May 6, 2025, and to continue weekly, with draws taking place every Tuesday at 7:30 pm.

Location: All sales will be online using the Tap 50/50 platform. The draw will take place in person (and winner will be announced live) at the Halifax Forum Bingo Hall (2901 Windsor Street), and the winner be posted online by noon the following day.

How funds are directed and distributed: Ticket purchasers will be able to use a drop-down menu on the ticket purchasing platform/website to select to which organization they want proceeds from their purchase to be directed. All participating organizations will be listed in the drop-down menu. Every online sale directed to your organization will generate 20% net profit (40% of after-prize profits). For example – A \$10.00 purchase will result in \$5.00 paid to the winners, \$3.00 will be allocated to Fees, Admin, and Marketing (plus a % to ANSM) and \$2.00 will be directed to your organization. The Nova Scotia Sport Hall of Fame is the license holder for the 50/50 and will be responsible for distributing all proceeds to the respective organizations. Proceeds will be distributed to participants monthly by cheque or e-transfer.

Contact information:

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Draw Rules and FAQ

Who can be a participating organization?

“Like” organizations that will be allowed to participate under the license can be any Nova Scotian organization that is a non-profit whose activities preserve Nova Scotian heritage. The AGD requires that all participating organizations be registered with either the NS Registry of Joint Stocks **or** as a registered charity with CRA. We have confirmed that all organizations currently signed up fall under one or both of these categories, and at this time the AGD does not require any additional paperwork from participating organizations. Government-run organizations must be allowed to carry on fundraising activities.

Who can purchase a ticket?

Ticket purchasers must be residents of Nova Scotia in order to purchase a ticket online. There is currently no minimum age requirement to purchase tickets, but the credit card used to purchase tickets must match the name provided for the ticket. Employees, volunteers, and board members of participating organizations **can** participate in the 50/50. Licensee (Nova Scotia Sport Hall of Fame) employees are the only people excluded from purchasing tickets.

How do people purchase tickets?

Tickets can be purchased online, only through the Tap 50/50 platform. Potential purchasers will be directed to this platform via link or QR code. Purchasers must provide name, phone number, and address to set up an online account for their first purchase. Purchasers can then use this account for future weeks. Payments must be made with credit card. American Express cards are currently not accepted.



How to use the Digital Assets in your Marketing Kit

Logos: The Halftime 50/50 logo is to be used in all graphics and marketing materials connected to the 50/50. Most graphics and marketing materials have been provided for you, so you won't need to worry much about using logos to make new materials.

There are "positive" versions of the logo to use on white or light-coloured backgrounds, and "reverse" versions of the logo to use on black or dark-coloured backgrounds. There is the main version of the logo with "Nova Scotia's" and the tagline. This main version with the tagline should be used when space allows. There is also a simplified version for applications that require less text, such as a watermark.

Logos are provided as PDF, JPG, and PNG files. PNG files have transparent backgrounds, JPG files are slightly higher resolution, and PDF files can be exported to other file types if needed.

Social Media Graphics: Social media graphics have been provided for you to post directly to your organization's social media accounts. These graphics have been sized to work with Instagram's posts, and can also be used with all other social media accounts, such as Facebook, X, and LinkedIn. Halftime 50/50 will have its own Facebook and Instagram accounts, and we encourage you to follow those accounts and share posts directly to your own accounts. If you don't have time to create posts, sharing the 50/50 pages' posts is still extremely helpful. The Facebook page name is **Nova Scotia's Halftime 50-50 Draw** and the Instagram handle is **@nshalftime5050**.

Website/Email banners: These graphics are to be used as headers at the top of emails (especially if you use an email design platform like Mail Chimp or Simplycast to send your stakeholders emails), and as headers for webpages promoting the 50/50. If you can dedicate a webpage or section of a webpage on your website to promoting the 50/50 it will help drive traffic to the ticket purchasing platform and increase potential sales. You can easily set up a webpage using the website banner graphic and the website blurb included in this kit.

Posters: Posters can be printed to display in your organization's facility or at local community venues, or partner organizations. Posters include a QR code to make it easy for potential purchasers to access the ticket purchasing platform. When you print a poster, use your phone's

camera to test the QR code to ensure it has printed clearly. The QR code is also available separately if you wish to include it on other printed materials to help boost sales.

Business Cards: PDF and PNG versions of a double-sided business-sized promotion card are included if you wish to have cards printed for handing out to potential ticket purchasers. The cards are intended to be printed with one “page” on each side. The front has a QR code for accessing the tickets online, and the back has a space by “support” to write your organization’s name, making the cards ready to be personalized by each participating organization.

Pull-up banner: If you wish to invest in printing a pull-up banner to increase promotion of the 50/50 at your organization’s facility, the pull-up banner file can be sent to a printing company for fabrication, and should fit with most standard pull-up banner stands. The file properties include the banner dimensions so that the printing company can ensure it will fit in the stand. Extra space has been added to the bottom to account for a banner stand, but if the printing company needs to add more space or adjust dimensions, we have also included a photoshop compatible file.

Colours: If you wish to further customize your webpage or emails, you may wish to include some of the colours that appear in the 50/50 logo and marketing materials. The colour values have been provided with a swatch file of these colours.

Social media post template: Some general social media posts have been pre-written for you, so you can copy and paste them directly on to your social media accounts, customize them as needed, and post them with the provided social media graphics.

Email template: An email template for announcing and promoting the 50/50 to your stakeholders has been provided.

Media Release template: If you wish to issue a media release about your participation in the 50/50, a template has been provided to send to media outlets.

Website blurb: Text has been provided, including the necessary link, for use on your website with the website banner graphic. Please make sure to test the link to the ticket purchasing platform to ensure it is functional when adding the text to your website.

***IMPORTANT* Please Note:** Throughout the following marketing kit templates you will see **[link]** referenced many times. This refers to the link (url) for the Tap 50/50 webpage where tickets will be sold. This link has not been created yet, and cannot be shared until ticket sales start on April 28, 2025. If you are preparing promotional materials in advance, please remember to go back and insert the link once it is circulated on April 28.

We will be encouraging participating organizations to start promoting the 50-50 mid-April. Please do so if you can, but you will need to state that the “link is coming soon” or “tickets on sale starting April 28” if you use any of the following templates, and then send follow up promotions on April 28.

We understand that you may need to prepare some materials, such as website blurbs, in advance, and that you may not have staff available to insert the link once it is live April 28. If this is the case, please use the following live link as a placeholder until you are able to insert the Tap 50-50 ticket purchasing link: <https://nsshf.com/nova-scotias-halftime-50-50-draw/>

Once the Tap 50-50 ticket purchasing link is circulated on April 28, you will not need to updated it weekly. The same link will be valid from then on. The QR code will be redirected to this link as soon as it is live, so you do not need to worry about updating the QR code.



Social Media Post Template

The easiest way to actively post Halftime 50/50 content on social media is to follow the Halftime 50/50 accounts on Facebook (**Nova Scotia's Halftime 50-50 Draw**) and Instagram (**@nshalftime5050**) and reshare posts from those accounts. You will also find Halftime 50/50 content being shared on the Nova Scotia Sport Hall of Fame accounts (**@nsshf** on Instagram and X; **Nova Scotia Sport Hall of Fame** on Facebook and LinkedIn), as well as the ANSM Facebook account (**Association of Nova Scotia Museums**).

When you share a post, you may want to add an additional tag line to draw attention to your post of story. Below are some taglines that we will use that you can feel free to reuse:

A draw where everyone wins!
A Winning Play for Nova Scotia's Heritage!
Championing Heritage, One Ticket at a Time!
Play Today, Preserve Heritage for Tomorrow!
Honouring the Past, Building the Future!
Half the Pot, All the Fun!
Play. Win. Support Our Heritage!
Grab Your Ticket, Make a Difference!

You may also wish to create your own Halftime 50/50 promotional content that is more tailored to your own organization, and that you can share on additional platforms. Below are some sample posts for various uses:

Launch Post:

*It's time to play for a cause and have your chance to win big! @Nova Scotia's Halftime 50-50 Draw is here—get your tickets today and support Nova Scotia's heritage! **[Your organization name]** is excited to participate in this new weekly 50-50 draw that supports dozens of heritage organizations across the province while generating a bigger prize pot. When you purchase your tickets, don't forget to direct your proceeds to us by selecting **[Your organization name]** from the drop-down menu. Don't miss your chance to win big while making an impact! The first draw will take place Tuesday, May 6. Get your tickets here: **[link]** #Halftime5050*

Subsequent Draw Weeks:

*It's time for another week of **@Nova Scotia's Halftime 50-50 Draw**! Get your tickets today and support Nova Scotia's heritage! **[Your organization name]** is one of dozens of heritage organizations across the province that benefits from Halftime 50-50, while helping to generate a bigger prize pot for your potential win. When you purchase your tickets, don't forget to direct your proceeds to us by selecting **[Your organization name]** from the drop-down menu. Don't miss your chance to make a Winning Play for Nova Scotia's Heritage! The next draw will take place Tuesday, **[date]**. Get your tickets here: **[link]** #Halftime5050*

Countdown Post:

*"Only **[x]** days left to grab your **@Nova Scotia's Halftime 50-50 Draw** tickets! The current pot is **[\$]** and still growing. Direct proceeds back to your own community by selecting **[your organization's name]** from the drop-down menu. Proceeds help support important programs such as our **[insert one of your programs here]**. Get in the game and support Nova Scotia heritage! Purchasing tickets is easy: **[link]** #Halftime5050 #WinBigGiveBack*

To Thank your Supporters:

*A BIG thank you to everyone who has participated in **@Nova Scotia's Halftime 50-50 Draw** so far! A special thank you to everyone who has chosen to support **[your organization's name]** by directing proceeds to us when purchasing tickets! Your support helps us fund valuable programs, such as **[an example of one of your programs or link to your website]**. We are championing heritage, one ticket at a time! Don't forget to buy your tickets for the next weekly draw: **[link]** #Halftime5050 #YourChanceToWin*

If the week's winner directed their proceeds to your organization:

*A BIG thank you to everyone who participated in **@Nova Scotia's Halftime 50-50 Draw**! Congratulations to our winner, **[Winner Name]**, who so kindly chose to support **[your organization's name]**! Together, we are preserving Nova Scotia's heritage—our identity, our culture, our community. Don't forget to buy your tickets for the next weekly draw: **[link]** #Halftime5050 #YourChanceToWin*

Remind supporters of the cause [personalize with an example of something your organization does for the community]:

*Did you know that for every \$1 invested in Canadian museums and heritage organizations, society sees \$4 in benefits? Many heritage organizations function as education program providers, community gathering spaces, emergency relief centres, multi-purpose facilities for rural areas, employers for students and young professionals, social opportunities for seniors, green spaces for outdoor recreation, activity centres for youth, and much more! Your ticket purchase makes a big impact! Get you weekly **@Nova Scotia's Halftime 50-50 Draw** tickets now: **[link]** #Halftime5050*

**We will also be sharing responses we received to our question "why do you think heritage is valuable?" Feel free to post your own response to this question, and use it as an opportunity to*

encourage your followers to support the Halftime 50-50 Draw. Don't forget to tag the Halftime 50-50 page and include the link to buy tickets!

*Please Note:

- If you are posting to Instagram, links are not clickable in posts, so we recommend also sharing your post to your stories, and adding a link to purchase tickets in the story using the link option. If possible, you can also put the link to purchase tickets in your Instagram bio and say "link in bio."
- Remember to tag the Halftime 50-50 Facebook and Instagram accounts (indicated where we have written **@Nova Scotia's Halftime 50-50 Draw** in the text) If posting to Instagram, replace the tag with **@nshalftime5050**.
- Remember to insert the appropriate information where you see the red **[prompts]**, including the link to purchase tickets once it is available.

Guidelines and Best Practices for Social Media

How and when to post:

Posting Schedule & Key Dates

To maximize reach, we recommend posting on the following key dates:

- Launch Day (Start of Ticket Sales)** – Announce the draw and encourage early participation.
- Midway Reminder (Halfway to Draw Date)** – Create urgency and remind followers to grab their tickets.
- Final Countdown (Day before the draw)** – Post a reminder leading up to the draw.
- Draw Day** – Encourage last-minute ticket purchases and highlight the draw.
- Winner Announcement** – Share results and celebrate the impact of the fundraiser!

Where to Post

- ✓ Facebook (Pages, Groups, Stories)
- ✓ Instagram (Feed, Stories, Reels)
- ✓ Twitter/X (Short, engaging posts)
- ✓ LinkedIn (For professional audiences)

How to Post: Best Practices

- **Use Engaging Visuals** – Use our provided graphics, videos, and branded materials.

- **Include a Clear Call-to-Action** – Example: *"Get your tickets now for a chance to win and support Nova Scotia's heritage! [\[link\]](#)"*
- **Incorporate Hashtags** – Examples are provided below
- **Tag & Mention Us** – Tag **@Nova Scotia's Halftime 50-50 Draw** on Facebook and **@nshalftime5050** on Instagram so we can share your posts!
- **Encourage Sharing** – Ask followers to tag friends, share posts, or comment.

Suggested Hashtags:

#Halftime5050
 #SupportNSHeritage
 #HalftimeWin
 #WinBigGiveBack
 #YourChanceToWin

Tips for boosting engagement:

Make It Interactive

- ◇ **Polls & Questions:** Ask followers fun questions like:
"What would you do with your 50-50 winnings?"
"What's the greatest moment in Nova Scotia history?"
- ◇ **Contests & Challenges:** Encourage followers to comment, share, or tag friends for a chance to win a small prize from your organization (e.g. admission passes, branded merchandise). (These contests and challenges would be self-directed by participating organizations.)
- ◇ **Countdown Reminders:** Use **stories** and **posts** to create urgency: *"Only 24 hours left to get your tickets!"*

Leverage Video & Stories

Go Live! – Host a quick live stream to talk about the draw, showcase past winners, or share the impact of the fundraiser.

Pinned Stories & Highlights – Save important posts in Instagram and Facebook highlights so they stay visible.

Encourage User-Generated Content

Ask supporters to share their ticket purchases using the hashtag **#Halftime5050** and tag your organization's page, as well as the Halftime 50-50 page.

Feature supporter stories – Repost their excitement, comments, or photos of their tickets to build hype!

Spotlight Past Winners & Supporters – Share testimonials or impact stories to show how funds are helping.

Use Strong Calls-to-Action

- “Click the link in our bio to grab your tickets now!”*
- “Tag a friend who should get in on this draw!”*
- “Help us keep Nova Scotia’s heritage alive—share this post!”*

Collaborate & Cross-Promote

Tag & Team Up – Partner with local influencers, businesses, and organizations to amplify the message.

Optimize Timing & Frequency

Best Posting Times:

Weekdays: 7-9 AM (before work), 12-1 PM (lunch), 6-9 PM (evening scroll).

Weekends: Mid-morning and early evening.

Posting Frequency:

- ✓ **2-3 feed posts per week**
- ✓ **Daily stories** for reminders and engagement
- ✓ **More frequent posting in the final days**



Email Template

Subject Line Options:

To Launch the 50-50

Introducing Nova Scotia's Halftime 50-50 Draw – Get Your Tickets Now!

For Follow-up Emails

- *Halftime 50-50: Play, Win, and Support Nova Scotia's Heritage!*
- *Halftime 50-50: Don't Miss Your Chance to Win Big & Give Back!*
- *Get Your Tickets for Your Chance to Win this Week's Halftime 50-50 Draw!*

Dear **[address your stakeholders here]**,

Exciting News! Nova Scotia's **Halftime 50-50 Draw** is here, giving YOU the chance to **win big** weekly while preserving our province's rich heritage!

What's the Halftime 50-50 Draw?

It's simple! Buy a ticket for your chance to **win half the jackpot**, while the other half goes toward **celebrating and preserving Nova Scotia's heritage**. It's a **win-win** for you and our community! You choose where proceeds from your ticket purchase go—support an organization by selecting them from the drop-down menu. With dozens of heritage organizations across the province participating, the pot will grow bigger, faster—giving you the chance to win more!

[Your organization's name] appreciates your support. Proceeds help us **[insert example(s) of programs you offer your community here]**. Remember to look for us in the drop-down menu when purchasing your tickets!

Find more information on Nova Scotia's Halftime 50-50 Draw, as well as rules and regulations, here: **[link]**

Why Play?

- **Big Prizes** – You could take home half the pot!
- **Support a Cause** – Every ticket helps local museums and heritage organizations, which represent Nova Scotia’s identity, culture, and community
- **Easy to Participate** – Just a few clicks, and you’re in the game!

Get Your Tickets Now!

[Insert Ticket Purchase Link]

Don’t Wait! The clock is ticking—grab your tickets today and be part of something special! The first draw will take place Tuesday, May 6.*

Thank you for playing to support Nova Scotia’s heritage. Together we can celebrate Nova Scotia, honour the past, and build a better future.

[Your Organization Name]

[Your Website or Social Media Links]

[Your Contact Email]

*For follow up emails on subsequent weeks, remember to change to “next draw” and update the date.



Media Release Template

FOR IMMEDIATE RELEASE

[Date]

[Your Organization's Name] Participating in Nova Scotia's Halftime 50-50 Draw: Play to Support Our Heritage

[Your City/Town, Nova Scotia] – The Nova Scotia Sport Hall of Fame (NSSHF) and Association of Nova Scotia Museums (ANSM) are thrilled to announce the launch of Nova Scotia's Halftime 50-50 Draw, a fundraising initiative that gives participants the chance to win big every week, while supporting our province's rich heritage.

Administered by the NSSHF and ANSM, this exciting 50-50 draw will raise funds to support dozens of participating heritage organizations across Nova Scotia. With museums and heritage sites of all sizes and from all regions collaborating on this initiative, supporters can expect to see large weekly prize amounts as the fundraiser progresses. Ticket purchasers have the power to direct the proceeds from their purchases—supporting the organization of their choice by selecting the organization from a drop-down menu. This feature allows purchasers to keep proceeds in their own communities while participating in a province-wide draw.

Tickets are on sale **[now/April 28]**, with the first draw taking place Tuesday, May 6.

"This is more than just a draw—it's a way for Nova Scotians to celebrate our province's history, diverse cultures, and sense of community," says Shane Mailman, Director of Programs & Operations for the NSSHF. "Every ticket purchased helps keep the legacy of Nova Scotia's heritage alive."

"Museums and heritage organizations are incredibly valuable to our province," says Katie Tanner, ANSM President and NSSHF Museum & Communications Manager. "These organizations function as education program providers, community gathering spaces, emergency relief centres, multi-purpose facilities for rural areas, employers for students and

young professionals, social opportunities for seniors, green spaces for outdoor recreation, activity centres for youth, and so much more. However, many of these organizations operate with very limited funds, and face increasing financial pressures with rising costs.”

Nova Scotia’s Halftime 50-50 Draw is an easy, accessible, and fun way for residents to support these valuable not-for-profit organizations.

“We look forward to getting people as interested in our province’s history as they will be in the prize pots,” says Mailman. “These heritage organizations have important stories to tell.”

How It Works:

- Participants purchase tickets online.
- Participants select the organization of their choice to receive proceeds from their purchase.
- Draws take place weekly, every Tuesday at 7:30pm, in person at the Halifax Forum Bingo Hall (2901 Windsor Street).
- The winner will be announced live at the Halifax Forum Bingo Hall when the draw takes place, and the winner be posted online by noon the following day.
- Half of the proceeds go to the **grand prize winner**.
- The other half supports **heritage organizations** in Nova Scotia.
- Repeat weekly!

How to Play:

Tickets Available Weekly Until: Draw time – Tuesdays at 7:30pm

Purchase Online and Find More Information Here: [\[Insert Ticket Link\]](#)

Follow Us On: Facebook (Nova Scotia’s Halftime 50-50 Draw) and Instagram (@nshalftime5050)

Don’t miss out on your chance to win while making a difference!

For media inquiries, interviews, or more information, please contact:

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Website Blurb

Nova Scotia's Halftime 50-50 Draw

Join Nova Scotia's Halftime 50-50 Draw for your weekly chance to win big, while supporting our province's rich heritage!

What's the Halftime 50-50 Draw?

It's simple! Buy a ticket for your chance to **win half the jackpot**, while the other half goes toward **celebrating and preserving Nova Scotia's heritage**. It's a **win-win** for you and our community! You choose where proceeds from your ticket purchase go—support **[your organization's name]** by selecting us from the drop-down menu. With dozens of heritage organizations across the province participating, the pot will grow bigger, faster—giving you the chance to win more!

How It Works:

- Participants purchase tickets online.
- Participants select the organization of their choice to receive proceeds from their purchase.
- Draws take place weekly, every Tuesday at 7:30pm, in person at the Halifax Forum Bingo Hall (2901 Windsor Street).
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- Half of the proceeds go to the **grand prize winner**.
- The other half supports **heritage organizations** in Nova Scotia.
- Repeat weekly!

Get Your Tickets Weekly Before the Draw Time (Tuesday, 7:30pm)

Buy Tickets Now [\[link\]](#)

Every ticket helps keep the stories of **Nova Scotia's identity, culture, and community alive**. Play today and make an impact!

Follow Us for Updates: [\[Social Media Links – you can use your own or the Halftime 50-50 ones\]](#)