

2026 PROVINCIAL TACKLE FUNDRAISERS

OVERVIEW

How Our Fundraisers Work

- **Strategic Scheduling:** Fundraisers are spaced out to ensure athletes and families can provide the focus needed for optimal results.
- **Geographically Mindful:** Each event is designed with our provincial program's geographical constraints in mind.
- **Individual Tracking:** We track all funds raised by each participant, ensuring you receive direct credit for your efforts.

Fundraiser Timelines

Fundraiser	Timeline
Vertical Raise	March 30-April 20
Online 50/50	March 11 - March 25 March 25 - April 8 April 8 – April 22 April 22 – May 6 May 6 – May 20
Frozen Food Fundraiser	April 22 - May 13
Media Guide	May 19 – June 17
Cruise Raffle	May 20 – June 17

Vertical Raise

- **Pricing & Access:** Digital discount cards are available for \$25, offering access to thousands of restaurants, stores, and hotels across North America.
- **Athlete Profit:** 70% of the proceeds from each card go directly to the athlete.
- **Quick & Easy:** Participation requires only about 20 minutes of work per person.
- **How it Works:** Participants simply enter the contact information for friends and family into the app and hit send.
- **Next Steps:** More information will be released soon; as this is our first fundraiser!

Timeline: March 30 – April 20

Online 50/50

- **Draw Schedule:** 4 draws held, each lasting 2 weeks.
- **Proven Success:** Last year's sales reached nearly \$100,000!
- **Eligibility:** Must be a NB resident
- **Promotion:** Follow us on social media for weekly jackpot updates. Sharing these posts is an easy and effective way to gain attention.
- **Jackpot Distribution**
 - The total jackpot for each draw will be allocated as follows:
 - 50% awarded to the winner.
 - 35% directed to the supported athlete.
 - 15% to cover 50/50 Rafflebox host fees and FNB 50/50 administrative expenses.

Timeline: March 11 – May 20

Frozen Food Fundraiser

- **Fundraiser:** Frozen Food Fundraiser. Seafood and other.
- **The Timeline:** A 3-week campaign, where people order food online.
- **The Benefit:** the kickback from your sales (\$5-\$20 per item) are tracked and deducted from athletes fees.
- **The Logistics:** Food delivery will be arranged for all three main cities 14 days after the campaign ends.

Timeline: April 22 - May 13

Media Guide

- **Digital Media Guide:** We are producing a digital media guide featuring the provincial flag and our tackle football players.
- **Athlete Support:** Every athlete will receive an advertising letter that explains the program and the media guide, detailing the various sponsorship packages available.
- **Simple Process:** Reach out to local businesses you know. If they agree to sponsor you, have them complete the form and send it to FNB. We handle everything else, including invoicing and ad collection.
- **Direct Impact:** 100% of all proceeds will be applied directly toward the athlete's final fees.

Timeline: May 19 – June 17

Online Cruise Raffle

- **Timeline:** One campaign lasting 4 weeks
- **Multiple chances to win:** people can purchase raffle tickets online to win great prizes such as cruise trips! A secondary 50/50 will also be available.
- **Eligibility:** Must be a NB resident
- **Promotion:** Follow us on social media for weekly updates. Sharing these posts is an easy and effective way to gain attention.
- **Allocations:** 85% of raffle tickets sold go back to participants.

Timeline: May 20 – June 17

Final Fees

- As fundraisers conclude and align with upcoming phases, credits will be applied and carry over to the fees for each phase. Reducing upfront fees.
- Following **all** the fundraisers, final invoices will be issued for the remaining balance owing.
- Payment or a scheduled payment plan is due before leaving for events.