



Event Promotion



Below are a few suggestions for promoting your raffle at your event.

Outdoor Event

Raffle ticket table/information tent – Man a raffle ticket table with a posters showing the raffle page link (URL) and a QR Code which you can generate for free at <https://www.qrstuff.com/>. With a QR Code, ticket buyers can use their smart phone to scan & buy tickets easily.

Posters – Strategically place raffle posters with a QR code at key points, often where people queue such as entry, information tent, and food service & toilet areas.

Be creative, you can even put laminated posters on the footpaths or taped to the tables in the eating area to catch people's attention.

Roving ticket sellers – can move throughout the event spruiking & assisting guests to buy tickets using a tablet or via their mobile phone. You may wish them to wear a colourful t-shirt to stand out and an event lanyard with ID. Perhaps even wearing a cardboard sandwich board with a large QR Code displayed.

DL Flyers – ask food stalls to hand out a raffle flyer displaying QR Code & URL with every meal purchase. While the person enjoys their food break, they can read the flyer and buy a ticket.

Announcements - If your event has an MC on a mic, they can direct people to ticket sellers.

Seated Event – Gala Dinner/ Awards Evening

Table-talkers – Add a QR Code to a small table poster in a stand at the center of the table or use promo placemats/flyers to allow guests to scan & buy tickets at their leisure throughout the seated event.

Posters - use strategically placed posters with a QR code at key points such as entry, bar & toilet areas.

Roving ticket sellers – can move throughout the crowd assisting guest to buy tickets using a tablet or via their mobile phone. You can offer those who buy a ticket a promotional wrist band or badge to wear so that they are not continually approached during the event. If you have visited a table, then leave behind a helium balloon as a marker.

TV Screens – There may be TV screens available at the venue on which you are able to display the raffle prizes & URL link.

Announcements – The event MC can make announcements about the raffle throughout the event.

Happy Promoting!

