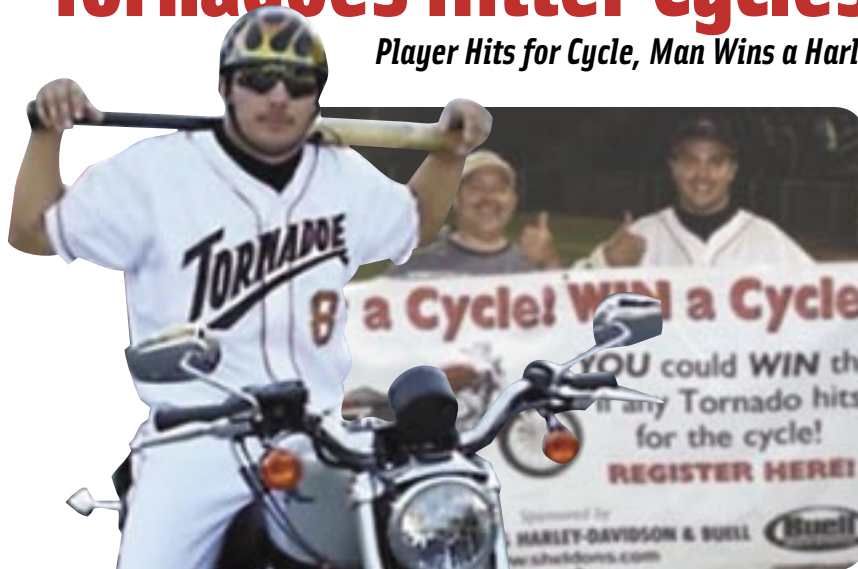


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Tornadoes Hitter Cycles for a Cycle!

Player Hits for Cycle, Man Wins a Harley!



Hitter Astride the Winning Ride!

Josh Beaugard's Cycle Wins Man New Harley

Worcester, Mass. - When John Ritchotte arrived at Hanover Insurance Park at Fitton Field to watch his first ever Worcester Tornadoes baseball game, he didn't expect to ride home a winner; however, thanks to hitter Josh Beaugard, LB Images and Sheldon's Harley-Davidson (with a little help from Odds On), that's exactly what happened.

To ensure big excitement and even bigger crowds in their inaugural season, the Can-Am League Championship Series winning Worcester Tornadoes ran a [Hit for the Cycle](#) contest. The promotion, which ran the entire season, gave one lucky fan at every game, the chance to win a \$20,000 Harley-Davidson motorcycle, paid for by Odds On, if any team member hit for the cycle.

According to Brian Jakusik, Vice President of LB Images, the company that developed the promotion for the team, the event tied together game broadcasting radio station WCRN and local advertisers. The promotion was designed to provide greater visibility, increased excitement and an additional incentive to

come to the ballpark. Jakusik noted, "These kinds of promotions make an already exciting game even more exciting."

After registering for his chance to win the Harley, Ritchotte's name was drawn. He watched eagerly as Beaugard managed one of the more challenging feats in baseball, becoming the first player in franchise history to hit a single, double, triple and a home run in the same game. After the game, Ritchotte had a chance to meet Beaugard who asked him, "Do you ride?" to which

Ritchotte responded, "I do now!"

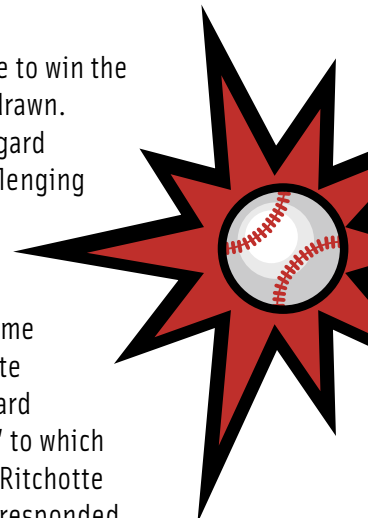
The promotion was a big hit with Jakusik as well, "Our Odds On Promotions Sales Rep, Linda Thomson, was just amazing to work with. She turned our quotes

"These kinds of promotions make an already exciting game even more exciting."

Brian Jakusik,
Vice president of LB Images

around quickly and everything went so smoothly. You know some people think, 'insurance policy' and get concerned that there'll be a lot of paperwork. Frankly, it was a simple process. Everything was done in just a week to 10 days. We're looking at running some promotions for the radio station and additional promotions for next season."

Looking for a [sports promotion](#) that is as easy to arrange as it is exciting to watch? Then give us a call and we'll help you hit one out of the park!



Reel Tax Relief

Perfect for Retail Stores, Radio Remotes and Special Events

This April give your customers a chance to win some serious tax relief with our giant-jackpot awarding **Super 7's Slot Machine**. Complete with bells, buzzers, flashing lights and giant cash prizes, this promotion is an easy and effective way to give everyone a chance at winning the big bucks – as well as a variety of self-insured consolation prizes.



[<< Back to First Page](#)

Hot off the Press ...

Attn: Everybody Who Advertises

Make your print advertising do double duty! This year try a **Newspaper Insert** promotion where you can give readers the chance to win a brand new truck, a house full of furniture – or even, a new house, paid for by Odds On! This is an easy and effective promotion that will get customers in your doors! You print numbered newspaper inserts. We'll preselect a winning insert. If the customer with the winning insert visits your store during the promotional period, they get the prize, and Odds On will pick up the tab!



Big Game Bonanzas, March Mayhem & Reel Tax Relief
Out of the Park Promotions for February, March and April



Super Parties Made Super Simple...

Attn: Bars, Nightclubs, Casinos, Restaurants and Radio Stations

Planning a super big football bash this February? Odds On has dozens of ways to make your Super Sunday truly spectacular. For example, why not add the excitement of giant prizes to your football pool with **Lucky Squares**. Prior to the big game, we'll send you a grid with a mystery square worth \$10,000 or more. If the final score lands in the preselected square, the owner of that square wins the giant prize – paid for by Odds On! For a complete roster of Super Party Promotions designed specifically for Bars, Casinos and Nightclubs, give us a call today at 888-827-2249.



Pick-Up Something Sparkly

Attn: Radio Stations, Jewelry Stores and Casinos

Who wouldn't love to win diamonds, rubies, or pearls for their sweetie for Valentine's Day? With our **Pick 'Til You Win** game, everyone walks away a winner! You'll select a grand prize worth up to \$1,000,000 plus two self-insured consolation prizes. Then, register your contestants. A few days before your big event, we'll send you 40 envelopes, each containing one of the three prize symbols, to display at your location in any container you choose. On the big day, your randomly selected contestant, then picks and opens envelopes until they have collected 5 matching symbols, winning the indicated prize. If they collect the 5 grand-prize winning symbols, Odds On will be there to write the check!



An Idea for Champions ...

More Winning Ideas for Bars, Radio and Television Stations, or Anyone with a Website

Looking for a great way to generate more ups this March and April? Then get your customers into the game by building a giant-prize awarding promotion around the Men's NCAA Basketball Championships. Our personal favorite? **Championship Challenge**, where contestants get a shot at winning up to \$1,000,000 for correctly predicting a select number of NCAA Men's Basketball Tournament bracket winners. This customer-friendly promotion is also effective for driving web impressions! For more details, email us at oopinfo@odds promotions.com.





Tee To Green

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

All Terrain Winner!

Man Wins 2 ATVs at Fundraising Golf Tournament

Chander, Ariz. - Brian Chugg drove home a winner of two Arctic Cat ATVs, paid for by



Hole In One International after playing in this year's 6th Annual Phoenix Polar Bears Hockey Golf Tournament. Chugg was using a 4-iron when he aced the 202 yard, 7th hole, sponsored by Tempe Marine. The tournament, which had 124 players, raised \$13,000 for the Polar Bears Hockey program and featured several large hole in one prizes in addition to the quads, including a BMW, a Harley-Davidson motorcycle and

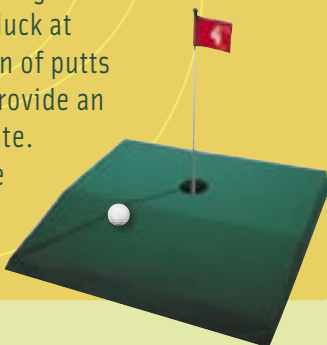
"...Everyone was detail oriented, efficient and professional. The claim process was very smooth."

Lee Decof,
Tournament Director

a Dodge Ram Truck. According to Tournament Director Lee Decof, working with Hole in One International was, "Good. Everyone was detail oriented, efficient and professional. The claim process was very smooth."

INDOOR FUN

Live where the weather is cold? Here's some good news, with a little help from **Odds On Promotions**, Hole in One International's sister company, you can enjoy the benefits of a golf themed fundraiser year round. One of our most popular events this time of year? Indoor putting contests! Just as with our popular outdoor putting contests, you'll simply randomly select contestants and have them try their luck at sinking a single putt or a combination of putts for a huge prize. Odds On can even provide an indoor putting ramp or target template. Best of all, we'll be there to write the check when someone holes it and the crowd goes wild.



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WINNER! WINNER! WINNER!

Aces for ATVs
Brian Chugg's Victory stance!

Vantastic ...

Ann Arbor Man Wins Two-Year Lease

Ann Arbor, Mich. - Dan Haner is a happy man. That's because on the second day of the Men's Invitational Golf Tournament at the Barton Hills Country Club, Haner landed himself a 24-month lease on a 2005 Chrysler Town and Country minivan, paid for by Hole In One International. Haner won the minivan lease after acing the 175-yard, 8th hole with a 5-iron.



The tournament, now in its 40th year, had 160 participants; however, it was the unique line-up of rotating hole in one prizes, which set this tournament apart. On each day of the three-day event, Naylor Automotive Sales sponsored a different hole in one prize, offering 24-month leases on both a 2005 Jeep Cherokee and a 2006 Chrysler 300C Hemi, as well as the minivan, which Haner won.

\$15,000 For Lucky Fan

Baseball Promotion Tied to Team's Anniversary



15 Runs leads to \$15,000!

Joanne and Richard Hass Win Big Bucks

Geneva, Ill. - Joanne Hass recently won \$15,000, paid for by Odds On, in a baseball promotion sponsored by Provena Mercy Medical Center and the Kane County Cougars. The conditional promotion was designed to highlight the Kane County

Cougars 15th Anniversary Year while adding excitement all season long.

At the start of each game, a seat number was randomly selected and held aside until the end of the game. If the Cougars won the game with 15 runs, the fan in the randomly selected seat won \$15,000.

During the 8th inning of the game, the Cougars scored their 15th run against the Dayton Dragons. According to Ney, "By the last half inning, it was a foregone conclusion that someone was going to win. The buzz was about who it was going to be. At the end of the game we revealed the winning seat number and Hass won the \$15,000 prize."

"These promotions are really about adding excitement and entertaining the fans, ...the media coverage we received from having a winner was really just a bonus!"

Jeff Ney,
Assistant General Manager
of the Cougars

"These promotions are really about adding excitement and entertaining the fans, and the media coverage we received from having a winner was really just a bonus. Odds On has been terrific to work with from when we initially contacted them in the off-season to the completion of the event," stated Ney.

For a complete roster of winning baseball promotions swing by our website at www.oddsonpromotions.com.

Kiwanis Lucky Baseball Toss Raises \$40,800!

Co-Op Effort Was A Big Success

Oklahoma City, Okla. - Similar to other "adoption" based promotions, such as golf ball drops and duck races, the Kiwanis Club of Oklahoma City raised \$40,800 in a Lucky Baseball Toss promotion, insured by Odds On.

In the weeks leading up to a charity baseball game between the Oklahoma Red Hawks and Iowa Cubs at SBC Park, the Kiwanis, in conjunction with 25 children's charities, "sold" numbered baseballs for \$10 a piece giving purchasers the chance to win a \$1,000,000 grand prize, paid for by Odds On, as well as \$60,000 in donated "consolation" prizes. As an added incentive to the charities to "sell" the numbered baseballs, if the \$1,000,000 was won, a portion of the winnings would go to the charity that sold the lucky ball.

Following the game, volunteers tossed the 4,000 plus balls at a series of targets on the field, each of which represented a different prize. If one of eight preselected lucky numbered balls hit the target worth the \$1,000,000, the owner would win the grand prize.



Club President Cam McClain, Miss Oklahoma and former Key Club Member Jennifer Berry, and MC Kris Roberts from television station Fox-25.

While this year's \$1,000,000 prize went unclaimed, Kiwanis Club of Oklahoma City Administrator Jim Ratchford noted, "We're always looking for ways to create win/win situations. The \$1,000,000 prize, when added to the donated prizes, added extra pizzazz; it makes for a great headline. It was a fun, good event. We had 25 charities that had never gotten together before. It really drove public awareness." Ratchford also noted that, "I was impressed with Odds On's professionalism throughout the entire process. And the prices were reasonable."

If you'd like more information on our reasonably priced, effective fundraising promotions, give us a call today at 888-827-2249.



Scratch & Win-ners...

One Great Idea, Two Big Winners



Diamond in the Rough ...

Video Poker Player Wins \$1,000 at Diamond's Casino in Reno, Nev.!



contractors in the door and buying big. The incentive? A \$20,000 Harley-Davidson, paid for by Odds On.

The promotion was quite simple. For every \$500 purchase or more, a contractor received a scratch card. And, while each card was a potential winner if all five winning symbols were unveiled, Pace offered a \$100 gift card for four symbols and a Pace Supply hat for three.

Gibbs stated, "We wanted to increase counter sales from \$250 to \$500 and we clearly saw an increase in sales. The promotion was very successful, and Pace is very happy with the results."

But no one is happier than general engineering contractor Eric Broderick of Sonoma. He unveiled 5-winning Cash Machine symbols, winning himself a \$20,000 Harley-Davidson.

According to Gibbs, "Zak Woodhead, our Sales Rep, has great follow-up. I always get immediate service on quotes. You know, this is our second winner and the turn around time on the claim was great."

Ready to scratch up more business this Spring? For more information on our custom cards or for a free instant quote on any of our in-stock, ready to ship Scratch & Win Cards give us a call today at 888-827-2249.

\$20,000 Scratch & Win Promotion

Nets Store More Business and Customer New Harley



Need a fast, easy, flexible promotion that will boost sales and reward customer loyalty? No matter what industry you are in, [Scratch & Win Cards](#) are an affordable and effective tool for doing both. Just ask Diamond's Casino and Pace Supply.

For the past year, Diamond's Casino in Reno, Nev. has been rewarding players receiving a four of a kind or better with max coin-in, with their choice of a six pack of Pepsi or a \$50,000 Scratch & Win Card. "It's no contest. The Scratch & Win Cards are our players' favorite," states Tara Canham, Marketing Manager of Diamond's Casino.

And we're betting Rafael Ruiz agrees. He won \$1,000, paid for by Odds On, after unveiling a winning number of symbols on a Blackjack Bonus Scratch Card. While every card is a potential giant prize winner, to ensure that everyone who participates walks away a winner, the casino also provides consolation prizes ranging from \$2 to \$10 based on how many winning symbols are revealed. "You know, we were skeptical at first. But we've been very impressed with how everything went. Everything was handled so professionally. It was as easy as you say it is. I am very, very pleased. I used to wonder, 'Will they pay?' Not anymore. You have me sold!" noted Canham.

But casinos aren't the only ones enjoying the benefits of an affordable Scratch & Win promotion. Plumbing wholesaler Pace Supply, which competes heavily with big box retailers for contractors business at it's six Northern California locations, has found success as well.

To help Pace, keep pace with the competition, Garry Gibbs, an Account Executive with Thompson Incentives, utilized a scratch card promotion backed with a direct mail campaign to get more licensed



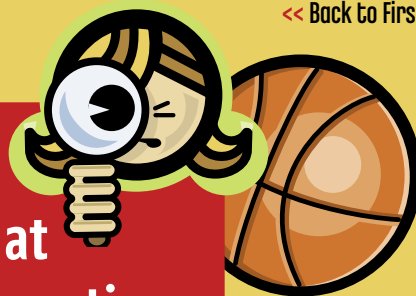
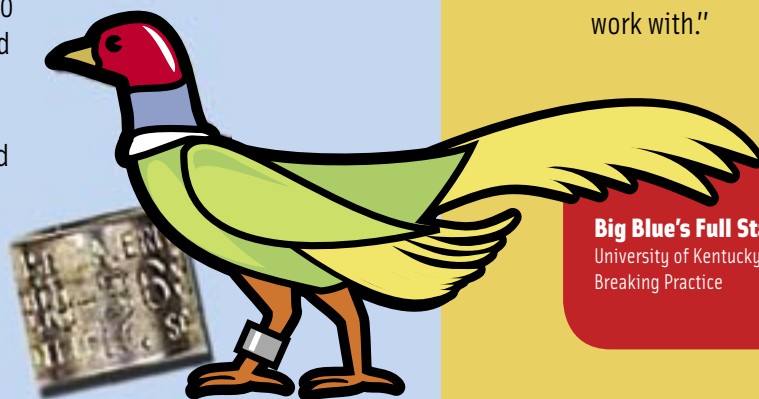


\$1,000,000 Banded Pheasant Cabela's Contest Offers Big Bucks!

Mitchell, S.D. - There was just one place to be this fall if you hunt pheasant: South Dakota. Why? Because along with having the largest number of pheasants per square mile in the past 40 years, Cabela's, with a little help from Odds On, dangled a million bucks (as in dollars) as part of their annual Pheasant Classic, a double-barreled promotion centered around pheasant season and Cabela's retail store in Mitchell.

Kicking off pheasant season in style, hunters making tracks to Cabela's could enjoy an all-you-can-eat buffet and get pre-hunt practice at the sporting clay shoot. And, in addition to a season long contest, the promotion also featured a [\\$1,000,000 Banded Pheasant Contest](#). To enter the contest, hunters registered for a chance to win at the store. Then, on the opening weekend, if the band on the first pheasant back matched a preselected band number, the hunter would take home a \$1,000,000 prize.

While the \$1,000,000 prize went unclaimed this year, this is a great example of how a promotion tied to an annual sports event can drive increased retail traffic and participation.



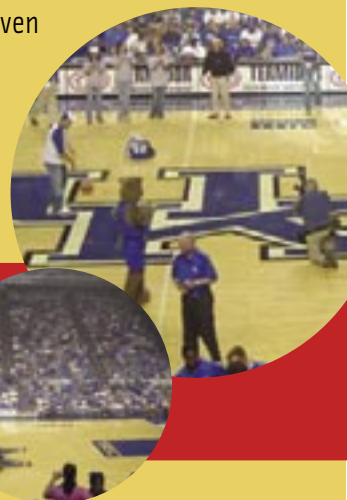
Quick Look **What's Hot at Odds On Promotions**

Record-Breaking Practice *Big Blue Madness!*

Lexington, Ky. -Over 23,000 fans turned out to see the University of Kentucky's Big Blue Madness, a nationally televised event marking the first practice of the men's basketball season. And, Odds On was there, insuring a [half-court basketball shot](#) for one very special vehicle: a 2006 Ford F-150 Crew Cab Truck with a "University of Kentucky" conversion package.

According to Kenny Hall with Paul Miller Ford, who supplied the \$50,000 vehicle on behalf of the Central Kentucky Ford Dealers, "This thing had it all. Blue and black leather seats, 20" tires, chrome step bars, even a special paint job."

In order to receive a chance at winning the vehicle, game attendees registered for a chance to win as they entered the arena. While no one scored the truck, Host Communication's Big Blue Sports Properties, didn't let anyone go home empty handed. Participants received a duffle bag jammed with University of Kentucky wearables and merchandise. According to Account Executive Bill Whitaker with Host, "The promotion was the highlight of the evening. We had a lot of last minute changes - even up to the day of the event. Odds On was very easy to work with!"



Big Blue's Full Stadium
University of Kentucky's Record Breaking Practice

Winter/Spring Promotions Calendar

Home for the Holidays II

WQIK Repeats Successful Holiday Promotion!

Jacksonville, Fla. - Looking for a great [Listen to Win Promotion](#)? Take a tip from Tony Anderson with 99.1 WQIK and give Odds On Promotions a call. For the past two Decembers, Tony gave WQIK listeners the chance to win a brand new house, paid for by Odds On. Here's how it worked. Listeners emailed or faxed their name and number to the station and then listened daily for the station to announce their name. If you called within nine minutes, you won \$99 and received an invitation to an exclusive listeners' appreciation party. At the party one lucky listener got the chance to pick from 100 Money Bags, one of which held the grand prize...a brand new dream home worth \$250,000! While Anderson themed his promo around the holiday season, we think this is one promotion that makes sense any time of year!



February

- Groundhog Day
- TV Sweeps
- Super Bowl
- Grammy's
- Winter Olympics
- NFL Pro Bowl
- Valentine's Day
- President's Day
- Daytona 500
- NBA All Stars
- Mardis Gras
- NASCAR Starts

March

- Academy Awards
- Indy Racing League
- March Madness
- St. Patrick's Day

April

- April Fool's Day
- Spring Radio Book
- Easter
- NCAA Finals
- PGA Masters
- Tax Day
- Boston Marathon
- Major League Soccer
- Miss USA Pageant



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