



# OnTarget

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

**Oddson**  
PROMOTIONS

3rdQ06

ISSUE 11

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# \$10,000 SUPER SCORE

## Car Dealer Teams up with Radio Station and Bar for Winning Football Event

**New York Mills, N.Y.** – Dale Roberts, Director of Marketing and Business Development with the Cooper Auto Group, is a former radio and promotions guy which partially explains why, after receiving an email about Odds On's **Score Predictions** contests, he picked up the phone and called Kenny "The Promo Guy" Morrison with 96.9 WOUR in Utica.

Roberts had a simple proposition—as part of a promotional mention and advertising package, C. Weaver Chevrolet, which is celebrating its 50th year in business, would sponsor a \$10,000 Score Prediction contest at WOUR's annual Super Bowl Sunday celebration at Zebbs Bar & Grill in New Hartford. And what a winning proposition it turned out to be when James Feola, of Cassville, won \$10,000 courtesy of C. Weaver Chevrolet, and paid for by Odds On!



C. Weaver Chevrolet Scores a Winner for WOUR's Super Bowl Party

Here's how the promotion worked. At the start of the game, five lucky contestants were given the chance to correctly predict the final score of the game. Robert's noted that while everyone was rooting for their own team for the majority of the game, during the last few minutes of the game, even the opposing team fans began cheering for Feola.

**"Everything went very well. You know, we've used you (Hole In One International – Odds On Promotions' sister company) before for hole in one contests for our seven dealerships. The process was quick and easy."**

Dale Roberts, Director of Marketing and Business Development  
Cooper Auto Group

The reason? It was clear that Feola with his prediction of Pittsburgh 21- Seattle 10 was going to be the day's biggest winner!

"Everything went very well," stated Roberts, "You know, we've used you (Hole In One International – Odds On's sister company) before for hole in one contests for our seven dealerships. The process was quick and easy."

In addition to the coverage that resulted from the promotion sponsorship, Roberts noted that not only did the station provide additional coverage of the winning event, both the local paper and TV station covered the winning story as well.

Looking for creative ways to generate increased exposure for your business this fall? Give us a call today for our Football Promotions playbook.



# Fantastic Ideas for Fall

Between Labor Day, Halloween, Thanksgiving, Football, Midnight Madness and the start of the holiday shopping season, there's no time like the fall to run a traffic and sales boosting promotion. Here are some of our favorite ideas for autumn and beyond...

## Get Lucky ...

**Ideal for Bars, Casinos and Radio Stations**

Take your traditional 100-square football pool from \$100 or \$500 to \$10,000, \$100,000 or even \$1,000,000 with **Lucky Squares**.

Prior to the game we'll send you a grid with a preselected Lucky Square. You fill up the board, and if the final score of the game lands in the lucky preselected square, we'll pay for the prize while you and your patrons celebrate!

Read how two Reno, Nev. bars drove additional business from September right on through Super Bowl Sunday on our website at [www.oddsongames.com](http://www.oddsongames.com).



## Pick 6. Pick Up A Prize. These Work Everywhere!

Our portable, tabletop **Video Scratch & Win** games will help you turn any location into a prize-awarding paradise! Just in time for football season, our brand new Pick 6 game, available for all sports, will get customers coming to your location to unveil matching football symbols on a touch screen grid in order to win up to six customized prizes. If someone unveils all six winning symbols, they'll win your fabulous grand prize worth up to \$100,000, paid for by Odds On. Or, why not turn your business into a cool prize-awarding winter paradise with Winning Winter

Wonderland. In this holiday themed Video Scratch & Win game, customers approach the tabletop prize-awarding kiosk and unveil matching "present" symbols on a touch screen grid in order to win big.

**For a complete list of all of our easy to customize Video Scratch & Win games, give us a call today at 888-827-2249.**

## Zoom Ball

**Great for Trade Shows, Showroom Floors and Casinos**

Here's a fast-paced, traffic driver that's a real showstopper:

**Zoom Ball.** This game will get customers, trade show attendees and players, lining up for the chance to win fabulous prizes simply by pressing a big blue button and activating the Zoom Ball machine's ball-blower. When the "Zoom Zone" fills up with all six orange balls, Odds On will be there to foot the bill, up to \$100,000!



## Rich Returns

**Perfect For Radio Stations, Auto Dealers and Retailers**

With **Return for Riches**, you pick a team and the game. If your team returns a kickoff, punt interception or a fumble for a touchdown, a lucky fan wins your prize, and we'll pick up the tab.

## Super Hooper Ideal for Basketball Sponsors

Here's a great way to put your business at center court while making halftime as fun and exciting as the game: a **30-Second Series Shoot-Out**.

Dribbling from half court, your contestant must make a lay-up, free-throw, three-point shot and a half-court shot all while racing against the clock. And when your contestant gets nothing but net, we'll be there to write the check!





# Tee To Green

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

What a shot!  
Rohmer wins  
a Toyota Camry.



## \$35,000 PATIO ACE

FUNDRAISING BEER FESTIVAL FEATURES UNUSUAL HOLE IN ONE CONTEST

**Simi Valley, Calif.** – In what has to be one of the more unusual hole in one contests ever held, Fred Rohmer of Simi Valley made a 205-yard hole in one at the inaugural St. Paddy's Day Beer Festival sponsored by the Rotary Club of Simi Sunset. What made this hole in one so unusual? The location of the tee box. Rohmer aced the 9th hole from the patio of Lost Canyons Golf Club with a 5-iron.

His reward for making this extraordinary shot? Rohmer won a \$35,000 Toyota Camry Solara SLE V6 convertible. The vehicle, which was sponsored by DCH Toyota of Simi Valley, was paid for by Hole In One International's sister company Odds On Promotions, who insures hole in one, putting and shoot-out contests that take place "off" the course.

"The shot was one of the most exciting things I've ever seen. It was surreal," stated Cindy Belmonte, who was one of the primary organizers of the event. "You know, we've worked with Mike Maloy before for other events including our bowl-a-thon. We'll definitely be doing something again. Odds On is very easy to work with, and there are so many things to choose from."

In addition to the unusual patio hole in one contest, the Beer Fest featured a silent auction, two dozen microbrewed beers, a home beer brewers' contest, dancing, live music, food and a raffle for a trip to Ireland. The event raised \$10,000, which will be used by the Rotary to support both local and international projects.

## 2ND ANNUAL BIKERS AND BOGEYS EVENT HAS BIG WINNER!

# \$28,000 MOTORCYCLE ACE

**Clarksville, Tenn.** – Poor Bill Sites. Even though he aced the 2nd hole (160-yards) at the Swan Lake Municipal Golf Course during the 2nd Annual Bikers and Bogeys Scramble, winning himself a 2006 Harley-Davidson Screaming Eagle V-Rod, he didn't get the pleasure of telling anyone. That's because, according to co-event organizers, Larry "Lane" Lyle and Billy Lee, within five minutes of his prize winning shot, everyone's cell phones started ringing and word spread like wildfire through the town of 100,000.

Lyle, an avid golf fan and motorcycle salesman, and Lee, a chrome consultant and a member of the local chapter of Bikers Who Care, both work for Appleton Harley-Davidson, conceived of the name and tournament a few years ago as a way to raise funds for the Wesley Smith Foundation.

While Appleton Harley-Davidson sponsored the \$28,000 valued hole in one prize, which was

“This works for everyone involved, the charities, the hole sponsors, everyone.”

Larry Lyle, co-event organizer

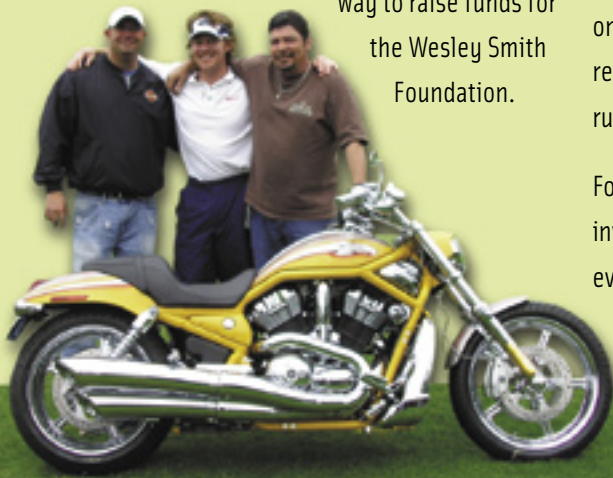
paid for by Hole In One International, Bikers Who Care helped to sell sponsorships, prepare food and run the event.

While Sites is awaiting the arrival of his new license plate, "HoleN1", the real winners from this event were the Salvation Army and Wesley Smith Foundation, who were the recipients of the \$2,600 that was raised from this charity golf scramble.

"Our tournament was great. Everybody had a good time. Hole in One International was right on the spot with everything we needed. I'd refer you to anybody. Doing what you do makes running a tournament easier," stated Lee.

For his part Lyle noted, "This works for everyone involved, the charities, the hole sponsors, everyone." In addition, several participants have already committed to participate next year.

Bill Sites with Larry, Billy and the Screaming Eagle.





The Final Lengths: A Long Goodbye Wins \$100,000 Bonus at Sunland Park

# \$100,000 Horse ...

## *A Long Goodbye Wins Good Time Stores Quarter Horse Triple Crown*

**Sunland Park, N.M.** – Julian DeVargas found himself in the money this march after A Long Goodbye, the quarter horse he owns and trains, won the \$100,000 Good Time Stores Quarter Horse Triple Crown at Sunland Park Racetrack and Casino.

Bred by Donny Gene Shadwick and ridden by Esgar Ramirez, A Long Goodbye banked the big cash bonus, which was paid for by Odds On, after sweeping three races: the KHEY/Y96 Handicap, the West Texas Maturity, and the MBNA America New Mexico Regional Challenge.

According to Dustin Dix, Director of Race Operations at Sunland Park, this is the sixth year that the track has offered the \$100,000 bonus, and the second time Odds On has paid for the prize. Southern Beduino won the same \$100,000 bonus in 2001.

Promoted via media guides and condition books, Sunland's \$100,000 Quarter Horse bonus is well known within the industry. Dix notes, "The quarter horse and thoroughbred bonus that we offer has helped improve the quality of our races and brings excitement and notoriety to Sunland Park Racetrack and Casino locally and on a national scale. It has encouraged these horses to run more often and has helped in getting partnerships with sponsors."

Walt Knorpp, the insurance agent who worked with Sunland Park and Odds On in the development of this unique **performance promotion** notes, "We do a number of promotions with Odds On every year. We continue to work with them because they have great service."

## **\$10,000 Direct Mail Winner! Wife Tells Husband To Go To Lunch, He Wins Cash.**

**Plainville, Conn.** – Roland Dupre, from Wolcott, must be grateful that his wife told him to go have lunch, that's because she also told him to stop by Crowley Ford VW on his way, after receiving a **posted number** direct mail piece

The mailer, which was developed by The Wolfington Group of Augusta, Maine, advertised a special three-day sales event and informed Dupre that he had potentially won two of the following prizes:

a Ramada Plaza Resort getaway, a home theater system, \$2,500 instant win ticket, a \$1,000 instant win ticket or \$10,000 in cash. The mailer also included a \$1,800 bonus check that could be used towards the purchase of a vehicle.

According to Kate Haiss with The Wolfington Group, "The prize letter directs recipients to call into our call center where we answer their

questions and schedule them for an appointment at the dealership. Once at the dealership, we have a VIP table set up where they can verify the number on their mailer with the winning numbers."

Dupre called in and arranged for his VIP appointment. When he arrived at the dealership, he went directly to the VIP table and presented his flyer. Dupre won the big bucks because the "winning number" on his flyer (#315608) matched the "winning number" for the \$10,000 cash prize.

Haiss notes, "These promotions not only build a relationship, they drive traffic and generate proven results. The dealership was very pleased with the results from this promotion. The mailer generated 464 appointments."

As for working with Odds On, Haiss said, "Oh, I love working with Odds On. They're great. The claims process was quite simple: just a little paperwork and it was done."

**Ready to increase your ups this fall? Why not swing by our website and check out our traffic driving promotions for dealerships and retail stores or give us a call at 888-827-2249.**



Roland Dupre Wins \$10,000 courtesy of Crowley Ford VW and paid for by Odds On.

# WINNING BASKETBALL PROMOTIONS

Hard to imagine, but basketball season isn't that far away! Here are some creative ways different companies are pairing up with high schools, colleges and universities to put their businesses at center court.

## \$5,000 Super 8 Putt

### *Basketball Court Site of 94-Foot Winning Putt!*

**Havre, Mont.** - According to Matt Hencz, General Manager of the Super 8 Motel in Havre, it's important to support the home team—not only does it generate great PR and is good for business when other teams come to town, “But really,” Hencz points out, “it’s just the right thing to do.”

Which explains why for the past few years, the local Super 8 has been sponsoring a \$5,000 fundraising **indoor putting contest** during halftime at Montana State University–Northern basketball games.

Hencz, who credits MSU–Northern’s Men’s Basketball Coach, Shawn Huse, with keeping him involved and for coming up with the putting concept, points out, “You gotta support ‘em so why not make it fun. It’s great publicity for the property, and it supports the team.”

But this year, in addition to providing an added draw for the game, something truly spectacular happened. Jeff Jensen aced the 94-foot putt. He stroked the putter, connected with the ball and sent it flying across the gymnasium floor directly through a template, winning himself \$5,000!

According to Hencz, “It was pretty exciting. Jeff just absolutely drilled it. I highly recommend that any property call Odds On. Mike Maloy was just great to work with.”

## \$10,000 Shoot-Turn-Shoot

### *Sophomore Wins Big Cash Prize at Women’s Game*

**Fargo, N.D.** - Think only those with great skills have what it takes to win big at a basketball game? Think again! Brady Moen, a sophomore at North Dakota State University (NDSU), majoring in mechanical engineering, was not only fortunate enough to be randomly selected to participate in the University’s halftime \$10,000 Dodge Shoot-out, he managed to sink two consecutive shots, one from 30 feet and one from 60 feet, into opposing baskets winning himself \$10,000, paid for by Odds On.

As part of their annual scoreboard sponsorship, Dodge sponsors the \$10,000 **Shoot-Turn-Shoot** contest

that gives one randomly selected fan the chance to win big if they can sink shots into opposing baskets from a single on-court location, which they choose.

According to assistant director of promotions and marketing at NDSU Justin Forde, having a winner was, “Absolutely phenomenal. It created a frenzy in the crowd and generated great media exposure. It was the talk of campus. Contests like these add to the game, giving fans a high-quality event filled with excitement from start to finish. And, it is really valuable to sponsors when there is a winner.”

In addition to receiving a write up in the on-campus newspaper, Moen’s winning shot was picked up by the regional paper as well as other media outlets. As for Odds On, Forde noted, “Linda Thomson, our rep, was helpful from start to finish. It was a very smooth process.”



Brady Moen Receives a \$10,000 Check from NDSU A.D. Gene Taylor



**Watch them win!** Visit our website at [www.odds promotions.com](http://www.odds promotions.com) and see Brady Moen’s impressive back-to-back shots and Jeff Jensen’s 94-foot putt. You can also read a complete case study on the winning putt!

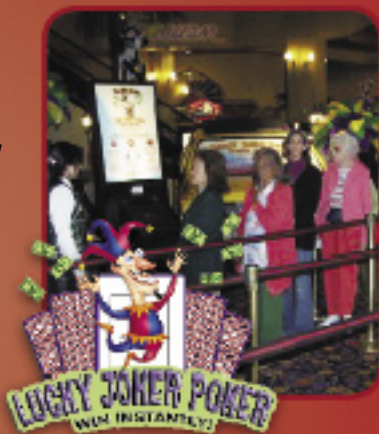
# SWIPE PLAY+WIN

## \$100,000 Swipe, Play & Win Big Success for Sycuan

### Promotion Increases Slot Club Activity and Coin-In

**El Cajon, Calif.** – This spring Sycuan Resort & Casino gave players a daily chance to win \$100,000 as well as other instant win prizes by playing **Lucky Joker Poker**, one of Odds On's revenue-driving Swipe, Play & Win games.

The promotion, designed to increase traffic, club membership, carded play and most importantly, casino revenues, drove a 46% increase in active slot club members and a 38% increase in slot club coin-in as well as increases in overall coin-in ranging from 15%-32%.



According to Bobbi Johnson, Promotions Event Supervisor, "This promotion exceeded all of our expectations. Lucky Joker Poker generated the single largest number of players to ever participate in one of Sycuan's promotions! The final drawing night was by far one of our biggest Monday nights ever!"



Read how Swipe, Play & Win generated great results for Sycuan and find out all the details by downloading a complete case study on this promotion at [www.odds promotions.com/gaming](http://www.odds promotions.com/gaming).

## Quick Look

# What's Hot at Odds On Promotions



## On-Field Fan Contests

### Larry Bryant Plants One in a Pick-Up, Drives Home a Winner

**Atoka, Okla.** – The last time 40-year-old Larry Bryant was on a football field was 1984. However, Bryant became the halftime MVP of the Antlers Bearcat's Homecoming game, after **punting a football into the bed of a pick-up truck** and winning a 2005 V6 Ford F-150, courtesy of Stutesville Ford Mercury and AmeriState Bank in Antlers, and paid for by Odds On.

The kick, which was a fundraiser for the school, took place at the Homecoming game against the Savanna Bulldogs. In order to receive a chance to win,

contestants donated a dollar in hopes of having their name

selected

for a shot

at winning the truck during halftime.

While three contestants'

names were drawn, it was Bryant who was able to send the ball soaring 35-yards downfield into the bed of the truck parked in the end zone winning himself the brand new vehicle.



To see video footage of Larry Bryant's winning kick and other winner videos, visit our website.

Are you looking to generate increased publicity and visibility? Let us help you get into the game of sports sponsorship. Contact us for our winning roster of sports promotions!

- 10 NFL Preseason
- 14 PGA Championship
- 17 WNBA Playoffs
- 27 Emmy Awards
- 28 Tennis US Open
- 31 Back to School



- 4 Labor Day
- 7 NFL Regular Season
- 21 Radio Book
- 22 Ryder Cup

- 1 NHL Regular Season
- 4 Breeder's Cup
- 9 Columbus Day
- 15 Midnight Madness
- 21 World Series
- 29 Holiday Shopping Season
- 31 NBA Regular Season
- 31 Halloween

**NCAA Fall Sports**  
**AUG**

**SEPT**

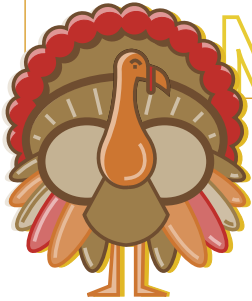
**OCT**

- 2 TV Sweeps
- 11 Veteran's Day
- 12 MLS Cup
- 23 Thanksgiving

**NCAA Winter Sports**

**FALL/  
WINTER  
PROMOTIONS  
CALENDAR**

**NOV**



Call one of our promotions specialists today for details and more great ideas.  
**888.827.2249**

**Get into the Game This Fall**

With Odds On Promotions on your team, running a fun football promotion is as easy as making a phone call. For just \$999 you can give your customers, fans or donors the chance to win a \$10,000 prize for simply throwing a football through a template or a car window. If your contestant has what it takes to make the perfect pass, we'll be there to write a check!



**The best part is, if you call before August 15th, we'll include the template for FREE!**



[www.oddsonpromotions.com](http://www.oddsonpromotions.com)

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**39 GREAT  
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THIS FALL**

