

**CREATE  
EXCITEMENT**

**DRIVE  
TRAFFIC**

**SCORE  
MORE  
SALES**

**WITH A GIANT-PRIZE  
BASKETBALL  
PROMOTION FROM  
ODDS ON PROMOTIONS.**

Odds On makes it easy to get into the game with a winning lineup of basketball promotions that will engage customers, sponsors, and fans by giving them the chance to win up to \$1,000,000! Best of all, when you have a winner, Odds On Promotions will be there to pay for the prize!

# ODDS ON FOR TEN BASKETBALL CONTESTS & PROMOTIONS

**1**

## **SINK IT & SCORE HALF COURT SHOOT-OUT**

Distribute a drawing ticket with every qualifying purchase made during the Men's College Basketball games. Immediately following the Championship game, draw a name and give this randomly selected patron the chance to make a half-court shot to win a motorcycle, car or giant cash prize, paid for by Odds On.

**2**

## **"SCORE" A NEW RIDE**

Give patrons a reason to spend game night with you by giving them a shot at winning a brand new car if they can correctly predict the final score of a basketball game of your choice. Simply distribute score prediction forms with every qualifying purchase. Before tip-off, randomly choose a select number of finalists. If one of your finalists correctly predicted the score of the game, they'll win a brand new car, truck, or motorcycle – paid for by Odds On.

**3**

## **PICK 6 PARTY**

Give your patrons a chance to win cash and prizes with Pick 6, Odds On Promotion's basketball-themed Video Scratch + Win Game. Customers approach the table top kiosk and unveil six spots on a touchscreen video grid. If they unveil all six grand prize symbols (basketballs, of course), they'll win the grand prize, and we'll pick up the tab. Offer self-insured secondary prizes for unveiling fewer winning symbols.

**4**

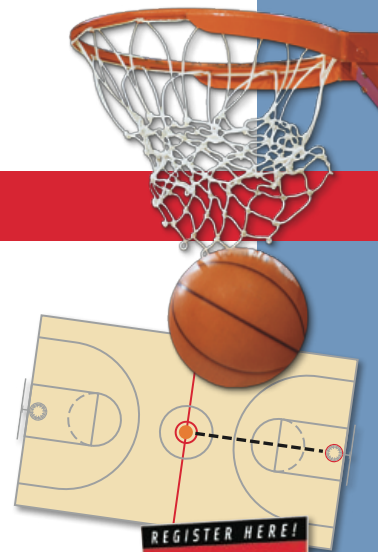
## **SCRATCH, MATCH & WIN**

Put the chance to win \$1,000,000 in every fan's hand with Odds On Promotions' Scratch, Match and Win Scoreboard promotion. It's easy to run, fun to play and ensures outstanding traffic and visibility before, during and AFTER every game. Odds On will create a custom scratch card featuring your team and sponsor logos, a traffic and sales driving offer plus an attention-getting prize. Simply distribute the cards to fans arriving at the game, inviting them to "scratch" to reveal their lucky numbers then watch the scoreboard. During the game, you'll play a "reveal video" and if a lucky fan's card matches the numbers on the video, they'll take home the grand prize, courtesy of Odds On!

**5**

## **FINAL FORTUNE**

Here's a great promotion for driving foot or web traffic! Advertise the chance to win up to \$1,000,000 for coming to your location or to your website and picking the Last Four teams in the Men's College Basketball Tournament. You'll then draw a select number of finalists and if one of your lucky contestants has called it correctly, they'll win big and Odds On will write the check!



**Odds On**  
PROMOTIONS

**888.827.2249 www.oddsonpromotions.com**

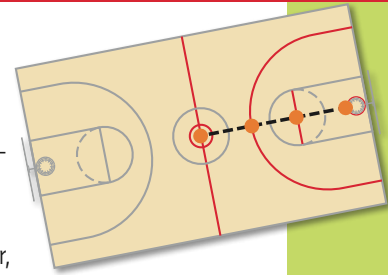
6195 Ridgeview Court, Suite D | Reno, NV 89519

# TOP TEN BASKETBALL CONTESTS & PROMOTIONS

6

## SERIES SHOOT-OUT SPECTACULAR

Give contestants and fans 30 seconds of fun and excitement with a Series Shoot-Out Contest! 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. This contest is guaranteed excitement for all! And when you have a winner, Odds On will be there to pay for the prize!



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## PAPER AIRPLANE PARTY

Unexpected and absolutely effective, a Paper Airplane Toss is a terrific way to get everyone in the entire arena involved! Park a car (or place another target) at center court and give everyone in attendance a piece of paper. If one of your fans can send their paper airplane flying through the sunroof, they'll land a huge prize, paid for by Odds On.



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## JUMBO DICE ROLL

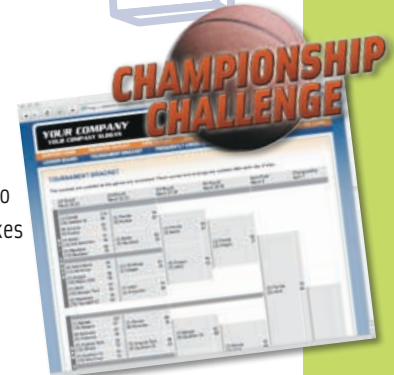
Jumbo Dice are guaranteed to turn heads at half-time! Simply select a few lucky fans and invite them down to center court for the chance to roll and win a life-changing prize! Odds On will customize a set of promotional dice, C-A-S-H, N-E-W-C-A-R, T-U-I-T-I-O-N, H-A-R-L-E-Y, M-I-L-L-I-O-N, the possibilities are endless. And best of all, we'll be there to pay the tab when your fan rolls the winning combination!



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## NET A MILLION BRACKET CHALLENGE

Expand your email database and drive web traffic for six weeks with Odds On's custom Online Championship Challenge Contest. With a \$1,000,000 grand prize that's paid for by Odds On, a free second-chance Final 16 contest that keeps customers engaged to the end of the tournament, and a customizable interface that features your logo plus the ability to award self-insured prizes to randomly selected and top-scoring contestants, this "hands-off" contest makes running a rewarding online contest truly hassle-free.



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## PUTTING CONTEST

Looking for a change of pace? Consider running a putting contest at your next basketball game! Randomly select contestants and give them a chance to try their luck at sinking a 50 foot or longer putt at center court for a huge prize. Odds On can provide the indoor putting ramp or a target template, as well as the check for the balance due when your contestant holes the putt!

