



\$100,000 WINNER **Running Shoes and Rented Clubs Didn't Stop This Winner!**

Mississauga, Ontario, Canada – Wearing running shoes and playing with rented clubs, David Poley with Vale Business Products, managed to win himself \$100,000 courtesy of Symantec Canada, and paid for by Hole In One International at the Ingram Micro Partner Appreciation Golf Tournament.

According to Jennifer Villers, Vendor Marketing Specialist with Ingram Micro, who was at the green when Poley made the prize-winning shot, “He was shocked. I think it took him a few minutes to realize what was going on. Then, he started shaking a bit.”

According to Poley, “It was as if I was having an out of body experience. I kept thinking, well that could not have just

happened.” But happen it did, when Poley, using a 9-iron, aced the 150-yard 11th hole.

The tournament, which took place at The Club at Bond Head, gives companies such as Ingram Micro and their industry suppliers an opportunity to network with, recognize and reward their product’s resellers.

Mike Gazdic, Vice President of Vendor Management at Ingram Micro Canada notes, **“It’s a story that you don’t forget because this hole in one created an atmosphere of incredible excitement. Everyone stayed for the festivities after. Symantec also told us they have first dibs on sponsoring the hole again.”**

As for Poley, in addition to, “paying off some bills, doing some renovations and putting the rest aside in investments,” the \$100,000 winner has since purchased a new set of clubs.

“Hey, if it can happen to me, it can happen to anybody,” stated Poley.



Poley (second from left) receiving his big check.



For a FREE, instant no-obligation quote call 800-827-2249 or visit us on the web at www.holeinoneinternational.com.

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Big Golf Winners



Weather Winners



Million \$ Deal Poker



Quick Promotions



Promotions Calendar



QUICK PROMOTIONS for Q2

2nd Quarter Ideas From Your Promotions Specialists

Score A Marketing Home Run!

Hit a marketing home run this summer. Run an attention-getting promotion at your local ballpark giving fans the chance to win a brand new house or a pile of cash!

Homerun Derby gives fans the chance to win by simply hitting one out of the park, either off a tee or by soft toss. If your contestant hits it deep, they'll win your grand prize, courtesy of Odds On. Ensure a winning experience for every contestant by placing additional signs representing ancillary prizes, at various distances in the outfield.

Want more ideas for making the most of baseball season? Email us at oopinfo@odds promotions.com for a copy of All About Baseball!



For just pennies per card we'll imprint each card with your logo, a bounce back offer or a second chance drawing.

Then, distribute the cards at off-site sales, baseball games, fairs or any other outdoor event. Use the bounce back offer or second chance drawing to build your marketing database and drive traffic back to your location. Every card is a potential winner and when one of your customers unveils the correct number of matching symbols, Odds On will be there to pay for the prize...up to \$1,000,000.

Lucky Hand Poker Run

Give poker run participants a rewarding reason to ante up...the chance to win an enormous cash prize! With **Lucky Hand Poker Run**, contestants enter their highest five-card "hand" into the verification unit at the final stop on your run. If someone enters the preselected lucky hand, they'll win the grand prize, paid for by Odds On. The verification unit also ranks all hands from highest to lowest, so awarding ancillary prizes is a snap!



Celebrate WIN-DEPENDENCE Day!

Oh say can you see the response you'll get when you give your customers the chance to win a pile of cash on the 4th of July? Starting at the base of the WIN-DEPENDENCE flag pole **game board**, your contestant selects from a series of envelopes. If they select the envelope containing the star symbol, they'll move up the pole to the next prize level. Make it all the way to the top, they'll cash in, courtesy of Odds On.



For more great ways to raise money this summer, call 888.827.2249 today for a copy of our Top Ten Fundraising Promotions.



Easy Money Summer

Give your customers the chance to win big bucks this summer with Easy Money **Scratch & Win Cards.**



Success Stories

Morehead's Show For Dough

This winter, students at Morehead State University got a shot at winning \$2,500 simply for attending designated basketball games. During half time, a randomly selected Morehead State student's name was called and they had one minute to report to half court with his/her MSU Eaglecard ID in order to win the prize, paid for by Odds On.



"Wrapping Up" a Great Fundraiser

At this year's Burrito Bowl II, an eating competition and fundraiser hosted by Rio Wraps Mexican Grille, attendees played casino games to "win" raffle tickets giving them a chance to take home additional prizes, including a chance to win \$50,000, paid for by Odds On, in a 2 of 20 Lucky Envelope Match. The event raised over \$10,000 for The Leukemia & Lymphoma Society.



Fishing for the Big One

At their 2nd Annual Ice Fishing Tournament fundraiser, 55 SAU gave the person who caught the biggest fish a chance to win their choice of two \$73,000 prize packages (a Chevy Avalanche, Coyote Camper, and Polaris ATV or a Cadillac CTS, Harley Softail, \$4,000 travel certificate and a \$2,000 bar tab) in a Lucky Envelope game. To bring added attention to the event, the station put all of the prizes on display at a local mall.





Hole In One INTERNATIONAL
Tee To Green
 GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

CONTEST HELPS RAISE \$44,000
\$10,000 Winner Gives It All Back

Greensboro, N.C. – The Children’s Home Society of N.C. raised over \$44,000 at this year’s Building Homes – Building Families Charity Classic at Eagle Point Golf Course in Wilmington, thanks in part to a very generous putting contest winner and Hole In One International.



Tournament participant Steve Tyne and four other players were selected via raffle to participate in a putting contest featuring a \$10,000 grand prize. The third participant, Tyne, holed the 60-foot putt winning the prize. However, rather than keeping the \$10,000, he generously donated it all back to the Children’s Home Society.

Gary Michalove, Director of Special Events for the Children’s Home Society and event organizer explains, **“I’ve been running golf events for years and this is the second time I’ve seen a winner. Both times Hole In One International paid out, and both times, the winners have chosen to donate their prizes back to the organization.”**

According to Michalove, Tyne’s generosity wasn’t the only thing special about his putt, “Not only was Steve using a borrowed putter, but the greens were really fast.”

WHAT YOU GET WHEN YOU INSURE WITH HOLE IN ONE INTERNATIONAL

HOLE IN ONE INTERNATIONAL OFFERS THE BEST HOLE IN ONE CONTEST INSURANCE IN THE BUSINESS

Add excitement to your company, charity or golf course tournament by offering valuable, attention-getting hole in one prizes without the risk of a payout. With Hole In One International, you offer spectacular hole in one prizes, and we’ll assume the risk. We’ll insure anything with a cash value up to \$1,000,000! When one of your lucky participants aces the target hole, we pay for the prize, your winner takes home the goods, and you sit back and take the calls from the press. It doesn’t stop there either, when you book hole in one insurance with us you also get:

- Hole In One Contest Prize Coverage for your Choice of Grand Prize(s)
- Auxiliary Prizes for Additional Par 3 holes:
 - \$500 Visa Gift Card
 - Choice of Nike Slingshot 4D Irons or a Nike Driver (SQ Sumo2 5900 or Sumo 5000)
 - Bose Wave Music System
- FREE Full-Color Contest Signs and Tee Markers
- FREE Golf Bag for Everyone in Your Event
- “A-” (Excellent) Rated Underwriting
- FREE Coverage for Multiple Grand Prize Hole In One Contest Winners
- Low Price Guarantee



Saturn Won On Live TV

Holiday Promotion Nets Flagship Sponsor Big PR

Dahlenberg and family drive off in her new car.



Rockford, Ill.—Gloria Dahlenberg from Loves Park got more than presents from Santa last holiday season, she also won a 2008 Saturn Outlook XE, courtesy of Saturn of Rockland and paid for by Odds On Promotions. Dahlenberg won the vehicle in 23 WIFR's holiday contest, "Andy & Aaron's Favorite Holiday Gifts 2007."

For six weeks, the station's promotion got viewers tuning to 23 WIFR's morning show and registering on their website for a chance to win a number of daily prizes plus a shot at participating in the promotion's grand prize finale: to play a game of "Big Prize Plinko"—live, on-air—for a shot at winning either a trip to Hawaii or a brand new car.

For George Schaffer, General Manager of Saturn of Rockland, running an insured-prize contest wasn't a new idea, "I've been using **Hole In One International for years for golf,**" noted Schaffer. But when he was approached by 23 WIFR to participate, there was something he hadn't yet had, a big winner. Of course all of that changed when Dahlenberg dropped the pucks into the winning slots and won the car.

"I was shocked. It was **incredibly exciting,**" noted Schaffer. After Dahlenberg won the vehicle, the station also gave away the trip to Hawaii, via a



Watch winning video.

random drawing from all those in attendance at the broadcast.

Schaffer pointed out that sponsoring contests like this falls in line with his overall "holiday season" strategy. "December through January is tough in the car business. Of course the secret is having a media partner. **This promotion gives us a chance to keep our name out there and show that we are a good community partner.** We got big coverage...every time the promotion was mentioned on the morning show, during the contest, on the nightly news. They also filmed when she came to the dealership to pick out her car for the morning show. It was everywhere. I definitely got my money's worth and all I had to do was pay for the insurance."

LOOKING FOR A TURNKEY WAY TO BOOST AWARENESS AND SALES? GIVE ODDS ON PROMOTIONS A CALL TODAY AT 888-827-2249.

Million \$ Deal Poker Attracts a Crowd

Woman Wins \$2,000 as Part of \$1,000,000 Promotion

Oklahoma City, Okla. – Do you run a poker tournament as part of your golf event? Looking for a creative way to get participants to ante up a bit more for

your charity? Why not take a tip from the Oklahoma Blazers who, in conjunction with U.S. Cellular, gave three hockey fans the chance to win \$1,000,000, paid for by Odds On Promotions, playing **Million \$ Deal Poker**. In this poker-themed promotion, we send you 20 oversized cards, 10 through Ace—inside our **Lucky Envelopes**. Your contestant selects five envelopes to build their hand.

If they draw a Straight, Four of a Kind or a Royal Flush, they win the



prize, and Odds On antes up, for up to \$1,000,000.

Secondary self-sponsored prizes can be awarded for pairs and any other combination.

The Blazers opted to run their contest "World Series of Poker" style laying out the envelopes on a donated casino game table, with an "overhead camera" to project the results on the video scoreboard. Best of all, the promotion turned into a real winner when Deborah Miller drew a straight, winning herself \$2,000, paid for by Odds On.

According to Josh Evans, the Blazers' Assistant General Manager, U.S. Cellular, which has been sponsoring the contest for the past four years, "pretty much owns the night we run this promotion." Evans continued, "**We try to make it feel like the World Series of Poker.**

We get decks of cards donated from a local casino. We bring in a table. We try to make it as dramatic as

LOOKING TO ADD THE EXCITEMENT OF HIGH-STAKES POKER TO YOUR NEXT EVENT WITHOUT THE RISK OF PAYOUT? EMAIL US AT OOPINFO@ODDSONPROMOTIONS.COM FOR MORE INFORMATION ON OUR TOP FIVE POKER PROMOTIONS.

Odds On Pays Out Over \$523,000!

Big Sales and Bigger Press for Car Dealer and Jewelry Stores

You've seen the headlines, "Massachusetts Jewelry Store Hands Over \$250,000 in Free Jewelry." And, you've heard about it on the news, "New Year's Snowstorm Means \$173,000 in Free Jewelry In Indiana." You may have even seen the pictures of happy new car owners. And in every case, Odds On was there to pick up the tab.

Shavarsh Jewelers

Worcester, Mass. based Shavarsh Jewelers ran a promotion offering customers a **full refund on purchases made if the New England Patriots went undefeated during the NFL regular season**. While Arpine Azizian, owner of Shavarsh Jewelers noted that though she wasn't a big fan of football going in, she quickly became one, particularly after realizing that she had already made her initial investment back in both sales and press coverage, by early November,



The staff at Integrity Motors shows off their big check.

less than a month into the promotion.

Integrity Motors and Engstrom Jewelers

Integrity Motors in Defiance, Ohio and Engstrom Jewelers in Valparaiso, Ind. ran month-long promotions offering rebates depending on how much it snowed on New Year's Day.

Integrity Motors utilized a mailer to promote their offer of a \$5,000 rebate on vehicles purchased if it snowed 2 inches or more.

Engstrom Jewelers announced their offer on billboards all over town—a **full refund on purchases made if it snowed 4 inches or more**.



Angela Comissio with Integrity Motors, who worked with Odds On's Mike Maloy reported, "It works, it helps sales, it's something extra, different—a tool, when you have a hard close. And, it was a lot of

fun. Mike was great and everyone returned our calls promptly."

According to Erin Williams with Engstrom Jewelers, "We used the offer as an advertising hook on our billboards. **And we got a lot of press from a TV station in Chicago who did a story on the promotion and a follow up piece.**

We were thrilled. Plus, we had some reinvestment when our customers came in to pick up their checks. And working with Zak? I could not have asked for a better person. I called almost daily to make sure we were doing things right and he was very patient. We're ready for next year! How soon can we book?"

Prairie Band Has Success with Pro Football Challenge

Drives Player Visits with Chance at Big Payout

Mayetta, Kan. - For Sara Meyer, Senior Marketing Coordinator with the Prairie Band Casino & Resort, there's just one problem with Odds On Promotions' Pro Football Challenge—she can't run it all the time.

Pro Football Challenge is a 17-week "pick the pros" style promotion that drives daily visits from players by giving them the chance to win an attention-grabbing \$1,000,000 insured prize, a \$10,000 weekly insured prize, and weekly drawing prizes.

Players swipe their club card once a day at the kiosk and using the touchscreen, select the teams they think will win, and the final score of the last game of the week. A receipt prints with the player's picks, their previous week's results and year-to-date standings, plus a ticket for bounce-back drawings. If a player correctly predicts the winner of every Sunday game and the winner and final score of the



last game of the week, they win \$10,000, paid for by Odds On. If, at the end of the season, a player correctly predicts 165 of 245 games, they win \$1,000,000 also paid for by Odds On.

To ensure a winning experience and added incentive to participate daily, Meyer and her team incorporated weekly consolation prizes, \$500 for first, \$300 for second, \$200 for third and a \$100 bonus for being in last place.

"It took a little while for our customers to understand the point-spread, but we placed the kiosk near our players club so we could assist them. **Now we have customers asking when it will be back.**" noted Meyer. "This is a great way to run a sports promotion in areas where traditional sports betting isn't available."

PRAIRIE BAND
CASINO & RESORT

Give Odds On a call today at 888.827.2249 to learn more about Pro Football Challenge.



Hole In One International makes it easy to have a successful golf event. With just one quick call to **800-827-2249**, you can secure everything from insurance to sponsor signage.

HOLE IN ONE INSURANCE

Add excitement to your company, charity or golf course tournament by offering valuable, attention-getting hole in one prizes without the risk of a payout.



With Hole In One International, you offer **spectacular hole in one prizes, and we'll assume the risk.**

PUTTING CONTEST INSURANCE

So, you think 135 yards is too long? Well, how about 50 feet? That's right, you can now insure a 50-foot or longer putting contest for as little as \$150.

Before, during or after your tournament, our single putt or multiple putt contests are sure to create excitement for all your participants.

MILLION DOLLAR SHOOT-OUTS

Need to increase participation and **set your tournament apart?** Need to raise money for your cause? Imagine the turnout and excitement when you offer a \$1,000,000 prize! Don't worry, it costs as little as \$190. And when your participant knocks it in, Hole In One International pays the price.

CONTEST AND SPONSOR SIGNS

A golf tournament presents the **perfect opportunity for local businesses or company clients to strut their stuff!** Our signs are available at a fraction of the cost of conventional sign shops.



PLAN FOR A WINNING PROMOTION THIS SUMMER



may

Ongoing Spring TV Sweeps
(April 24 - May 21, 2008)

- 3 PPM Radio Survey
- 3 Kentucky Derby**
- 5 Cinco de Mayo**
- 11 Mother's Day
- 17 WNBA Season Begins
- 17 Preakness Stakes
- 19-25 Senior PGA Championship
- 25 Indy 500
- 26 Memorial Day

june

NBA Playoffs

- 7 104th Belmont Stakes
- 9-15 US Open Golf**
- 15 Father's Day
- 15 Tony Awards
- 20 Daytime Emmy Awards
- 23-7/6 Wimbledon**
- 26 Summer Radio Diary

july

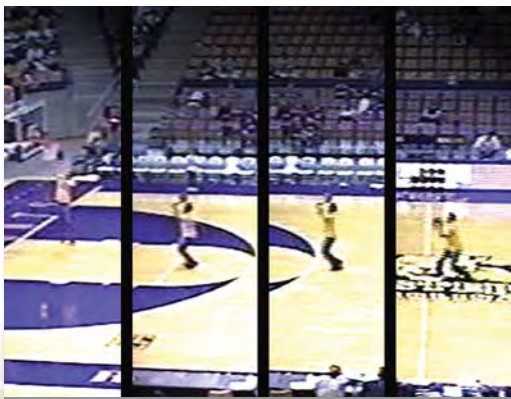
Miss Universe

- 1 Canada Day
- 3-30 Summer TV Sweeps
- 4 Independence Day**
- 5 Tour de France Begins
- 14 Bastille Day

\$10,000 WINNER AT WESTERN CAROLINA UNIVERSITY

25-Second Series Shoot-Out Used as Attendance Booster

For college senior Alex Crutchfield, attending a basketball game at his soon to be alma mater, Western Carolina University, turned out to be a great start to his retirement...his retirement savings that is. Crutchfield won \$10,000, paid for by Odds On, in a 25-Second Series Shoot-Out.



Crutchfield's 25-second series shots.

In order to win the insured-grand prize, Crutchfield needed to make a lay-up, free-throw, 3-pointer and a half-court shot

within the time allowed. And, while he initially missed his first attempt at the 3-pointer, he easily managed to complete all of the shots within the 25-second time frame.

According to James Cramer, Director of Promotions for Western Carolina University, while he runs shoot-outs on a regular basis, the

goal of this promotion was to motivate more students to attend the game by giving them a chance to win \$10,000.

"You can spend \$500 on shirts, but with \$10,000 you perk their ears up a bit more," noted Cramer.

However, Cramer didn't rely solely on the "ear-catching" prize to boost student attendance; he also took the basketball team and the registration box to the university's cafeteria to draw further attention to the contest. And, as it turned out, the promotion was an even bigger attention-getter when Crutchfield won the giant prize.

"Linda Thomson was great to work with," notes Cramer, "She's a ball of energy and happiness and very easy to deal with."



See Crutchfield's Winning Shoot-Out at www.oddsonpromotions.com



Looking for ways to boost attendance at your events? Give Odds On a call today at 888-827-2249.



6195 Ridgeview Court, Suite D
Reno, NV 89519

www.oddsonpromotions.com

888.827.2249

BIG PRIZES. BIG RESULTS.

We've Got Contests and Promotions that Drive Traffic, Increase Attendance, and Take your Fundraising to the Next Level.

Hole In One Contests, Plinko, Million \$ Deal Poker, Rebates, and a whole lot more inside...

