



# OnTarget

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

**Odds On**  
PROMOTIONS

3rdQ05

ISSUE 7

## In This Issue

- > Football & Fish
- > Harley Party
- > Fired Up for Bingo
- > Retail Season Success
- > \$1,000,000 Rerun
- > Winners, Winners, Winners

## Swiping More Players In Reno...

*Sands Regency Doubles Local Business with \$100,000 Lucky Joker Poker*



**Giant Prize Traffic Driver**  
Swipe, Play & Win! draws BIG crowds.

**Reno, Nev.** – When Tim Morton, Director of Casino Marketing with the Sands Regency wanted to increase traffic he called Odds On for help. The solution? **Lucky Joker Poker**, one of Odds On's brand new **Swipe, Play & Win!** games.

**"We've been pretty much able to double local business..."**

Tim Morton,  
Director of Casino Marketing,  
Sands Regency

"Lucky Joker Poker has done great for us. We've been pretty much able to double local business from existing customers making more visits as well as from new accounts," stated Morton.

"I was a little skeptical at first...it seemed so simple. But it was something the customers loved," explained Morton. To participate, players swiped their club card or scanned a bar-coded coupon, activating the quick playing, prize-awarding Lucky Joker Poker game on an ATM-style touch screen kiosk. The kiosk then printed out a customized three-part ticket featuring an instant win prize, a collect & win

game piece and a ticket for an end of promotion drawing.

While Morton points to the attention grabbing \$100,000 insured prize as an important traffic driving hook, he credits the triple threat combination of the collect & win game, self-insured instant win prizes and the end of promotion drawing with giving players the incentive to gamble at the property every day. "What I love about the game is it's really three games in one... allowing us to get a nice big audience each and every day," Morton noted.

While the Sands enjoyed big crowds every day during the 65-day promotional period, the final drawing packed the house

by giving everyone who had earned a drawing ticket the chance to be selected to "star" in a \$10,000 prize awarding game show, complete with a professionally designed set, provided by Odds On! And, while no one collected the five grand prize winning symbols needed to win the \$10,000 insured prize, the Sands ensured that every one drawn walked away a winner taking home between \$500 to \$1,000 in consolation prizes.

"I've been in the gaming business 20 years and it's as good of a promotion as I've ever seen. The promotion was fabulous for us. We had a great increase in business and we're just elated with the results. We'll definitely be working with Odds On again," stated Morton.

When asked if he would recommend Lucky Joker Poker to other casinos, Morton quipped, "Absolutely... as long as they're not in Reno!"

# Something to Cheer About... Business Boosting Ideas for Summer & Fall

## Up the Ante...

### ***Poker Run & Poker Tournament Planners Take Note...***

Eliminate the hassle of calculating the highest hand forever while giving your contestants the chance to win supersized prizes, paid for by Odds On, with **Lucky Hand Poker Run**! After completing your poker run route, contestants or your volunteers enter their contestant number and their "highest" five-card hand into Odds On's touch screen unit. If your



#### **Poker Run Fun**

Lucky Hand Poker Run is a sure bet!

contestant has the preselected Lucky Hand, they win the giant prize, paid for by Odds On. This time-saving device automatically ranks every hand in descending order from highest to lowest, so awarding self-insured prizes is a snap! Also works well as an auxiliary fundraiser for poker tournaments!

## Team Take 6

### ***Perfect for Remotes, Sports Bars, Nightclubs, Pubs and Casinos***

Take six fans, 10 football helmets full of sponsored prizes and one giant cash prize and you've got everything you'll need to pack the house on Monday nights or Sunday afternoons this fall. Our **Pick Six Lucky Envelopes** promotion starts when you randomly select three fans and have them each pick a partner. Each of the

contestants then gets a chance to pick one helmet from the pile of 10. Inside each is a **Lucky Envelope** containing either the grand prize-winning symbol or your logo. If your team selects the right six envelopes, they'll not only get to keep the fabulous "helmet" gifts, they'll take home the giant cash prize, paid for by Odds On!



## Slots of Fun...

### ***Here's One for Everyone!***

With three spinning reels, bells and buzzers, Odds On's **Super 7's Slot Machine** gets everyone lining up for the chance to win up to \$50,000 with just a pull of the handle! When the 7s line up, Odds On will be there to write the check. In addition to the giant jackpot, this promotional slot can also be programmed to give away up to five ancillary prizes. Perfect for driving traffic, rewarding good customers and for encouraging additional donations at casino night events!

## Playoff Payoff

### ***Perfect for Radio & TV Stations, Casinos, Nightclubs and Bars...***

Spruce up your **Pick the Pros** promotion with up to a \$1,000,000 bonus, paid for by Odds On. Every week you'll qualify a winner who'll get a chance to pick the winners of the playoff games. Get them all right and Odds On will write the check!

## It's In the Cards (Charge & Debit Cards that is)

### ***Just Right for Retailers, Malls, TV & Radio Stations...***

Give away the ultimate back to school or holiday shopping trip with Odds On's **Prize Vault**. Just tell us how much you'd like to give away, up to \$1,000,000. Then give your contestants the chance to enter the last four digits of a credit or debit card. If they have the last four digits in just the right order, they'll be charging to their heart's content, while Odds On picks up the tab. The Prize Vault can also be programmed to award lots of consolation prize winners in addition to the insured grand prize.



# Tee To Green

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT



### Handing Out Big Cash...

\$20,000 means a big vacation for Hideaki Yoshida

## The Ultimate Vacation?

**\$20,000 Winner has big travel plans!**

**Saipan, CNMI** - Hideaki Yoshida is planning a big vacation - a \$20,000 big vacation - courtesy of Hole In One International, after participating in a recent golf fundraiser for the Hotel Association Northern Marianas Islands (HANMI). Yoshida, Vice President of H.I.S. Tours, won the giant cash prize after acing the 7th hole at the Coral Ocean Point golf course. While Yoshida has been playing the sport the past 31 years, this

was the first time he's ever hit a hole in one although he came close once in Guam when his tee shot came within an inch of the cup. At the check presentation during the awards ceremony for the tournament, Yoshida stated he'll use the \$20,000 to go on vacation in the Philippines with his wife. The 4th Annual HANMI Charity Golf Tournament brought in over \$20,000 for future tourism-related promotions.

## Ready to Sign Up?

A golf tournament presents the perfect opportunity for local businesses or company clients to strut their stuff! You'll find our sponsor signs are available at a fraction of the cost of conventional sign shops. Constructed of heavy duty Coroplast, they're not only weatherproof, they're simple to set up and we even include the stakes!

You can order 18 signs for as little as \$20 each!



## Sign Up for Success!

**Tournament goes from raising \$3,000 to \$30,000!**

**Yuba City, Calif.** - Corrina Aguilar knows how to get sponsors. But more importantly she knows what makes 'em happy...lots of recognition! So, it shouldn't come as any surprise that at a recent fundraising golf tournament for Children's Hope, a foster family agency serving the greater Yuba City area, she sold not 18, not 36, but 47 sponsor signs, for \$100 each to local businesses so they could have "free advertising" during the tournament!

While there were several things that went into the success of this year's event held at Southridge Golf Course, much of the success came from Aguilar - who worked hard to recruit sponsors including a local car dealership who sponsored a hole in one contest, insured with Hole In One International, for a brand new car.

The result of the big recruiting push and all those signage sales? The event raised \$30,000—a \$27,000 increase over the previous year. As for the signs? "After the tournament, I gave each business the opportunity of keeping their own sign," Aguilar explained, providing the sign sponsors with a little reminder of their community support!







**Lucky Envelope Promotions start at \$600.**

Corene James, from Rialto never expected she'd win the \$1,000 shopping spree let alone get the chance to win \$100,000. James picked an envelope from the very bottom of the shopping bag winning her family a \$100,000 holiday surprise, paid for by Odds On. The promotion was also a very big winner for the mall. According to Oxarart, "We had increased competition in the area this year but our end of year traffic was up 2%. And, we added 3,500 names to our email database—which, for the record, is great—and our customer response was great."

## ONTARIO MILLS

**\$100,000 Winner!**  
Corene James was the big winner courtesy of Odds On.

### Ontario Mills—ionaire Maker... Huge Mall Traffic Driver has \$100,000 Winner

**Ontario, Calif.** - Want to build awareness, increase foot-traffic and expand your database during the upcoming shopping season? Take a tip from Ontario Mills Mall's Director of Marketing, Susan Oxarart, and give someone the chance to become a millionaire, paid for by Odds On!

**"Our end of year traffic was up 2%. And, we added 3,500 names to our email database."**

Susan Oxarart,  
Director of Marketing,  
Ontario Mills Mall

In a three-tiered promotion designed to drive foot-traffic and expand the Mall's email database, the "Dreams Come True at Ontario Mills" promotion gave customers the chance to win big using Odds On's **Lucky Envelopes**.

Every week during the promotional period, Ontario Mills randomly selected a registered contestant and awarded them a \$1,000 shopping spree, then gave them the chance to pick from 100 prize-filled envelopes placed in a shopping bag. If the contestant selected just the right envelope, they received \$100,000, paid for by Odds On. But this promotion got even better, because on December 24th the mall drew one final name from all of the entries received during the promotional period and gave that contestant the chance to win \$1,000,000, paid for by Odds On.



### Fired Up for Bingo

**\$10,000 Bonus Prize Bingo Brings in Bigger Play and a Big Winner**

**Moosic, Penn.** - Looking to increase play and profits at your bingo hall? Odds On's **Bonus Prize Bingo** could be just the right call. At least that's what they say at Greenwood Hose Company No. 1, a fire department that holds two weekly fundraising bingo sessions, each featuring a Bonus Prize Bingo game.

"Bingo represents 80% of our income and getting just a few more players in each night can really make a difference," explains Bill Sweeney, Board Chairman. "Before we added Bonus Prize Bingo we were running from 90-100 people per night. We're now running 140 up to as many as 150. When you figure that some of these folks play as much as \$100 per night, it really adds up."

Adding to the draw, Greenwood recently had a big winner! Jeretta Kausmeyer of Throop won \$10,000, paid for by Odds On, after getting a "Crazy Letter T" in less than 18 called balls, also known as "pills".

"Odds On walked us through everything and has been there to help us along the way. There's several bingo games around this area and Bonus Prize Bingo really helps separate us from them," stated Sweeney.

## Got Games?

### Five Fast & Easy Game Day Attendance Boosters

Looking for fresh, fan-friendly promotions? With spectator participation contests starting from as little as \$500, you're sure to find something that will get more fans into the game. Here's a **top five countdown** of easy-to-run, attendance-boosting, spectator participation contests, just in time for football season!

#### 5 "Most Valuable Bill" aka Game-Day Dollars

We'll randomly circulate 11 one dollar bills in your community designating one as the "Most Valuable Bill". On game day, announce or post the serial number of the lucky dollar bill. If one of your fans has the winning bill, they'll score big bucks for being in possession of the "MVB." Award consolation prizes based upon having the most correct numbers in the bill! It's perfect for banks, savings and loans and financial services sponsors!

#### 4 Field Bowling

Take a tip from CalPoly this season and get bowling. To increase attendance at basketball games, the university held a "court bowling" promo. What really captured everyone's attention ... the chance to win a Cadillac Escalade! This promo works indoors and out, so if your football fans can knock 'em down, Odds On will be there to pick up the tab. (And it's perfect for handing out prizes based on fewer pins knocked down or simply being selected to play!)

#### 3 Kick For Cash

Give a randomly selected contestant the opportunity to kick a 40-yard or longer field goal with a huge prize on the line! Split the uprights and Odds On will foot the bill.

#### 2 Nerf Target Toss

Anyone can throw a Nerf ball! Give contestants the chance to drop back and throw the perfect pass through a template, car window or sunroof. When the pass is completed, Odds On will be there to write the check.

#### 1 Pass, Punt & Chip

Here's an entertaining and unique twist on a traditional football promo! From the back of the end zone, your contestant starts with a pass towards the opposite goal line, followed by a punt from where the pass landed, then they finish it up with a Tiger Woods-like chip with a wiffle ball through the uprights for all the cash. When your contestant makes the grade, we'll give them a giant reward!

**For a complete roster of attendance-boosting, spectator participation promotions, give us a call today at 1-888-827-2249. Or "take a knee" by our website at [www.odds promotions.com](http://www.odds promotions.com)**

## Aurora Woman Bags Bowl Game Cash!

### \$10,000 Money Bags Promotion Adds Big Excitement to Football Party

**Lonetree, Colo.** – Looking for a promotion that will please vendors and keep customers around until the end of every game? Take a tip from Fox and Hound Restaurant and Coors, where a Super Bowl Sunday **Money Bags** promotion attracted 300 football fans and kept them there until the end of the game enjoying buckets of Coors and Coors Light! As patrons arrived for pregame festivities, they got a raffle ticket. Then, at the end of each quarter, one ticket was drawn. At the end of the game, the four lucky finalists got a chance to select one bag from their very own pile of prize-filled Money Bags. Melissa Suppes of Aurora, whose name was drawn at the end of the first quarter, ended up taking home \$10,000, courtesy of Odds On, when she selected just the right bag from the display! According to Jimmy Ellsworth, an On-Premise Sales Rep with Coors, "It was awesome. The display was huge. It was a great promotion and the atmosphere was fantastic, especially after she won!" According to Scott Howard, Key Account Executive/On-Premise Sales, "For us it was a great turnkey promotion that allowed us to take advantage of the excitement surrounding an event we own as the official beer sponsors of the Super Bowl."



#### Super Party

Melissa Suppes wins \$10,000, paid for by Odds On.

## Quick Look

# What's Hot at Odds On Promotions



## Scratch Up A Promotion

### Motorcycle Dealer "Born to Ride"

Riverside, Calif. - Skip Fordyce Harley-Davidson added big excitement to a recent sale with **Video Scratch & Win**. Along with a barbecue and live music, the dealership offered everyone the chance to win great prizes.

Customers simply approached the tabletop touch screen game and unveiled prize symbols using their fingertips. If a customer revealed four prize symbols they won a \$250 gift card, five symbols got them a \$500 gift card, and if they revealed all six winning symbols they received the grand prize: a \$25,000 Harley-Davidson, paid for by Odds On.



### Scratch Up More Business

Video Scratch & Win got customers in the store!

"Video Scratch & Win was a big hit with the customers. The prizes brought the traffic to the store," explained Jack Dodd, who handles marketing and promotions for Fordyce.

"We will be using these promotions for every event where we have prizes," continues Dodd.

Give away a Harley for as little as \$1,000.



## "Follow-Up"

## Million Dollar Rerun

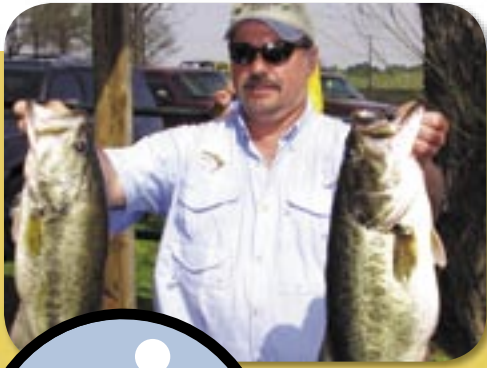
### Telemundo's Dollar Bill Watch & Win Returns

Houston, Texas - Telemundo 47 - KTMD Promotions Director, Art Sobarzo, was at it again this May with a gigantic month-long rerun of last year's very successful \$1,000,000 Watch & Win promotion, Ve a Y Gane Dos Millones De Dolares. However, this year Telemundo 39 in Dallas and 60 in San Antonio joined in, ensuring viewers in these three major metropolitan areas were tuning in for a chance to win nightly.

The **Dollar Bill Game** gets folks scouring their wallets, piggybanks and pockets for \$1 bills to see if the serial number on their bills match those that have been broadcast. But if you think the Dollar Bill Game is just for big television stations, we've got news for you. It also works for casinos, radio stations, auto dealers or any other retail environment! And it's as easy as 1-2-3! Odds On simply places a series of \$1 bills into circulation in your community. You announce or post the winning serial number at your location and when someone shows up with the winning bill, Odds On pays the price! Talk about easy money!







## Reel Big Reward!

### \$20,000 First Place Big Fish

**Shreveport, La.** - George Herr knows a little bit about running a successful fishing tournament. After all, he not only ran this year's 29th annual Schlumberger Technologies "friends and family"

#### Big Bass!

George Herr had the winning weight.

fishing tournament, he's been running it since 1985. Last year when Herr wanted to add more excitement and get more lines in the water, he gave Odds On a call. His lure?

A **First Place Big Fish Contest** where if the last two decimal

places of the weight of the biggest fish caught matches a preselected

number, the angler gets a big bonus! Based upon last year's response, Herr offered the same prize again this year and got 20 more lines in the water, and a big winner!

Wayne Rodgers caught the biggest fish winning a \$600 prize, in addition, his 8.55 pound bass won him \$20,000, paid for by Odds On. According to Herr, there's already a lot of interest in next year's event. "Odds On was excellent to work with. They were right there with me every step of the way," Herr stated.



## Fall Promotions Calendar

### August

NFL Preseason  
PGA Championship  
NCAA Football  
US Open  
Back to School

### October

Hockey Season Begins  
World Series  
Midnight Madness  
NBA  
Columbus Day  
Breeder's Cup  
Halloween

### September

Labor Day  
NFL Season Begins  
Ryder Cup  
Emmy Awards  
Fall Arbitron

### November

NCAA Hockey  
NCAA Basketball  
Veteran's Day  
Thanksgiving  
Retail Season

newsletter@odds promotions.com  
www.odds promotions.com

gridiron promotions.  
of Odds On's playbook of winning  
or log on today for your copy  
Call 888.827.2249

Fast Approaching!  
Football Season is

PLAYBOOK OF  
WINNING PROMOTIONS



888.827.2249

www.odds promotions.com

6195 Ridgeway Court, Suite D  
Reno, NV 89519



PRRST STD  
U.S. POSTAGE  
PAID  
PERMIT #625  
RENO, NV