



TWO \$50,000 FOOTBALL WINNERS...

Kickoff Returns Lead to Cash Rewards at Northern Quest Casino

Airway Heights, Wash. - For Erika Uhler and Ray Clardy being football fans and members of Northern Quest's player's club certainly had its rewards. Both players won \$50,000, courtesy of Northern Quest Casino and paid for by Odds On, during a football promotion coordinated by Coast to Coast Casino Promotions. Designed to drive increased traffic and play on Sunday nights during the NFL season, the promotion gave player's club members the chance to win \$50,000 if the designated "home team" returned the opening or half time kickoff.

According to Dan Matson, Northern Quest's Marketing Coordinator, "Ray was in our lounge watching the ball game. Needless to say when Seattle Seahawks Nate Burleson got halfway down the field the entire lounge was standing and yelling 'GO! GO! RUN! RUN! RUN!'. When Nate made it to the end zone, the lounge erupted. When we got Ray over to our staging area, he was shaking

like a leaf. He kept saying, 'I can't believe it'. And when it came time to award Ray his check, we made a big deal out of it - the crowd was standing on their feet for him."

The winning continued when Darren Sproles' opening kickoff return during the Colts/Chargers game landed Erika Uhler another \$50,000 prize. Uhler, who was on the gaming floor at the time of her win, found out she won when the casino announced her name. According to Matson, when Uhler finally made it to the lounge, she got a nice round of applause.

According to Coast to Coast Casino Promotions representative Angie Combs, who assisted Northern Quest with the development and execution of the contest, "The promotion was a huge success at Northern Quest Casino, and our client was extremely happy with the results, considering there were two \$50,000 wins in one football season! Working with Odds On Promotions has always been effortless."



For more great ways to INCREASE EXCITEMENT and DRIVE MORE TRAFFIC this fall GIVE ODDS ON PROMOTIONS A CALL TODAY AT 888-827-2249.

Or visit us on the web at odds promotions.com



inside





QUICK PROMOTIONS for Q3

5 ways to Stretch Your Marketing Dollar

Want more customers? A well-planned promotion not only grabs attention and drives more buyers in the door, it's an effective way to build your marketing database! Here are five ways to make your marketing dollars go further and work harder this fall.

5 Go Postal - Make your mailings more effective!

In your next email or direct mail piece, advertise the chance to win a Back to School or Holiday shopping spree with a **Mileage Match promotion**. Once at your location, customers enter their mileage (or any other 5-7 digit number you'd like to use) into our Prize Vault. When someone enters the winning number, Odds On will be there to pay for the prize. No email or direct mail program? This one works for print, radio and tv ads too!



4 Be Traffic Savvy - Planning on opening a new location or exhibiting at a trade show, business fair or expo? Don't leave traffic to chance!

Showcase your product while giving attendees a reason to visit your booth with **Video Scratch & Win**. Choose one of our existing games, or create your own, and if one of your clients unveils six matching symbols, Odds On will reward them with a giant prize. What makes this promotion even better? Video Scratch & Win can be programmed to award your choice of grand and secondary prizes.



3 Score Points With Sports Fans - Don't sit on the sidelines waiting for customers to come to you!

Grab the attention of sports fans with a **Score Prediction Contest**. Have contestants register on your website or in your store to take their best guess at the half time and final score of a predetermined game. You'll select a few lucky contestants just prior to kickoff, then sit back and root for a big winner. If one of your contestants calls it right, Odds On will rush them a check!

2 Team Up For Increased Sales - Close more

sales this fall by offering the ultimate incentive - a full refund on all qualified purchases made during your promotion based on the outcome of a football game, a basketball season or even, the weather on Thanksgiving, Christmas or New Year's Day. If the condition holds true, Odds On will refund every dime, and you'll be hero of the nightly news.



1 Scratch For Success - Fast, easy and affordable, Scratch & Win Cards

can drive traffic, reward a purchase, and give customers a reason to come back all while helping you build a database for future marketing efforts. Odds On offers several in-stock ready to ship cards that can be customized with logos and a bounce back offer to get consumers through the door or back for more. And, when one of your clients unveils a winning combination of symbols, Odds On will be there to pay the price.



SCORE PREDICTION

REFUND





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

TOURNAMENT RAISES \$5,000 FOR CHURCH 3RD HOLE IN ONE LANDS MAN \$15,000

New Caney, Texas - Kim Haberland of Kingwood recently made his third lifetime hole in one, winning \$15,000, courtesy of Pebble Tec, and paid for by Hole In One International at The Pentecostal Church of God/One Way Youth Ministries Tournament. Haberland aced the 135-yard 9th hole at the Tour 18 Golf Course in Houston using an 8-iron.

"I just wanted to get it on the green as my other three partners had put their shots into the water. When I saw it heading towards the green, I thought it might end up close, and when I saw it go in, I couldn't believe it. You always hope for the best; sometimes it works out just that way," stated Haberland.

Tournament Organizer Greg Harvey notes, "**Working with Hole In One International is great. You just call in and within a couple of minutes you're all set and the payment process went very quickly too.**" According

to Harvey, the golf event is one of their smaller fundraising events.

This year's 55-person tournament raised a total of \$5,000 for the youth ministries.



VAQUERO'S ATHLETICS RAISES OVER \$25,000

\$50,000 PUTTING CONTEST WINNER

Santa Barbara, Calif. -

Jeff DeVine won \$50,000, courtesy of Chumash Casino and paid for by Hole In One International, after he successfully holed a 50-foot putt at La Cumbre Country Club during the 15th Annual Santa Barbara City College Golf Classic.



Winner's Foursome: Jeff DeVine, Marc Recordon, Sean McCulloch and Ernie Farhat.

DeVine was selected to make the prize winning putt after his name was randomly selected from those who purchased mulligan packages during the event.

"It was the end of a long day," said DeVine, "I didn't think anyone would have the patience for me to sit back and study the shot, so I said to myself, 'Don't whiff it, just give it a good putt and don't go short'."

As the ball rolled the first 40-feet, it was by most accounts not likely to be a prize winner. Then, 10-feet from the hole, it began to break and rolled right in, resulting in cheering, screaming and lots of high-fives.

"I was really excited. I just couldn't believe it," noted DeVine.

According to Butch Breedon who arranged for the insurance, "**Dealing with Hole In One International is always a positive experience. The staff is prompt and courteous. You can cover just about any event in under 15 minutes.**"

According to Tournament Director Mike Warren, Vaquero's Athletic Director, "The putting contest, has been a huge value add for our tournament. By making it the very last 15 minutes of the day, you get your crowd to stick around to see who will be in it and what happens. This is important if you have a silent/live auction or a raffle going on - as well as for networking with sponsors and boosters."

The tournament is the single most important fundraising event for SBCC Vaquero's Athletics, raising over \$25,000 annually.

As for DeVine, he not only won big, he chose to give big as well, donating portions of his prize to the Santa Barbara City College Athletic Department, First Tee and his church.

Want to maximize your tournament's fundraising potential? Contact Hole In One International today about incorporating a putting contest into your next golf event.

BMW Motorcycle Awarded at Baseball Game

Simultaneous Tennis Ball Toss Has Big Winner

Little Rock, Ark. – James Sory is riding a brand new motorcycle, courtesy of the Arkansas Traveler's baseball team and Triumph of Little Rock, after winning a simultaneous tennis ball toss. Sory won the \$15,000 BMW motorcycle, which was paid for by Odds On, after he threw a numbered tennis ball through a target at a recent Traveler's baseball game.

Traveler's Assistant General Manager Paul Allen explains, **"We were looking to add excitement and drive game attendance. I had seen a similar promotion in the past, and when I read about a motorcycle winner in one of the Odds On newsletters, it all came together for me. I just never expected we'd have a winner the third night we ran the promotion."**

According to Linda Thomson, Odds On's Sports Promotions Specialist, "The great thing about simultaneous tosses is they're fun, because they involve the entire crowd. Even better, they can be easily customized to suit any sponsor and are an effective fundraising tool. Contestants can make a small donation for a ball, frisbee, paper airplane – whatever works

best for your sponsor and the cause, and in exchange they get a chance at winning the prize."

Allen notes, "Working with Odds On was very easy. Linda was very quick and answered all my questions."

Give your fans a chance to win big while putting your sponsors in the spotlight by giving Odds On Promotions a call today for a winning sports promotion at 888-827-2249.



Watch winning video.

\$250,000 FSI FRENZY

Free Standing Insert Increases Player Club Sign-Ups 80%

Hallandale, Fla. – Despite a 10-hour power outage, Gulfstream Park Racing & Casino recently had their fifth highest traffic volume weekend. The key to their success? Gulfstream gave local residents and select members of the casino's player's club the chance to win \$250,000, paid for by Odds On, in a **"lucky number" promotion**.

The casino, in conjunction with a local paper, printed 300,000 uniquely numbered free standing inserts, which were placed inside a Friday edition of the paper and mailed to select members of the casino's player's club.

The piece invited players to present the numbered insert at the casino to find out if they had the "lucky numbered" insert in order to win \$250,000, paid for by Odds On. Once at the casino, recipients entered their "lucky number" into Odds On's hand held verification unit to see if they had won the grand prize.

While there was no grand prize winner, according to Odds On Gaming Promotions Specialist Bob Milinkovic, who worked with Gulfstream in creating this promotion, **"the promotion was more than just an effective traffic driver; Gulfstream had an 80% increase in player's club sign-ups during the weekend promotion."**

GULFSTREAM
P A R K
RACING & CASINO

Fact: Newspaper Inserts Grab More Attention Than TV!

According to a recent survey by Vertis Communications, 47% of adult U.S. consumers said that inserts/circulars best captured their attention whereas only 43% cited television ads!

What's more, 27% said that inserts/circulars are the ad vehicles most likely to directly impact buying decisions versus 1% for email, 5% for direct mail, 9% for the internet, 19% for TV and 12% for newspaper display ads.



**Interested in getting more done with your next ad campaign?
GIVE ODDS ON A CALL TODAY AT 888-827-2249.**



GOING FOR MORE AT THE PACIFIC LIFE HOLIDAY BOWL

Dr Pepper Promotion Makes for Great In-Game Entertainment

Last December at Qualcomm Stadium in San Diego, Pete Osborn won \$5,000 during the Dr Pepper “Go For More” event at the Pacific Life Holiday Bowl.

The promotion, which was developed and executed by Dr Pepper’s sports marketing agency Sports Strategies, Inc., was hit on multiple levels.

“We were looking for an exciting way to leverage Dr Pepper’s sponsorship of The Holiday Bowl not only in-stadium, but via a promotion that could capture the attention and imagination of our consumers and grocery customers,” said Chris Codington, president of Sports Strategies, Inc. **“Additionally, our program allowed us to effectively highlight both Dr Pepper’s unique blend of 23-ingredients and its on-going ‘Go For More’ advertising campaign.”**

Consumers were directed to their local grocery store where they could register to be one of ten lucky finalists who would win an all-expense paid trip to San Diego and a shot at being one of two lucky finalists who would get a chance to “Go For More” in an on-field **target toss contest** where the winner could take home \$1,000,000.

Once at the game, each of the ten finalists was invited on to the sidelines to reach into a specially designed cooler holding eight cans of regular and two cans of Diet Dr Pepper.

The two consumers who chose the Diet Dr Pepper cans were the lucky ones who would get to come on to the field

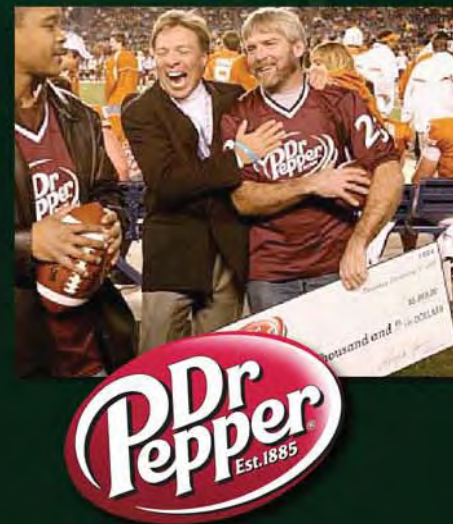
later for their chance at the \$1,000,000 bounty.

Finalists Darnell Jackson and Pete Osborn ended up getting a chance to “Go For More” with each contestant receiving 23 seconds to throw as many footballs as they could through an oversized Dr Pepper can placed five yards down field.

Osborn out-threw Jackson, winning himself \$10,000, and earning his chance to “Go For More”, by trading in his \$10,000 guaranteed prize for a shot at \$1,000,000, paid for by Odds On.

While Osborn didn’t quite have the arm to make the 23-yard toss, Dr Pepper didn’t send this risk-taking football fan home empty handed; Osborn won a \$5,000 consolation prize, courtesy of Dr Pepper.

Codington noted, “Our client was very satisfied with the results. There was great retail participation, strong consumer response and the in-stadium event was very entertaining.”



Watch this promotion in action.

**Looking to go for more when it comes to your sports sponsorships?
GIVE US A CALL TODAY AT 888-827-2249.**

\$50,000 Winner at Dealer Convention Rolls M-O-H-A-W-K, Takes Home Cash

Orlando, Fla. - Todd Wenner, a Mohawk Colorcenter Elite Dealer, from Avon, N.Y., won \$50,000, courtesy of Mohawk (Flooring), and paid for by Odds On Promotions, during the Annual Colorcenter Convention. Wenner won the giant cash prize after he rolled M-O-H-A-W-K during one of Mohawk’s four traffic-driving promotions.

The **dice roll contest**, which was run on an eye catching craps table, was just one of four unique \$50,000 promotions dealers could participate in during the event. Additional contests included a Zoom Ball and two Video Scratch & Win games. A total of 442 dealers participated in the dice roll.

According to Odds On Representative Zak Woodhead, **“Dice rolls are an effective trade show tool, because they are a natural attention-getter. Think about it, one of the most exciting spots in a casino is a craps table – everyone hootin’ and hollering for a winner.**

A giant prize dice roll has the same effect, particularly when a client chooses to utilize a full sized craps table as Mohawk did.”

**READY TO MAKE YOUR NEXT VENUE THE HOT SPOT?
Email Odds On at oopinfo@oddsongpromotions.com
for a copy of our TOP TEN TRADE SHOW PROMOTIONS.**



Success Stories

No Foolin' FREE Jeeps

To drive sales, the New England Jeep Dealers gave buyers an offer no one could refuse: Purchase an '08 Jeep on Martin Luther King Jr. Weekend, and if it snowed on April 1st, the Jeep was FREE!



Watch the commercial that kicked this one off and read more about this effective sales tool.

Azteca Million Dollar Goal

Last December, Azteca America gave four lucky viewers the chance to win a million dollars during the Azteca American Gangador de Goal Millonario promotion. While no one took home the million-dollar prize, no one went home empty handed. Each finalist received a soccer ball, a free cellular phone and a \$2,000 prize.



Read more about this promotion on our website.

WBCN-FM's Triple Threat

Safety Insurance WBCN Patriots Rock Radio Network drove \$400,000 in sponsor sales last fall giving Patriot fans the chance to win home theater systems and brand new cars with a trio of Prize Play promotions, each sponsored by a different advertiser. Listeners registered on the station's website, and if a prize-winning play occurred, a lucky preselected finalist won the prize. The featured contests included a Kickoff Return for a touchdown, Punt Return for a touchdown plus a half-time and final score prediction contest.



Learn more about this winning promotion on our website.

\$300,000 Take It to the House Target Toss

Last football season, Pulte Homes' Delaware Valley division and the NFL's Philadelphia Eagles gave fans the chance to win a brand new home in the "Take It to the House" Sweepstakes. Consumers could register at Philadelphia area Pulte Home sales centers for a chance to win a house for making the perfect toss through a "house" on the field.



Watch this amazing promotion in action.

PLAN FOR A WINNING PROMOTION THIS FALL



august

- 3 NFL Preseason
 - 4 **PGA Championship**
 - 25 **US Open**
 - 28 NCAA Football
- Back to School & Tax Free Days**

september

- 1 Labor Day
- 4 NFL
- 6 **Emmy Awards**
- 16 Ryder Cup
- 18 Fall Arbitron
- 22 NHL

october

- 17 **Midnight Madness**
 - 13 Columbus Day
 - 22 **World Series**
 - 24-25 Breeder's Cup
 - 31 Halloween
- NCAA Hockey**
NBA

november

- 11 Veteran's Day
 - 27 **Thanksgiving**
 - 28 Holiday Shopping Season Begins
- NCAA Basketball**

\$10,000 DIRECT MAIL WINNER

Direct Mail Offer Designed to Boost Traffic

Raleigh, N.C. – Eleas Ottley's first trip to Lily Mae's Jewelry and Accessories at The Factory, a retail mall and entertainment venue in Wake Forest, was more rewarding than expected. Ottley won \$10,000, courtesy of The Factory and paid for by Odds On Promotions, in a **direct mail promotion** executed by ASAP Direct Mail, Inc, a full service direct marketing agency.

The 32-page magazine format mailer was created to drive traffic and showcase the variety of services, restaurants, retail shops and entertainment options at The Factory. To ensure that the piece grabbed attention and was successful at driving traffic to the mall, ASAP incorporated a \$10,000 number match promotion. The contest invited recipients of the mailer to present the magazine to any merchant who had advertised in the piece, and if the number on the mail piece matched the preselected winning number, they won \$10,000, paid for by Odds On.

According Rob Moseley, president and CEO of ASAP, the promotion was a very big success for their client. For those looking to do a similar contest, Moseley offers the following advice, "Be sure and offer a secondary prize so that you can get folks to give you their contact information for future mailings." As for working with Odds On, Moseley offered the following, "**Zak's the man.**

We've been working with him for years. He's just great to work with."

Want to maximize your marketing dollars this fall? Give Odds On Promotions a call today at 888-827-2249.



Email us at oopinfo@odds promotions.com for a copy of our TOP FIVE DIRECT MAIL Promotions.



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