



**Odds On**  
PROMOTIONS

# Target

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

Issue

24

Q4

09

## \$10,000 WINNER AT FISHING TOURNAMENT

### Record-Breaking Blue Shark Leads to Giant Cash Prize

South Portland, Maine—At the 3rd Annual Casco Bay Classic Shark Tournament, angler Dustin Gieryn and the crew of the Prime 8 – captained by Dr. Jean Baulu – not only made their mark in history, but also won \$10,000, paid for by Odds On Promotions in a [State Record Fishing Contest](#).

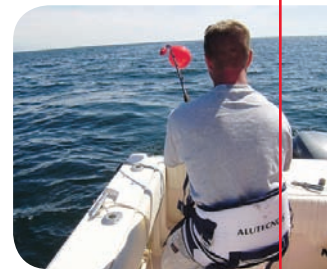
The organizers of the shark tournament gave anglers the chance to win the larger-than-life cash prize if they could catch a state record-breaking blue shark. The captain and crew of the Prime 8 did exactly that when they caught a monstrous 470-lb. blue shark, beating the existing state record by 19 lbs. Along with netting a new state record and catching some solid PR, the tournament, which is a fundraiser for the ALS-Maine Collaborative, hauled in \$8,000 for charity.

According to Benjamin Holden with the Holden Agency in Portland, “Odds On Promotions was great to work with. Once we got the paperwork in, the process went very quickly

and we received our prize money right away. Overall, we were very pleased with the service we received.”

As an added bonus, the winning team paid for this year’s prize insurance with a portion of the prize winnings.

Want to net more anglers at your event?  
Email us at:  
[oopinfo@oddsongpromotions.com](mailto:oopinfo@oddsongpromotions.com) for a copy of our [Top Five Fishing contests](#).



**ATTRACT MORE PARTICIPATION, SCORE MORE SPONSORS, AND NET MORE PRESS!**

CALL ODDS ON TODAY AT 888-827-2249 FOR A GIANT-PRIZE PROMOTION FOR YOUR NEXT EVENT.

**inside**



Putting Contest  
Pays Ca\$h



Big Bowl Game  
Promos



Million Dollar  
Mailer



Prize Vault Party  
Brings 'Em In



Scratch &  
Win Cards





# QUICK PROMOTIONS for Q4

## SMALL BUCKS. BIG BUZZ.

Wish you could supersize your marketing budget? If getting more bang from every marketing buck sounds good to you, then it's time to call Odds On. We'll show you how to get maximum results using your existing marketing budget! Here's a few ideas to get you started. Better yet, call today for a custom consultation.

### Score a Man Cave (or a Home Makeover)...

Give football fans the chance to win a bro-tastic Man Cave —or amazing home makeover, courtesy of Odds On, with a score prediction promotion. Step one, choose your Man Cave goods (an enormous HDTV, a rockin' surround sound system, deluxe seating, a pool table, Xbox 360, Wii - you get the picture). Then, advertise the chance to win for simply coming into your location and [predicting the final or half-time score](#) of a play-off or bowl game. If a lucky contestant calls it right, they'll win big, and Odds On will write the check.

### Followers, Fans & Friends

Boost your social networking sites by giving your fans and followers the chance to win big this Spring, courtesy of Odds On. Want to build your network? Run a contest where when you reach X number of followers, a randomly selected group of members gets the chance to enter a lucky number and win a car, a house or a giant cash prize.

# SMALL BUCKS



### Vehicle Vault

Drive traffic this winter and spring by advertising the chance to win a brand new motorcycle, car, truck, boat, RV—any vehicle—even a private jet, for visiting your location and entering a 5, 6 or 7 digit Lucky Number (birth date, driver's license, car

mileage, sequentially numbered mailer or newspaper insert) into Odds On's Prize Vault. If someone enters the winning combination of digits, Odds On will pay for the prize!

### Golden Opportunity

Give your customers the chance to experience some "gold medal glory" this February with Odds On's \$100,000 Golden Opportunity [Pick 'Til You Win Lucky Envelopes](#) promotion. We'll place gold, silver and bronze "medal" symbols—each of which is worth a different cash prize based on your budget - inside 40 Lucky Envelopes. Your contestants will select and open envelopes until they collect five matching "medals" winning the indicated prize. If they find five "Gold Medals" before finding five silver or bronze medals, they'll win \$100,000, paid for by Odds On.



### Bowl Game Millions and Super Bucks Sunday

Retailers and casinos across the country have gone all-pro this season with Odds On's Big Play and Pro Football Challenge promotions. Worried that it's too late to get into the game? Don't sit on the sidelines! There's plenty of time to set up your own traffic-building Bowl Game or Playoff promotion.

### Run Back Rebate

If your team returns the opening or second half kickoff for a touchdown, your customers receive a rebate on all purchases made during your promotional period, paid for by Odds On!



### Prize Play Party

Give away \$10,000 in prizes, on us, for as little as \$700! With Odds On Promotions Prize Play when any big play occurs during the big game, your customers will win cash and Odds On will pick up the tab!

Want more Game Day Traffic Drivers? Call Odds On today for information on our affordable Lucky Squares, Plays that Pay and Playoff Payoff contests or to request a copy of our [Ultimate Super Sunday Planning Guide](#).

PACKAGE EXAMPLE	Prize
Opening or 2nd Half Kickoff Returned for TD:	\$10,000
All other Kickoffs Returned for TD:	\$100
Punt Returned for TD:	\$100
Fumble Returned for TD:	\$100
Interception Returned for TD:	\$100
50 Yard or Greater Field Goal:	\$100
<b>Package Cost</b>	<b>\$700</b>



# Hole In One INTERNATIONAL®

# Tee To Green

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

## MAN REPLACES FRIEND, WINS NEW CAR

**FIVE-STAR DEALER HANDS OVER PT CRUISER KEYS**

Lincoln, Ill.—Brad Clare is now the proud owner of a 2009 PT Cruiser, courtesy of Lincoln Chrysler Dodge Jeep, and paid for by [Hole In One International](#). It was during the 8th Annual Lincoln College Golf Outing, a fundraiser for the college's scholarship program, that Clare won his new ride after he aced the 150-yard, Hole 15 at the Lincoln Elks Club Golf Course using a 6-iron.

According to Jeff Nelson, Tournament Director, the golf fundraiser brought in approximately \$20,000 this year for the Allen Pickering Athletic Endowment Scholarship Fund. This is the third consecutive year that the college and dealership owner, Coy Hutchcraft, have teamed up to offer the hole in one contest. Clare, who lives in Springfield, was a last-minute replacement for a friend who couldn't attend; however, he says he will definitely be back next year. This was Clare's first hole in one.



## LUCKY CARD LEADS TO PRIZE WINNING SHOT

# MAN WINS \$2,500 IN PUTTING CONTEST

St. Paul, Minn.—Doug David won \$2,500 courtesy of Employee Benefits Group, LLC (EBG), and paid for by Hole In One International after he won a 50-foot putting contest during the 8th Annual Minnesota/Dakotas ESOP Association Golf Tournament at Heritage Links Golf Course in Lakeville.

To compete in the putting contest, participants either had to make a qualifying putt or make a \$5 donation in order to receive half of a playing card. Then, five playing cards were randomly drawn and those who had the matching half got the chance to sink the big putt. While David hadn't had much time to play golf in the past couple of years, he managed to step to the ball, calm his nerves and sink the prize-winning putt.

According to Steve Storkan, president of EBG and part of the tournament's organizing committee, "The annual golf



tournament is an event that all of the association members look forward to. Even in a down year for the economy, everyone was committed to making sure that ESOPs have a strong future."

The tournament raised \$12,000 for the Employee Ownership Foundation this year, for a grand total of \$80,000. The event also features a Frisbee golf challenge, a longest drive with the shortest club contest, and a raffle.



Check out David's winning putt: [www.holeinoneinternational.com](http://www.holeinoneinternational.com)

# WOMAN WINS \$10,000 IN BASEBALL CONTEST

Spouse Took Home Giant Prize Last Season

Missoula, Mont.—This summer, Martha Cluphf of Lolo won \$10,000, paid by Odds On Promotions, after the Missoula Osprey baseball team scored a whopping seven runs during the bottom of the 7th inning. The Osprey's "\$10,000 Thursdays" multi-inning [Prize Play Baseball Promotion](#) was sponsored by Treasure State Bank, and gave nine randomly-selected baseball fans the chance to win \$10,000 if a particular Prize Play (Hit for the Cycle, Back to Back Home Runs, etc.) occurred during a designated inning. While having a

\$10,000 winner in the family is certainly newsworthy, Cluphf's story is more amazing than most because her husband Rodney won \$10,000 in a similar promotion last season.

According to Colt Palmer of Western States Insurance who coordinated the coverage on behalf of the Osprey this year, "I have to say, the speed at which the claim was processed was very impressive. I think it was maybe two or three days. Last season they insured with someone else, and I can tell you that it didn't go as well—that's why this year the Osprey contacted me to help them with insuring the contest. I can tell you that based on how smoothly things went this year, they're ready to sign up again. Everyone at Odds On did a great job."



# JORDAN'S FURNITURE MILLION-DOLLAR MAILER

Unique Mail Campaign Attains 3.1% Response Rate

Boston, Mass.—Retail giant Jordan's Furniture gave new and existing customers the chance to instantly win \$1,000,000, \$100,000, \$25,000, and a \$25,000 car, all to be paid for by Odds On Promotions, in a recent direct mail promotion using Odds On's [Instant Online Verification program](#). To find out if their mail piece was one of the four prize-winning mailers, recipients visited with a Jordan's salesperson who "scanned" a barcode embedded in the mailer, which then checked with Odds On's online contest server to verify if the piece was an instant winner.

According to Greg Jones, Jordan's Chief Marketing Officer, the promotion was effective at getting customers into Jordan's stores, "The response rate was 3.1%. The million-dollar offer, which was really more than a million when you consider the three additional

prizes, absolutely brought traffic into the store." Jones also notes, "The contest was seamless. The contest server worked perfectly. We're looking forward to our next program."



**THE Million Dollar INSTANT WIN GAME**



Interested in learning how Odds On Promotions giant-prizes and innovative online verification programs can increase your direct mail response rates? Give us a call today at 888-827-2249.



# FITZGERALD'S \$100,000 VIP PRIZE VAULT PARTY

Attracts, Engages and Rewards Players, Generates 25% Increase in Response

Las Vegas, Nev.—Fitzgerald's Casino in Las Vegas invited their top-tier player's club members to Vegas for a weekend celebration, complete with complimentary stay, a promotional tee-shirt, dinner, music, and the chance to win \$100,000 paid for by Odds On Promotions.

In the casino's \$100,000 Emerald Vault contest, a [Lucky Number promotion](#) featuring a large custom-designed vault created by the casino and utilizing Odds On's number verification unit, guests were invited to come up on stage in hopes of cracking the code, opening the vault, and winning the \$100,000 prize. However, what made the contest effective and fun was how the casino opted to program the verification unit: 50% of the participants were

rewarded with a secondary prize - the chance to select from a display of "mini-vaults" each filled with a prize ranging from a few dollars in free play up to \$5,000 cash. What's more, after all of the "mini-vaults" had been awarded—and everyone had taken their best guess, the casino staff unveiled the winning code and opened the safe—to enhance the promotion's overall credibility. In addition to the innovative "mini-vaults" and winning code reveal, the casino held the promotion outside where passers-by could see the winning event which was coordinated to

compliment Fremont Street's Summer of '69 events.

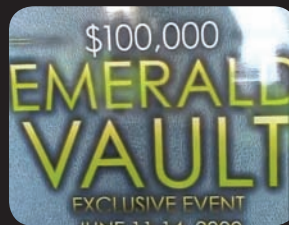


According to Connie Bergeon, Player Development Manager, "We are always looking for creative ways to get players to our property. Insured prizes can help with the telemarketing and with response because they are getting a chance to win bigger prizes." Bergeon continued, "The promotion was very effective. We had a 25% increase in response rates, a substantial increase in revenues and a lot of folks stopping and asking, 'What's going on?' and wanting to know how they could participate."

Want to get a bigger response at your next special event? Give Odds On Promotions a call today!



Watch the promotion in action:  
[www.odds promotions.com](http://www.odds promotions.com)



## ANOTHER ALL-STAR MOMENT

Working in conjunction with J. Smith Lanier & Co., Odds On Promotions insured a Baseball Home Run Target contest, sponsored by MasterCard, during Major League Baseball's All-Star Week. If a home run ball struck the \$1,000,000 MasterCard "Hit It Here" sign in Busch Stadium during the 2009 State Farm® Home Run Derby or the 2009 MLB All-Star Game, MasterCard would make a \$1 million donation to Stand Up To Cancer, courtesy of Odds On Promotions. What's more, if the sign was hit during both events, MasterCard would donate a total of \$2 million, paid for by Odds On.

Check out more game day pics on our blog at:  
[www.odds promotions.wordpress.com](http://www.odds promotions.wordpress.com)



# Success Stories

## Prairie Band, Where Money Does Grow on Trees!

This fall, Prairie Band Resort and Casino ran a custom [Swipe, Play & Win game](#) that gave players three ways to win: a free daily chance to pick a "bill" from an onscreen "money tree" for instant prizes (Prairie Cash, gift certificates, drawing entries), a collect and win game, and finally, an end of promotion drawing. Learn more at [www.oddsonpromotions.wordpress.com](http://www.oddsonpromotions.wordpress.com).



## The Perfect Reward: Bowlers Bonus

At this year's U.S. Women's Open, a United States Bowling Congress event, any competitor who rolled a 300 game during the quarter finals would win a \$25,000 bonus, while a perfect game in the semifinals or championship match would take home a \$100,000 [performance bonus](#) paid for by Odds On Promotions.



## 64 Days of Summer \$64,000 Dice Roll

Cousin's Bar and Grill in Rockford, Ill. teamed up with Miller Brewing and a local radio station to give customers a chance to win \$64,000, paid for by Odds On, if they could roll the word "M-I-L-L-E-R" on a set of customized 4-inch dice. Patrons qualified daily for a chance to be in the big roll on September 6th.



## 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 Sweet 16 contest that keeps customers engaged to the end of the tournament, a customizable interface featuring your logo and 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. For an online demo, email us today at [oopinfo@oddsonpromotions.com](mailto:oopinfo@oddsonpromotions.com).



	1st Round March 20-21	2nd Round March 22-23
(1) Florida	112	(1) Florida
(16) Jackson St.	69	(9) Purdue
(8) Arizona	63	
(9) Purdue	72	
(5) Butler	57	
(12) Old Dominion	46	(5) Butler
(4) Maryland	82	(4) Maryland
(13) Davidson	70	
(6) Notre Dame	64	

Looking for more Basketball Contests and Promotions? We got game! Email [oopinfo@oddsonpromotions.com](mailto:oopinfo@oddsonpromotions.com) for a copy of our [Top Ten Basketball Contests](#).



# REVEAL FOR RICHES, PICK FOR PRIZES AND EASY MONEY

Hot Off The Press: New Scratch & Win Cards

Odds On's Scratch and Win Cards are a fast and affordable way to drive traffic, energize your sales floor, and reward customers with the chance to instantly win up to \$1,000,000, paid for by Odds On! Every card's a potential winner and features a registration form on the back - perfect for running pre- and post-holiday bounce back drawings and creating a customer marketing list. Best of all, when your customer unveils a winning number of symbols, Odds On will be there to pay for the prize!

Customizable cards featuring your company logo as well as fully custom cards are also available.

For more information, give us a call today at 888-827-2249.



6195 Ridgeview Court, Suite D  
Reno, NV 89519

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

**888.827.2249**

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

## SEE INSIDE FOR:



Sales  
Boosting  
Promotions



Revenue  
Driving  
Contests



Winning  
Special  
Events