

**DRIVE MORE TRAFFIC
NET MORE FANS
SCORE MORE SALES**

WITH A GIANT-PRIZE HOCKEY PROMOTION FROM ODDS ON.

Net more fans and score more traffic and sales this hockey season with giant-prize hockey promotions from Odds On Promotions. Whether you want to make the most of a sponsorship opportunity, boost traffic at your location, or run a more effective sales campaign, Odds On Promotions makes it easy to get into the game with a winning line up of hockey promotions! And best of all, when you have a winner, we pay for the prize – up to \$1,000,000!

TOP FIVE HOCKEY

Contests & Promotions



1

SHOOT FOR LOOT

A Blue or Red Line Shoot-out is an affordable promotion. Randomly select a fan via social media, your website or at the game and give 'em a chance to win an incredible prize – the chance to take his or her best shot from the red or blue line through a customized target template to win an incredible prize, paid for by Odds On.



2

LUCKY PERIOD REBATE

Here's a great hockey promotion that drives sales. Run a big sale where everyone who makes a qualifying purchase will get a full rebate if the home team scores within the first 25 seconds of the opening face-off of your preselected game. If a home team player nets the shot, Odds On Promotions will pick up the tab.

**100%
REBATE**



3

PICK 6 & WIN

Advertise a free chance to win up to \$100,000 just for stopping by your location. Customers select six spots on the hand-held tablet video scratch and win. You set the prizes and frequency for up to five correct selections, and Odds On picks up the tab for six! For example, offer a coupon for finding one hockey puck, find two for a larger sponsor prize, 3 will net you \$50, \$100 for four, \$500 for five, and \$100,000 for six!



4

THE WINNING LINEUP: TEXT, WATCH & SCORE BIG PRIZES

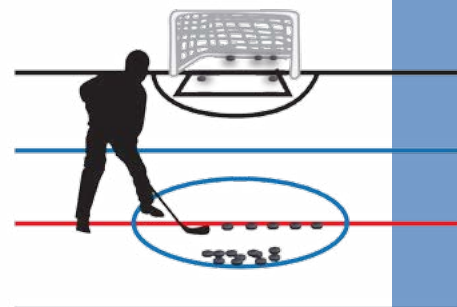
Give hockey fans the chance to win big with Winning Lineup, Odds On's new Text, Watch & Win scoreboard promotion that can be customized to highlight team members or your sponsor's products. At the appointed time, you'll announce that it's time to text the phrase "Winning Lineup" (or whatever phrase you would like to use) to a designated short code. Entrants will then receive a text message in return, featuring a list of your team's players (or your sponsor's products). During the period, you'll reveal the "Winning Lineup" on the video board. If any of your fan's lists match the winning list, they'll score your grand prize, and Odds On Promotions will pick up the tab.



5

RAPID FIRE REWARDS

Set the clock at 30 seconds and get ready for a show! Just select a lucky contestant and place 25 pucks at center ice. If your fan can successfully shoot all 25 pucks into the empty net, they'll skate home with a giant prize, and Odds On Promotions will write the check! Perfect for awarding a variety of tiered prizes based upon how many successful shots are made.



OddsOn
PROMOTIONS

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Interact:     