



Odds On PROMOTIONS

# Target

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

FIRST QUARTER 2014

issue

33

# \$1,000,000 B-I-N-G-O WINNER ODDS ON PROMOTIONS WRITES THE CHECK

“Bingo was the perfect way to kick off our 20th Anniversary Celebration this past summer. It is a tribute to how the Oneida Nation started its gaming operation, so it was fitting to have bingo host our very first \$1 million winner in Turning Stone’s 20-year history. The Million Dollar Bingo game brought a high level of excitement across our resort and we were thrilled to have a lucky winner of the million-dollar prize. Odds On Promotions was fantastic to work with on this event and provided us with a smooth operation of service.”

— Ray Halbritter,  
Oneida Nation Representative & Nation Enterprises CEO

**Verona, N.Y.** — On June 29, Frances Slesinsky of Binghamton won \$1,000,000, courtesy of Turning Stone Resort Casino, and paid for by Odds On Promotions. Slesinsky won the enormous cash prize, the largest jackpot in Turning Stone’s 20-year history, during a Million-Dollar Matinee Bingo Session.

During the final game of the session, the casino offered a minimum payout of \$25,000 for Level 3 players. However, if any player was able to cover all the numbers on a bingo card in 47 draws or less, they would take home a million-dollar jackpot, which was insured by Odds On Promotions.

As luck would have it, Slesinsky got the final number she needed, “1-26”, on exactly the 47th draw, landing her in the Turning Stone record books and scoring her the life-changing million-dollar prize.

The million-dollar promotion was the first event of Turning Stone’s month long 20th anniversary celebration, which ran from June 29th through the end of July and featured big ticket giveaways, major casino gaming tournaments, special parties and events.



Interested in creating increased publicity to highlight your organization’s next anniversary or corporate milestone?  
Call (888) 827-2249 » Visit [www.OddsOnPromotions.com](http://www.OddsOnPromotions.com)

## ATTENTION CASINOS WE’VE GOT MORE MILLION-DOLLAR IDEAS.



Increase traffic and incremental revenue while you entertain your crowd with a customizable Super Prize Wheel.



Attract new players and keep them on property with this lottery-style promotion.



Host a game show style floor promotion with a professionally designed electronic game board.

[www.OddsOnPromotions.com/Gaming](http://www.OddsOnPromotions.com/Gaming)

# BIG IDEAS + BIG PRIZES = BIG RESULTS

FAST, EASY AND AFFORDABLE PROMOTION IDEAS FOR SPRING!

## BATTER UP BUCKS

Looking to hit a marketing home run this Spring? Give your customers a reason to swing by your web or social media site with a customized baseball-themed virtual scratch card. Visitors simply complete a quick registration form and then “scratch” off a series of spots on your online scratch card. If they unveil a winning combination of symbols, they will land your grand prize, and Odds On will write the check. Use this to drive web traffic by distributing game access or activation codes at your brick and mortar locations.

Get more business boosting baseball promotions at [www.OddsOnPromotions.com/Sports/Baseball](http://www.OddsOnPromotions.com/Sports/Baseball)



## POT O' GOLD PARTY

Turn your St. Patrick's Day party into a St. Prize's Day party with one of Odds On's attention-grabbing Lucky Envelope games, such as Pot O' Gold or Showers of Cash! Simply qualify contestants in any manner you choose and invite them back to a grand finale event. Each contestant will select envelopes from miniature “pots of gold”, numbered umbrellas or a customized Game Board featuring your logo. If a lucky contestant collects a winning combination of symbols, they'll win your grand prize, and Odds On will write the check.

View more Lucky Envelope games on our website at [www.OddsOnPromotions.com/miscellaneous/lucky-envelope-games](http://www.OddsOnPromotions.com/miscellaneous/lucky-envelope-games)



## BRING ON THE BLING

Give your customers a chance to win cash and prizes this Spring with one of Odds On's handheld Video Scratch & Win Games, such as Spring Bling or Mega Moolah! If a lucky customer can locate the six matching symbols on the tablet's touchscreen, they will score your grand prize, and Odds On picks up the tab. Award up to six consolation prizes for finding fewer winning symbols.



## ROLL FOR A REFUND

Reward your customers with the chance to supersize their tax refund - or win discounts, cash and other prizes - with a giant prize Dice Roll promotion from Odds On. All of Odds On's dice can be customized to feature your business logo, the prize you are giving away or you can just give your lucky finalists a shot to roll R-E-F-U-N-D and walk away a winner. And no worries, when someone rolls a winning combination, Odds On will be there to pick up the tab.



Get more Spring-themed promotion ideas at [www.OddsOnPromotions.com/april-promotions](http://www.OddsOnPromotions.com/april-promotions)



## MORE THAN A BOX OF CHOCOLATES

### WOMAN WINS \$15,000 CAR

**National City, Calif.** — Congratulations to Maria Alberto of Chula Vista who recently won \$15,000, courtesy of Frank Toyota, and paid for by Odds On Promotions.

Alberto won the giant-cash prize after she received a mailer from Frank Toyota, which uses monthly mailers to thank their loyal customers for their business.

Customers who bring the scratcher into the dealership have the chance to win a variety of prizes from candy and gift cards to more expensive items, like iPads. Or, in the case of Alberto, a giant-cash prize, insured by Odds On.

When Alberto brought the mailer to the dealership, she was expecting to take home a box of See's Candy, a prize that she had won previously.

However, this time instead of taking home a box of chocolates, she took home \$15,000 when the number on her scratcher matched the pre-selected grand-prize winning number posted at the dealership.

And what did the lucky winner plan to do with her prize? She is planning on using the money to fulfill a lifelong dream of taking a cruise.

According to Erica Garcia, Production Manager with Think Big, “These mailings are a great way to drive traffic into the business. Dealerships definitely see an increase of traffic coming in after running these kinds of promotions. We enjoy working with Odds On Promotions, and the claim was paid in a very timely fashion.”

**Looking to drive traffic to your business or event?**

Email: [oopinfo@OddsOnPromotions.com](mailto:oopinfo@OddsOnPromotions.com)  
Call: (888) 827-2249.



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# COLLEGE STUDENT ACES \$50,000 TRUCK

## HOLE IN ONE INTERNATIONAL WRITES THE CHECK

**Reno, Nev.** — Twenty-year-old Jason McGraw of Reno is driving around campus in a brand new Ford truck, valued at \$50,000, courtesy of Jones West Ford, and paid for by Hole In One International.

McGraw won the amazing set of wheels after he aced the 173-yard, Hole 11 at the Washoe County Golf Course with a 6 iron, during the 4th Annual Josh Morros Because I Can Golf Tournament. The event benefits the Head Injury Association of Northern Nevada and supports Josh Morros

in his efforts to speak at schools and community events on determination, resilience, understanding, and the care and prevention of traumatic brain injury. This was McGraw's first hole in one.

**“It’s funny. No one believed that there was a winner. Everyone was in shock. When I told Josh he didn’t believe me. Even Jason’s mom thought he was kidding when he called to tell her. Working with Hole In One International was amazing. They made the entire process very easy.”**

— Teresa Morros, Tournament Director

According to Tournament Director Teresa Morros, this year the event raised \$6,000, and they will be using the publicity they received from having a big winner to attract additional sponsors, as well as participants for their next event.

**INTERESTED IN SPONSORING AN ATTENTION-GETTING HOLE IN ONE CONTEST AT YOUR TOURNAMENT?**

Visit: [www.HoleInOneInternational.com](http://www.HoleInOneInternational.com)  
Call: (800) 827-2249



# DREAMING OF A MILLION DOLLAR HIT

## BASEBALL TEAM PARTNERS WITH LOTTERY

**Indianapolis, Ind.** — Last season the Indianapolis Indians and the Hoosier Lottery teamed up to give fans the chance to win \$1,000,000 in the Million Dollar Swing Promotion.

To participate in the promotion, contestants signed up via an online contest registration form for a chance to win a pair of tickets and a seat in the designated Big Dreamers VIP zone. Once at the game, fans in the Big Dreamers section got the chance to win the big bucks if during the 5th inning, any Indianapolis Indian hit the “bullseye” target located on the foul pole. The contest, which was promoted online and via email, received a total of 4,000 entrants.

According to Keri Oberling, Sponsorship Services Manager, “We’ve been working with Odds On for years to insure our ‘Hit the Tundra’ contest. Our sponsor was very happy with how this new contest performed, and our Odds On representative, Linda Thomson, is very positive, informative, and always works with us to tweak and improve promotions.”



PHOTO: Mark Dickhaus

Watch a video on how this promotion worked:  
[www.OddsOnPromotions.com/online/contest-registration](http://www.OddsOnPromotions.com/online/contest-registration)

Affordable giant-prize baseball promotions start at just \$500. Call Odds On Promotions at (888) 827-2249 for more information.

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# SPRING AHEAD OF THE COMPETITION WITH A TRAFFIC & REVENUE-DRIVING PROMOTION FROM ODDS ON

## inside this issue:



# FEATURED PROMOTION

## \$5,000 HALF-COURT HAPPY DANCE

### Odds On Writes the Check



“This is great to get the enthusiasm going for basketball. Our fans feed off our students, If we can get the students here, we can be that much better as a team and program.”

– Dickie Nutt, Southeast's Mens' Coach

**Cape Girardeau, Mo.** – Matt Brucker recently won \$5,000, courtesy of Southeast Missouri State, and paid for by Odds On Promotions.

Brucker, who is a junior at the college, won the tidy sum after he successfully nailed a half-court shot during Southeast's Redhawk Madness, an evening event that gave students an early preview of both the Southeast men's and women's basketball teams.

Brucker was one of two fans who caught specially marked tee-shirts giving them the chance to make a half-court shot and win big.

While the event was very well received by all the fans, chances are no one had as good of a time as Brucker, whose on-court happy dance after he netted the prize-winning shot was almost as impressive as the shot itself!

**Watch Brucker's shot by visiting our Winner's Page at [www.OddsOnPromotions.com/winners](http://www.OddsOnPromotions.com/winners).**

Interested in giving your fans the chance to shoot and score tuition, a new car or even \$1,000,000, paid for by Odds On? Visit us to see our winning line-up of basketball promotions or give us a call today.

[www.OddsOnPromotions.com/sports](http://www.OddsOnPromotions.com/sports) | **(888) 827-2249**