



MAN WINS \$10,000 ON WINNING WEDNESDAY

Minor League Team Offers Chance to Win \$10,000 Prize During Every Inning

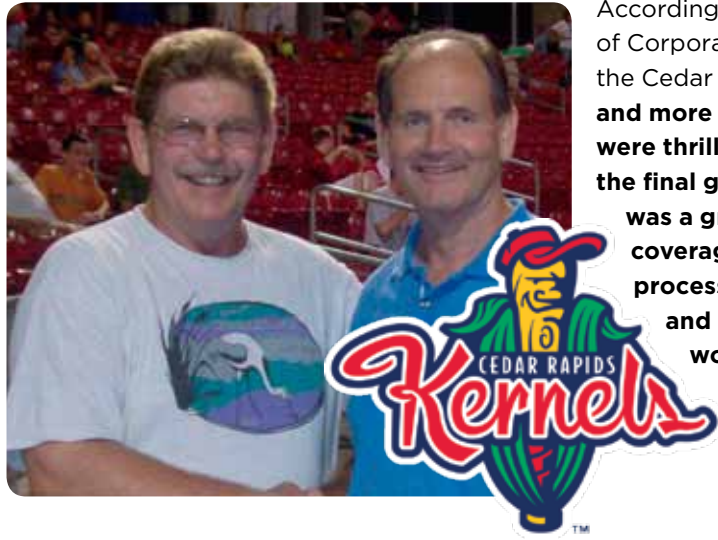
Cedar Rapids, Iowa—Mike Schweitzer won \$10,000, paid for by Odds On Promotions, during a Winning Wednesday promotion sponsored by Mix 96.5 FM and WMT AM 600 at a Cedar Rapids Kernels baseball game.

one flying over the “Home Run Hot Tub” in left center field, winning Schweitzer the giant cash prize.

Schweitzer noted, “Did I know I could win? Yeah! But you never think you will. What are the odds of this? Pretty cool.”

At every Wednesday game during the season, baseball fans got the chance to win \$10,000, if the Kernels performed a particular feat—such as a hit for the cycle, strike out the side on nine pitches or three outs by the 2nd basemen during a specific inning of the game. The fifth inning feat? A grand slam.

On the team’s final home game of the regular season, in the bottom of the fifth, an inning which featured 11 runs, outfielder Terrell Alliman sent



According to Jessica Fergesen, Director of Corporate Sales and Marketing for the Cedar Rapids Kernels, **“Our fans and more importantly, our sponsors, were thrilled to have a big winner at the final game of the season. Plus, it was a great chance for additional coverage. Odds On Promotions processed the prize claim quickly and we are looking forward to working with them again.”**



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CALL ODDS ON PROMOTIONS TODAY AT 888.827.2249 TO LEARN ABOUT FACEBOOK PROMOTIONS.

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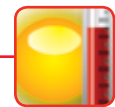
inside



Lucky Duck Bucks



TeeToGreen



Record-Breaking Rebates



Lottery Rewards



Dice Roll for Dough



QUICK PROMOTIONS for Q2

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.

Conditional Rebate

How Hot is This: 100% Rebates for Record Breaking Temps!

Here's a proven effective way to generate both sales and press: give customers making a purchase during your promotional period the chance to receive up to a 100% rebate if there's a record-breaking temperature on the 4th of July or Labor Day. And no worries, when the temperature rises high, Odds On will be there to pay for every purchase! As an alternative, create a similar promotion tied to the performance of your favorite baseball or football team.



the 7th inning stretch for their chance to win. If the numbers on their card match the ones revealed on a customized video playback, your lucky spectator wins the big bucks, and Odds On will be there to write the check. The cards are completely custom featuring the team's logo, sponsor's logo and a bounce-back offer on the reverse.

Tax-Free Day & Back To School

Boost Summer Business with a Backpack Pick



Want more foot traffic? Odds On's Lucky Backpack Pick could be the perfect promotion for you! Select three tempting prizes (\$10K insured by Odds On, an iPad and a \$250 shopping spree)

and place 40 backpacks on display, inviting customers to register in-store or online for the chance to win. Prior to your event, we'll ship you a set of Lucky Envelopes, each containing a symbol representing one of your three prizes. Place them inside the backpacks, pick a contestant and let them select from backpacks until they collect five matching symbols, winning the indicated prize. Collect the five matching grand prize symbols, and Odds On will pay for the prize. Hand out the remaining backpacks along with bounce-back coupons to ensure lots of happy winners!



Baseball Promotions

Hit it Here for a Free _____!

Looking for a baseball promotion that's affordable, visible and rewarding? Post a sign in the outfield advertising

your business. If the team hits a ball through the target, a randomly selected fan will win your prize, and Odds On Promotions will write the check. For the second year in a row, the Indianapolis Indians will hand over the keys to a randomly selected fan if a player hits a brand new Toyota Truck parked in the outfield.

7th Inning Stretch

Baseball Scratch, Match & Win

Want to hit a home run with baseball fans? Check out Odds On's Scratch, Match & Win game where every fan can win up to \$100,000, paid for by Odds On Promotions. Simply distribute cards to every arriving fan instructing them to scratch and then watch the score board during



VSW/SPW Patriot Games

\$100,000 Stars, Cars & Bars

Perfect for Flag Day or the Fourth of July, Odds On Promotions \$100,000 Stars, Cars & Bars Video Scratch & Win Game gives your customers the chance to win a new car, a gold "bar" or a consolation prize of your choice. Your customers simply pick six spots on the touch screen grid. If they locate six matching stars, they'll score a new car, and If they pick five, they'll win a "gold bar," and Odds On will write the check.





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

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DONATES THOUSANDS TO CHARITY
\$10,000 WINNER AT
SCHOLARSHIP FUNDRAISER

Normal, Ill. – Randy Mahring of Peoria, Ill. won \$10,000, paid for by Hole In One International, after he aced the 200-yard Hole 9 at the El Paso Golf Club during the Bill Wolf Scholarship Golf Outing. This was Mahring's first hole in one.

According to Mike McGrew with the Van Gundy Insurance Agency, who worked with Hole In One International to insure the hole in one contest, "Some great charities became the recipients of Randy's good fortune that day...he donated \$2,000 to the Bill Wolf Scholarship, \$1,000 to the Susan G. Komen Foundation, and \$1,000 to the St. Jude Children's Hospital. Hole In One

International is always easy to work with. The claims process went smooth and the prizes and win added a great deal of excitement to our tournament."



The Bill Wolf Scholarship Fund benefits students of the El Paso-Gridley High School, awarding two \$1,000 scholarships annually. This year's 92-person event raised \$6,600 for a total of over \$20,000 in four years.

Ready to give your tournament participants the chance to win big prizes? Visit our website today to start planning your hole in one contest!

WHAT YOU GET WHEN YOU INSURE WITH HOLE IN ONE INTERNATIONAL

HOLE IN ONE INTERNATIONAL OFFERS THE BEST HOLE IN ONE CONTEST INSURANCE IN THE BUSINESS

Add excitement to your company, charity or golf course tournament by offering valuable, attention-getting hole in one prizes without the risk of a payout. With Hole In One International, you offer spectacular hole in one prizes, and we'll assume the risk. We'll insure anything with a cash value up to \$1,000,000! When one of your lucky participants aced the target hole, we pay for the prize, your winner takes home the goods, and you sit back and take the calls from the press. It doesn't stop there either, when you book hole in one insurance with us you also get:

- Hole In One Contest Prize Coverage for your Choice of Grand Prize(s)
- Auxiliary Prizes for Additional Par 3 holes:
 - \$500 Visa Gift Card
 - Set of Nike Victory Red Irons
 - 32" Panasonic LCD TV
- FREE Full-Color Contest Signs and Tee Markers
- FREE \$50 Gift Card at 100ThingsToBuy.com for everyone in your event
- "A" (Excellent) Rated Underwriting
- FREE Coverage for Multiple Grand Prize Hole In One Contest Winners
- Low Price Guarantee



SIMPLE ROLL OF DICE PAYS OUT \$5,000

Casino sponsored Baseball Promo a Hit with Fans

Everett, Wash.—Johnoah Latta won \$5,000, courtesy of Tulalip Casino, and paid for by Odds On Promotions, in an on-field \$50,000 Dice Roll contest. To participate, fans signed up at the information booth and were randomly selected sometime between the fourth and seventh inning to come down on field and roll six, 16-inch dice featuring the Tulalip Casino Logo.

Latta rolled five of the six casino logos, winning himself \$5,000 paid for by Odds On. Other prizes for rolling fewer logos included tickets to future games, fleece blankets and other merchandise. According to Brian Sloan, General Manager of the Everett Aquasox

“Working with Odds On has been great. We have confidence that when we go out and pitch these promotions to our sponsors, that the insurance company that we’re working with is reputable and will be there when we have a winner.” In addition to the \$50,000 Dice Roll, the Aquasox also gave fans a chance to win \$10,000 during the bottom of the 6th in a **Grand Slam Inning promotion**, making for a very rewarding game night for fans.



2ND CHANCE \$1,000,000 EXTRAVAGANZA: A Winning Idea from the R.I. Lottery

Cranston, R.I.—With the goals of increasing sales and offering players added value for their participation in the New Year’s Eve Million Dollar Big Apple Raffle, the Rhode Island Lottery, with a little help from Odds On Promotions, offered players a “second chance” to win \$1,000,000 this February. Following a guaranteed New Year’s Eve draw, players could send in their non-winning entries in hopes of being selected as one of 100 “second chance” semi finalists. Each player and a guest was then invited to the Lottery’s 2nd Chance Extravaganza at Twin River Casino, where they were treated to dinner, a prize-packed goodie bag, and the chance to win cash and prizes all night long.

At the end of the evening, one lucky player, Rebecca Nero of Smithfield, got the chance to play for a prize valued between \$5,000 and \$1,000,000 in a Pick ‘Til You Win Game where Nero selected and opened envelopes until she collected 5 matching dollar amounts. The first envelope she picked held \$1,000,000, and the next had \$10,000 in it, she then selected four \$100,000 and five \$5,000 envelopes winning the \$5,000 prize! **“We received roughly 68,000 second chance entries. The promotion was very successful and we were extremely happy with the results...and so was Twin River, because the players spent most of their prize winnings in the casino after the party! It was a very exciting night and we are looking to run this promotion again next year,”** explained Rhode Island Lottery official, Melissa Juhnowski.



Rally Your Sales!

Call Odds On Promotions today at 888.827.2249

\$15,000 WINNER AT BASEBALL GAME

“Steal of a Lifetime” Promotion is a Big Success



Fayetteville, N.C.—Robert Cox is the proud owner of a brand new Nissan Versa, courtesy of Stewart Nissan, and paid for by Odds On Promotions, after Fayetteville SwampDogs' infielder Nick Natoli stole home during the seventh inning in a game against the Columbia Blowfish. To participate in the “Steal of a Lifetime” promotion, fans at “The Swamp” complete a registration form at the park for the chance to win a car if a SwampDog player is able to steal home during a designated inning. After Natoli stole home, Cox won the \$15,000 car, when his name was drawn from all of the entries collected.

According to Mark Wilderman, the SwampDogs' General Manager, **“We like our promotions to be as creative as possible and our sponsors just loved this. Everyone at Odds On was very helpful and the payout process went very smoothly.”**



Interested in turning any play into a big payday for your fans and sponsors?

Give Odds On Promotions a call today at 888-827-2249.

\$25,000 DIRECT MAIL WINNER

Las Vegas, Nev.—Here's a unique twist on the usual Las Vegas jackpot winner! Roger Tiller recently won \$25,000, paid for by Odds On Promotions, after the number on a direct mail piece he received from United Nissan, matched a number posted at the dealership. According to United Nissan's G.M. Robert Plakinger, hundreds came down to the dealership with their mailer despite the mid-August 100 degree heat, to see if they were one of the lucky prize winners who would be taking home an iPhone, a flat screen TV, a Nintendo Wii, a \$500 Vons gift card or the \$25,000 grand prize.

The response volume was no surprise for Brian Cierpial with Ideal Direct Ad Group who put together the promotion for United Nissan. Cierpial who has insured several of these scratch-based big prize direct mail promotions for auto dealers with Odds On notes, **“Our clients keep coming back, so we know it's definitely working for them. Odds On makes insuring contests easy and the claims process was easy too.”**



Email oopinfo@odds promotions.com or give us a call today at 888.827.2249.



SUMMER FUNDRAISERS

Want to increase awareness and raise more money for your cause this summer?

Odds On has a number of fundraising promotions that will

increase participation and donations, while giving your donors the chance to win life-changing prizes, paid for by Odds On!

Fishing Tournaments

Talk about baiting the hook! Give anglers in your tournament the chance to win their choice of a new boat or a boatload of cash for catching the biggest fish. If the biggest catch of the day matches our preselected weight, your lucky angler will win big, and Odds On will write the check.



Email oopinfo@odds promotions.com for our **Top Five Fishing Promotions** to get more lines in the water at your tournament.

Poker Runs

Planning a poker run? Up the ante this year by giving your run participants the chance to win brand new motorcycles, cars, boats, even \$50,000 in cash... without the risk of

payout with Lucky Hand

Poker Run. If a lucky contestant's hand matches the preselected winning hand, Odds On pays for the prize! Even better, Lucky Hand Poker Run automatically ranks every hand, making it easy to hand out self-sponsored prizes.



Duck Races

Imagine how many ducks you'll sell at your race when you give everyone who makes a donation to your cause the chance to win \$1,000,000, paid for by Odds On Promotions. If one of the first ducks across the finish line is the preselected Lucky Duck, the owner will win a serious nest egg, and Odds On will pick up the tab!



Download a copy of our **Top 10 Fundraising Promotions** at OddsOnPromotions.com

Success Stories

Rev Up Your Sales This Spring

According to Jen McGuire, Account Services, with The Toland Group, a full-service marketing advertising agency, **clients typically see a 40% increase in sales when using insured prizes as part of their sales promotions.** And that was exactly the case for Elk Grove Toyota, which recently gave customers the chance to win His & Her Toyotas, simply for stopping by the dealership and taking a test drive.



Interested in generating big numbers for your clients or dealership?

Email oopinfo@odds promotions.com or give us a call today at **888-827-2249.**

Win a "LOTTO" CASH @ 10pm!

This March, Incentive Plus Network, working in concert with Odds On Promotions, helped Granite Broadcasting MNT affiliate WMYD Detroit (DMA 11) run a free viewer lotto game with an unusual twist. Instead of using numbers in the

drawing, the game featured the station's shows, names of show stars and on-air talent. Viewers picked up free scratch-off cards at local WMYD advertiser locations, scratched off six

circles to reveal a random set of show and talent names and then tuned in during the nightly 10 p.m. newscast for a chance to win \$150,000. If the card matched that day's six names, the cardholder would win \$150,000 cash, paid for by Odds On Promotions.



To see a sample video and read more, visit www.OddsOnPromotions.com/winners.

\$16,500 Raised for Charity

DARRELL GWYNN FOUNDATION'S SPECTRACIDE HOT RODS & REELS™



Daytona Beach, Fla.—This February the Darrell Gwynn Foundation gave participants in their annual Spectracide Hot Rods & Reels™ charity fishing tournament, the chance to win \$1,000,000, paid for by Odds On Promotions. The tournament, which takes place on Lake Lloyd at the Daytona International Speedway, supports the Darrell Gwynn Foundation's Wheelchair Donation Program and Paralyzed Assistance Fund.

The event pairs foundation supporters and sponsors with the likes of NASCAR Drivers Greg Biffle, Martin Truex, Regan Smith, Bobby Labonte, and many more. Adding to the fun of the event, whoever catches the largest fish, gets the chance to win \$1,000,000 in a Lucky Envelope promotion insured by Odds On. Even though there was no \$1,000,000 winner this year, there were many other "winners," courtesy of the foundation. Darrell Gwynn and his staff made a special visit to the Speediatrics Unit at the Betty Jane France Pediatric Center at Halifax Hospital and presented the staff with a check for \$16,500. That was followed up by presenting an Orlando Magic-themed wheelchair to 11-year-old Kyle Darroch, making this one successful event.

Hit a Marketing Home Run This Season...See Inside for Details.

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