

**WE'VE AWARDED OVER
\$43 MILLION
IN CASH AND PRIZES**

We've got a game, contest or promotion for you.

Let's Go Win It: KSYN 92.5 & Indigo Sky Casino Give Away \$100K CASINO GRAND OPENING HAS BIG WINNER

Joplin, Mo. - "Let's go win it," said Janell Harris to her son when she heard that Kissin' 92.5 was giving the first 92 listeners to visit Indigo Sky Casino's Grand Opening Celebration the chance to win \$100,000 in their "92 Days of Summer" promotion.

The promotion, which the station used at various live appearances throughout June, July, August and early September, gave listeners the chance to win a variety of prizes for picking a winning combination of symbols playing Odds On's Video Scratch & Win Game, "Hot Spots".

If a lucky listener unveiled 6 winning symbols, he or she would win the grand prize, \$100,000, paid for by Odds On Promotions. To ensure lots of happy listeners, the station awarded a variety of self-sponsored "mystery prizes" including music, movie tickets, t-shirts and other sponsor prizes for those unveiling fewer winning symbols. Harris and her son, who not only heard about the promotion on the radio station, but saw the 92.5 "cruiser" headed towards Indigo Sky Casino, visited the live broadcast tent upon their arrival at the Grand Opening. While her son failed to find a "Hot Spot," Harris hit it big, locating all six winning symbol, becoming Indigo Sky Casino's first big winner on the final day of the station's \$100,000 promotion.

Along with adding to the excitement of the casino's grand opening, the promotion was an effective traffic-driver for a summer of live appearances. According to Steve Kraus, Programming Director

with Zimmer Radio, "We had so many people find 5 spots right in a row. And we'd announce that on air. And folks would come down to the broadcasts when they would hear that. Some people drove 45 minutes to come and play this promotion."

As for the Video Scratch & Win kiosk game, "The promotion was easy to run. You just plug it in and go. We took it to campgrounds, a fireworks store. It just doesn't get any easier from an execution standpoint."

Kraus continued "This is the biggest giveaway we've ever done. And

when we did the big check presentation, it was sort of like a Publishers Clearinghouse moment. It just goes to show you, you just never know what can happen."

Interested in making your next grand opening an even bigger event? Check out Odds On's complete line of **kiosk games and promotions** at www.OddsOnPromotions.com.



inside:



Tee to Green



Great Gas Giveaway



Baseball Promotions



\$1,000,000 Watch & Win



Fundraising Ideas

BIG IDEAS + BIG PRIZES = BIG RESULTS

Fast, Easy and Affordable Promotion Ideas
for May, June and July

GREAT GAS GIVEAWAY

Drive traffic and reward customers with the chance to win an awe-inspiring amount of free gasoline, with Odds On's Great Gas Giveaway Video Scratch & Win game. Available on a handheld tablet or portable countertop kiosk with optional ticket printing, this promotion will get customers lining up for a chance to unveil six spots on a touchscreen grid and win big. If a lucky customer can locate all six winning symbols, they'll drive home with a tanker truck full of free fuel, paid for by Odds On. Keep them coming back for more by awarding up to six secondary prizes. **For more information, visit our Online Game Library at: www.OddsOnPromotions.com/vsw-demos.**



PRIZE VAULT

Regardless of your venue or your promotional goals, Odds On's Prize Vault promotions are guaranteed winners! Simply place a replica of your prize inside our plexiglass vault and let shoppers try to crack the code and WIN. Better still, run an online Prize Vault contest and drive traffic to both your storefront and website! When a lucky player correctly picks the preselected number, your customer will win your grand prize, and Odds On will write the check.



SCRATCH, MATCH & WIN

Drive traffic and sales this summer by giving everyone who joins your loyalty club, visits your showroom, or participates in your event the chance to win up to \$1,000,000 for just pennies per person with Odds On's affordable Scratch & Win Cards. Card holders just scratch off a total of 6 surfaces and if they unveil 6 winning symbols, they'll score your grand prize, and Odds On will pick up the tab. **View sample cards and learn more at: www.OddsOnPromotions.com/miscellaneous/scratch-cards.**



BASEBALL CONTESTS

Give baseball fans the chance to win a new car, house or even \$1,000,000, paid for by Odds On Promotions (OOP), with a Grand Slam Inning, Game or Series promotion. Simply register contestants and if the selected big play occurs, a lucky fan will take home the prize, and OOP will write the check. Make this one even easier with OOP's new online contest registration—it's a great way to drive traffic to your website, increase your Facebook following, gather demographic data, and help your contest go viral.

Experience an online contest demo at:
www.OddsOnPromotions.com/sports/baseball.



TUNE IN, PLAY & WIN

Online Contest with "Play Code"
Ensures Viewer Participation

Raycom Media recently gave viewers across the country the chance to win up to \$1,000,000, paid for by Odds On Promotions (OOP), for tuning in daily to watch America Now to find out the "Play Code of the Day".

After receiving the daily code, viewers visited AmericaNowNews.com, and entered the contest using their email address and the "Play Code".

At the conclusion of this multi-day watch and win contest, one lucky contestant was selected from all of the registered contestants, and given the chance to win \$1,000,000 playing a Pick 'Til You Win Lucky Envelope promotion.

Judy Dunn from Union Grove, Ala., was the lucky finalist selected from over 40,000 registrations. Dunn was invited to her local station and presented with 40 "Lucky Envelopes," spinning in a prize drum, each of which contained one of three prize symbols (\$750, \$1,000 and \$1,000,000). Dunn selected and opened envelopes until she had five matching symbols, winning the indicated prize of \$750.

Lec Coble, Corporate Director of Marketing with Raycom Media stated, **"Odds On made this promotion easy to run—it was actually quite simple really. Everyone was very helpful. I was updated every step of the way. I couldn't have asked for better service."**



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ACE SCORES NEW RTV **Hole In One International Writes the Check**



Texarkana, Tex. — Buddy Deese of Texarkana recently won a Kubota RTV 400 utility vehicle, courtesy of Texarkana Tractor Company, and paid for by Hole In One International after he aced the 158-yard Hole 17 with a 7 iron at the Texarkana Golf Ranch during the 5th Annual Toy Bradshaw Benefit Golf Tournament. It was Deese's 3rd hole in one.

According to Tournament Director Ron Meadows, "This is our 5th year using Hole In One International's services. HIOI not only insures our hole in ones, but we order our hole sponsor signage from them too. Both processes are easy to do and we have always had a very quick turn around on signage delivery. This was our 1st hole in one. One of the biggest surprises was how quick and smooth the claim process was. It took less than two weeks for Texarkana Tractor to get the check from HIOI. WOW!"

The golf tournament is sponsored by the Christus St. Michael Health System Nurse Advisory Council and benefits the Toy Bradshaw Scholarship Fund at Texas A&M University-Texarkana and Domestic Violence Prevention of Texarkana. The tournament raised over \$9,200.

\$25,000 AVALANCHE OF CASH WINNER

Prize Awarded at New Mexico Casino

Bernalillo, N.M. – Richard Salazar of Rio Rancho recently won \$25,000, courtesy of Santa Ana Star Casino, and paid for by Odds On Promotions (OOP), playing Avalanche of Cash.

Every Saturday night during the promotion, the casino drew the names of 10 lucky players. Nine players received free play, and one instantly

advanced to the "grand prize round" for the chance to win up to \$100,000 in a multi-level Lucky Envelope game.

Starting at the top of the 4' x 10' game board, Salazar, with assistance from a cheering audience, began selecting and opening envelopes, getting ever closer to the \$100,000 grand prize. He kept opening the "More Cold Cash" envelope at each level, and on level nine, the Avalanche of Cash hit...and Salazar scored a \$25,000 insured secondary prize.

According to Robert Buhl, Promotions and Events Manager for Santa Ana Star

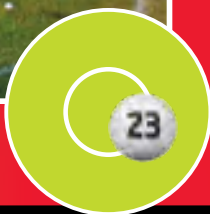
Casino, **"Our players love interactive promotions, when they feel they play a part in their own destiny! One of our loyal guests won the \$25,000, and it doesn't get any better than that. I want to give credit to our OOP representative, Brent Kelly. He is awesome and is always there to help my team with any questions or concerns...a great asset to OOP."**



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FEATURED PROMOTION

Fundraising Golf Ball Drop



Sponsoring a golf tournament this season? Looking for a unique way to raise additional dollars for your cause? A giant-prize golf ball drop is a fun way to attract additional sponsors, increase community involvement and raise more money! It starts with selling numbered golf balls. Prior to your drop, Odds On will preselect a few winning numbers. On the day of your event, you'll drop all of the balls onto a designated target from a cherry picker, hot air balloon, or helicopter. If any of the balls landing inside the target area, matches one of Odds On's preselected numbered balls, the owner of that ball will head home a winner, and we'll write the check.

Need to raise more money at your poker run, fishing tournament, or duck race? Check out ideas for these fundraising contests and many more at:

OddsOnPromotions.com/fundraising-promotion-ideas.



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6195 Ridgeview Court, Suite D
Reno, NV 89519

www.oddsonpromotions.com

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