



## JUST DUCKY! LUCKY YOUNG LADY WINS OVER \$10,000 ODDS ON PROMOTIONS WRITES THE CHECK

**Oswego, Ill.** – Kelsey Cuff of Naperville recently won over \$10,000 in the Rotary Club of Oswego’s 6th Annual Duck Race. Cuff won both a \$10,000 insured prize, which was paid for by Odds On Promotions, as well as a \$500 guaranteed prize,

which was provided by the Club, when the numbers on her first place finishing rubber duck (#0048) – which had been purchased by her father for \$5 - matched one of Odds On’s 25 pre-selected Lucky Duck numbers.

According to Duck Race chairperson Jennifer Jones-Sinnott with Brian Feltes & Associates, the club releases 2000 numbered ducks, each of which has a corresponding “ticket,” into a tributary of the Fox River. The event raised roughly \$7,500, which is distributed by the Rotary Club’s Foundation to community (75%) and international (25%) causes.

The Rotary Club’s Duck Race is a part of PrairieFest, Oswego’s four-day community celebration. Cuff, a Junior at Augustana College, used her winnings to help cover her college expenses.

“It’s so funny to say ‘claim’. A ‘claim’ is usually a bad thing, But in this case - it’s a great thing. We had a winner. We just filled out the forms, got it certified. It was very efficient. I’ve been insuring this event-with Odds On-since 2007. Zak, our rep, is amazing. I am always happy to provide a reference for him. The insurance does add to the event.”

– Jennifer Jones-Sinnott,  
Duck Race Chairperson



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

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



Drop golf balls from a helicopter above a target and if the number on the balls closest to the target match a pre-selected list, Odds On Promotions pays for the prize.



Contestants will give big to roll a set of custom dice for a chance to win amazing prizes!



Give your contestants the chance to select from numerous sealed envelopes containing various prize levels.

## GOLFER WINS NEW DODGE CHALLENGER

### CAMINO REAL ROTARIANS & DICK POE AWARD NEW CAR

**El Paso, Tex.** – Roberto “Bobby” Sanchez of Anthony, N.M. recently won a Dodge Challenger, valued at \$25,000, courtesy of Dick Poe Dodge-Ram, and paid for by Hole In One International.

Sanchez won his choice of Dodge vehicles after aicing the 201 yard Hole 17 at Butterfield Trail Golf Course during the 2nd Annual Camino Real Rotary Club Golf Fundraiser. This was Sanchez’s second hole in one but his first big hole in one prize.

The tournament is a fundraiser for the Camino Real Rotary Club of El Paso. The event helped to raise money for the club’s “Operación de Corazón en Niños”, a program which assists low income children with congenital heart disorders in the border communities of El Paso and Juarez, Mexico.

“We were very excited to participate and sponsor this event which contributes to the improvement of the quality of health of children suffering from congenital heart problems,” stated Joe Mailander, general manager of Dick Poe Dodge-Ram. Mailander explains, “We not only received press coverage in the El Paso Times, but the El Diario de El Paso



too. You know, this was Bobby’s first tournament since his retirement. He shot into the wind - no one could believe it when it went in. We insured a number of events every year. We’re already working with the Rotary Club to cover it again.”

### LOOKING FOR AN AFFORDABLE WAY TO SUPPORT A GREAT CAUSE IN YOUR COMMUNITY?

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

## WITH A ROLL OF THE DICE, WOMAN WINS NEW HARLEY

### ODDS ON PROMOTIONS WRITES THE CHECK



**Riverside, Calif.** – This March, Barbara Collins won a 2014 Harley-Davidson Fat Boy Lo, courtesy of Riverside Harley-Davidson, and paid for by Odds On Promotions.

Collins won the sweet ride after she rolled a set of six customized 1” dice spelling out H-A-R-L-E-Y. The dice roll, which was held during a two-day promotional event, gave everyone who visited the dealership the chance to roll for a new ride. According to Katie Williams, who helped run the promotion, customers were lined up out the door—on both days, waiting for the chance to roll and win.

According to Riverside Harley-Davidson’s Assistant General Manager, Kristen Kunzeman, “The dice roll added to the event. We’ve run events like this in the past, but we’ve never had a winner. You don’t really expect it, but everything—the claim process—everything, went very smooth. Working with Odds On was very easy.”

### LOOKING TO DRIVE TRAFFIC TO YOUR LOCATION?

Email: [oopinfo@odds promotions.com](mailto:oopinfo@odds promotions.com)  
Visit: [www.OddsOnPromotions.com/Retail](http://www.OddsOnPromotions.com/Retail)  
Call: (888) 827-2249

# GET IN THE GAME:

YOUR 2014/2015 FOOTBALL MARKETING & PROMOTIONS PLAYBOOK

SCORE INCREASED TRAFFIC, SALES AND BIG POINTS WITH YOUR CUSTOMERS THIS FALL WITH A GIANT-PRIZE FOOTBALL PROMOTION!



## PICK 6, WIN PRIZES

Odds On's Pick 6 Football promotion is a fun, easy and customizable way to give everyone the chance to win up to \$100,000, for a very affordable price! Customers simply select 6 spots on a handheld tablet's touchscreen winning insured and self-insured prizes based on how many winning symbols they reveal. If they locate all 6 winning symbols, they'll score your grand prize, and Odds On will write the check. Game can be programmed for up to six different kinds of self-sponsored secondary prizes (i.e. tee-shirts, logo'd merchandise, etc). Demo at: [www.OddsOnPromotions.com/football-playbook](http://www.OddsOnPromotions.com/football-playbook)

## FOOTBALL SKILL CONTESTS:

KICK FOR CASH, PUNT FOR PRIZE, OR TOSS FOR TREASURE

Put your organization at center field while giving customers the ultimate thrill: the chance to win amazing prizes, paid for by Odds On. If a lucky fan has the skills to kick one through the up-rights, punt into the back of a pick-up, or throw the perfect spiral, they'll score your grand prize and we'll write the check! Want to showcase your company/brand while driving traffic to your website? Ask about our hassle-free online contest registration.

More on-field promotion ideas at: [www.OddsOnPromotions.com/Sports/Football](http://www.OddsOnPromotions.com/Sports/Football)

## ONLINE PLAYS THAT PAY

Generate viral buzz while driving traffic to your website, social media pages and storefront with Odds On's Plays that Pay Online Football Game. Odds On will create a customized online Lucky List game featuring 10 football plays. You'll place the contest on a dedicated web or social media page and promote the chance to win big. If a lucky fan can put the list of plays in just the right order, they win your grand prize, and Odds On will write the check.

Demo at: [www.OddsOnPromotions.com/football-playbook](http://www.OddsOnPromotions.com/football-playbook)



## CRACK THE CODE

Give your customers the chance to "crack the code" and score incredible prizes with any of Odds On's new Prize Vault promotions. Simply advertise the chance to win for stopping by your location and entering a lucky code. If someone guesses just the right combination, they win the prize and Odds On pays the price! Available in a variety of formats from countertop kiosks, to an online game, to our larger-than-life custom "vaults," which are perfect for when you want to engage and entertain a crowd.

Demo Game: [www.OddsOnPromotions.com/Prize-Vault](http://www.OddsOnPromotions.com/Prize-Vault)

## LUCKY HAND POKER RUN

Hosting a Poker Run, whether on land or sea, is a fun way to raise funds while driving traffic to a series of sponsor locations. Simply register your contestants and give them a list of five sponsor locations to visit. At each sponsor's location, contestants randomly draw a playing card. After visiting all locations, they proceed to the final stop and enter their five cards into our Verification Computer. If their hand matches the preselected winning hand, Odds On pays for the prize! Better yet, the computer will tally the highest hands for easy administration of self-sponsored prizes.

Learn More: [www.odds promotions.com/non-profit/lucky-hand-poker-run](http://www.odds promotions.com/non-profit/lucky-hand-poker-run)



## ONE MORE MIRACLE: MAN WINS DODGE AT OUTREACH EVENT

PROMOTIONAL GIVEAWAY PART OF SPORTSMAN'S EXPO



Chickamauga, Ga. - Larry Griffith of Rock Spring won a 2014 Dodge Ram truck at the Oakwood Baptist Church's Northwest Georgia Sportsman's Expo, courtesy of Jenkins Chrysler Jeep Dodge, and paid for by Odds On Promotions.

Griffith won the new truck, which was the grand prize in a fundraising raffle, after he selected a Money Bag containing the lucky prize-winning envelope.

Billed as "A day full of wild game, wild life, music, and a life-changing message," the Expo also featured a wild game dinner, a gun raffle, hunting supplies, a car and motorcycle show, music and activities for children.

According to Scott McSpadden, Director of Men's Ministry with Oakwood Baptist Church, the Expo is a key outreach activity run by the church's Woods and Waters Ministry, and drew approximately 800 attendees.

"It was a really big day-and we were hoping for one more miracle. Having a big winner like that was exciting. It ended everything with a big boom," continued McSpadden.

Mark Jenkins, owner of Jenkins Chrysler Jeep Dodge, who sponsored the Dodge Ram giveaway, stated, "I attend church at Oakwood - that's how I got asked to sponsor. I wasn't at the event, but I understand it was very exciting. The payout, the giveaway and everything that went down after the event - it all went really well. We will absolutely use Odds On Promotions again."

Watch the big event: [www.odds promotions.com/winners](http://www.odds promotions.com/winners)

# FEATURED RETAILER PROMOTION

## THE ULTIMATE 12TH MAN

Furniture Store Pays Out Over \$70K in Rebates, Odds On Writes the Check



**Tacoma, Wash.** – How does a lifelong Seattle Seahawks season ticket holder and furniture store owner support the home team during their second ever Super Bowl appearance? By running a 12th man sale where shoppers could score free furniture, courtesy of Odds On.

This past February, Harkness Furniture gave Washington furniture shoppers the chance to get 12% off sale prices, \$12 delivery, free 12 month financing plus the chance to get a 100% rebate on their furniture purchases, if the home team returned the opening or second-half kickoff for a touchdown during February’s big game.

According to Harkness Furniture owner and Seattle football fan David Harkness, the promotion was designed to support the team, to play off Seattle’s 12th man concept, and, hopefully, drive a bit of additional traffic and sales before what was expected to be a “dead” weekend. As it turned out, the Kick Return Rebate ended up being a major customer relationship coup as well as publicity windfall after Seattle’s Percy Harvin returned the second-half opening kickoff for a touchdown.

What’s more, because the Tacoma based retailer opted to throw a huge rebate celebration party when it came time to distribute the checks, the local media turned out in droves, giving Harkness Furniture valuable radio and television coverage well after the big game buzz had died down.

“ This was our first time doing a promotion like this. It was a little intimidating. But the word of mouth - as well as the customer response - has been amazing. We’ve had so many new customers tell us they heard about the promotion and so many of our winners have told us they are customers for life. It’s no accident that our 1st quarter is the best we’ve had since the recession started. ”

– David Harkness, Owner, Harkness Furniture

Looking for inspiration? Check out our Football Promotion Highlight Reel of successful promos and top football traffic-drivers at:

[www.OddsOnPromotions.com/football-playbook](http://www.OddsOnPromotions.com/football-playbook)

# FEATURED CASINO PROMOTION

## BIG GAME, BIG PLAY, BIG CHECKS Back to Back Kick Returns Leads to Happy Casino Players in Reno



“ I did not think the excitement from last year could be matched, This year was even better. Guests were jumping up and down, hugging each other, and cheering. There was a genuine disbelief that this could be done two years in a row. It was exciting in 2013 when three guests won \$100,000 each. Now we have six \$100,000 winners in the last 12 months. It is awesome. ”

– Craig Pleva, Director of Casino Marketing for Atlantis Casino Resort Spa – [atlantiscasino.com](http://atlantiscasino.com)

**Reno, Nev.** – How do you beat giving away \$300,000 on Super Sunday? By doing it two years in a row! After handing out \$100,000 to three lucky players following Jacoby Jones’ 2013 Super Sunday kick return, Reno’s Atlantis Casino Resort Spa opted to double down, giving their patrons the chance to score big cash prizes again this year with a little help from Odds On Promotions.

Guests who participated in the casino’s Big Bowl Bash parties each got a chance to win the big bucks if the opening or second-half kickoff was returned for a touchdown. So you can imagine the response when Seattle wide receiver and kick returner Percy Harvin broke free from the defense and ran back the opening kickoff of the second half for a touchdown.

Pleva noted, “Odds On Promotions was quick to respond and offered a great prize element to our event.”

Looking for inspiration? Check out our Football Promotion Highlight Reel of successful promos and top football traffic-drivers at:

[www.OddsOnPromotions.com/football-playbook](http://www.OddsOnPromotions.com/football-playbook)

# FEATURED FOOTBALL PROMOTION

## \$420,000 PAYOUT TO 12 WINNERS Auto Dealer Increases Traffic, Odds On Assists



“ We were looking to boost our visibility to get some local coverage. We were hopeful, but we didn’t actually expect that we’d end up giving the money away – or getting this volume of national attention. We were very satisfied with the results of the promotion. I am already looking forward to doing similar promotions this year. ”

– Mike Gates, General Manager, Jet Chevrolet

**Federal Way, Wash.** – When Mike Gates, the G.M. for Jet Chevrolet contacted Odds On Promotions about creating a traffic and sales-driving football promotion, he was hoping to grab some attention in the local press.

But, after Seattle trounced New York, 23-0 last December, what he ended up receiving was a tsunami of national publicity. That’s because the dealership’s “Shutout Payout” promotion ended up awarding \$420,000 in prizes, courtesy of Seattle’s outstanding defense, and paid for by Odds On!

According to Gates, the dealership ran a series of ads on their local sports radio affiliates and in the local paper, offering 12 lucky people the chance to win \$35,000 if the Seahawks shutout New York.

To participate in the “Shutout Payout” promotion customers needed to visit the dealership during the four-day sales event and complete an entry form. And, if a customer opted to purchase a car, they received a bonus – an additional 100 entries.

When Seattle held New York scoreless, it meant the big prize offer suddenly became big news – both in Seattle, as well as being featured online on sites such as Bleacher Report and ESPN.

Looking for inspiration? Check out our highlight reel of successful football promos and some of our top football traffic-drivers at:

[www.OddsOnPromotions.com/football-playbook](http://www.OddsOnPromotions.com/football-playbook)