

OnTarget

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

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PASS, PUNT & PIZZA!

\$10,000 FOOTBALL HALF-TIME CONTEST WINNER INSURED BY ODDS ON

Las Vegas, N.M. – Last season during halftime at a New Mexico Highlands University (NMHU) football game, Charlie Carney of Chico, Calif. successfully passed, punted and kicked his way to a \$10,000 prize, courtesy of JC's New York Pizza Department and paid for by Odds On Promotions.

In order to participate in the football contest, fans needed to visit JC's New York Pizza Department and make a purchase, receiving one contest entry for every \$25 spent. Fans then filled out their entries and submitted them at the game for a chance to be selected to participate in the on-field contest. Carney, who was visiting his brother who plays for NMHU, got the chance to win big after his name was drawn during the first half.

At half-time, Carney began at the back of

the end zone, passing as far as he could toward the opposite end zone. From where the ball landed, Carney then punted down field. With his brother holding the ball, Carney nailed the 30-yard field goal attempt winning the \$10,000 prize.

According to Jim Deisler, Assistant Athletic Director, "Our Odds On Representative, Linda Thomson, was really helpful. She took the time to explain everything, answer all of our questions



"You are always a bit skeptical about these kinds of things, but really there was never any question. The whole process was very smooth. We were very pleased with the speed of the claims process,"

– Jim Deisler,
Assistant Athletic Director,
New Mexico Highlands University

– she even suggested alternative ways to run the promotion to keep it affordable for the sponsor."

Joaquine Garofalo, the general manager of JC's Pizza, who sponsored the big prize contest commented, "Having a winner is so fantastic! It is so great to be in partnership with NMHU and the community of Las Vegas, where we all can support each other and have some fun."

 [VIEW VIDEO ON OUR WEBSITE](http://www.OddsOnPromotions.com/winners)
www.OddsOnPromotions.com/winners

Don't sit on the sidelines and miss your chance to score more sales! Get in the game this Fall with a football promotion from Odds On!

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Scoreboard Payoff
Make every customer feel like a winner with Scoreboard Payoff pull-tab cards!



Target Tosses & Perfect Punts
Give fans the chance to test their skills and win a giant prize. If someone has the winning touch, they'll score an amazing prize and Odds On will pick up the tab.

Download our 2015 Football Promo Planning Guide at www.oddsonpromotions.com/football-playbook



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MAN WINS NEW CAR AT CHAMBER TOURNAMENT

HOLE IN ONE INTERNATIONAL WRITES THE CHECK

Paris, Tenn. – Congratulations to Kevin Watkins of Paris who recently won a brand new Ford Focus, courtesy of Joe Mahan Ford, and paid for by Hole In One International.

Watkins won the vehicle during the Paris Henry County Chamber of Commerce 2015 Member Appreciation Golf Tournament, when he aced the 194-yard 13th hole with a 5-iron at the Tennessean Golf Club. This was Watkins' 3rd hole in one.

According to Kenitha Ferguson with White & Associates - Wimberley Agency, who assisted Joe Mahan Ford with coverage, the dealership has been insuring this tournament since 2011.

"The dealership is just thrilled with the response. It was the talk of the country club when it happened, and people were still talking about it at the chamber coffee last month,"

– Kenitha Ferguson, Insurance Agent, White & Associates-Wimberley Agency

"The Chamber event – that is just one of many events the dealership sponsors, and it's just one of the golf events our agency insures," explained Ferguson.

"This was our first big winner, and you know it was a bit nerve-wracking. But Hole In One International is very easy to deal with – they just make it easy – and the claims turnaround time was very quick," Ferguson noted.



LOOKING TO GET PEOPLE TALKING ABOUT YOUR BUSINESS?

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Or, for a fast, free instant quote visit our website at www.HoleInOneInternational.com

STUDENT NETS \$10,000 AT BASKETBALL EVENT

ODDS ON PROMOTIONS PICKS UP THE TAB

Poughkeepsie, N.Y. – Last October, Matthew Kark found out what it's like to be the Big Man on Campus.

That's because Kark, a senior at Marist College, won \$10,000, paid for by Odds On Promotions, after netting an impressive half-court basketball shot during Marist Madness, the school's official Midnight Madness event.

According to Andy Alongi, Assistant Athletic Director - External Affairs, Marist Madness was revived this year by request of the student government. Organized to generate excitement in preparation for the coming basketball season, Marist Madness gave students the chance to meet the basketball teams and participate in a variety of contests and games, culminating in one randomly

selected student getting the chance to win \$10,000 in the half-court shot contest.

The event attracted between 800 and 900 students – filling the student section of McCann Arena. Of course, for us, the best part is the response of the students, not to mention the members of the men's and women's basketball teams after Kark drained it from center court. But why take our word for it when you can see it for yourself. ▶



Photo and video courtesy of **Marist Athletics**.

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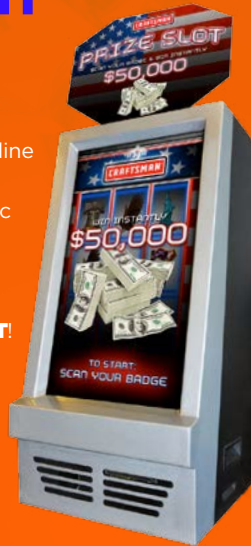
TRADE SHOW IDEAS FOR EVERY BUSINESS

Give trade show attendees a compelling reason to make a beeline to your booth with a giant-prize promotion from Odds On.



Imagine how much more traffic you'll drive when you give qualified show attendees the chance to spin the reels and score a prize with Odds On's new customizable **PRIZE SLOT!** Or give everyone who visits your booth the chance to "Crack the Code" and score an amazing prize with Odds On's **PRIZE VAULT!**

Download our free Trade Show Promotions planning guide at: www.OddsOnPromotions.com/events



TAKE ME TO THE BANK

Need a fun and effective way to capture email addresses and drive both web and foot-traffic? Are you a radio station that needs additional tune in? Give your customers the chance to win amazing cash and prizes in an online Lucky List game from Odds On! Fans just visit your website and enter their email address. After completing a quick, customizable registration form, contestants put a list of 10 items in a winning order. If

a lucky customer gets all 10 in exactly the right order, he or she will win \$10,000, \$50,000, \$100,000 or more, and Odds On will write the check. This promotion can be customized to feature your business logo and can be "play-code" activated to drive foot-traffic or radio station tune-in.

ROLL FOR DOUGH

Looking for a fun promotion that's sure to entertain a crowd in any venue? This summer give your customers the chance to roll the dice and score a giant prize with Odds On's customizable 1", 4", 8" or larger-than-life 16" dice! If a lucky contestant can roll a winning combination of logos or letters (i.e. M-O-N-E-Y, N-E-W-C-A-R, S-U-M-M-E-R) they'll score your grand prize, and Odds On will pick up the tab!



RETURN FOR RICHES

Drive traffic to your web or social sites with a Lucky Fan(s) of the Week Return for Riches promotion! You'll select a grand prize that showcases your business and advertise the chance to win big by registering at your location or online using Odds On's customizable contest registration. Prior to your chosen game of the week, randomly select a customer - or a group of customers rewarding them with a guaranteed prize (and/or tickets to the big game). If the opening or the second half kick-off is returned for a touchdown your Lucky Fan(s) will score your prize, and Odds On will write the check.



MAN SCANS & WINS \$20,000 PRIZE

ODDS ON PROMOTIONS PAYS FULL RETAIL

Wesley Chapel, Fla. - Charles Schmidt recently won \$20,000, courtesy of Hyundai of Wesley Chapel, and paid for by Odds On Promotions, during Wesley Chapel's \$20,000 Moneyplay Prize Giveaway. Schmidt won the big cash prize after he scanned a barcoded mail piece at the dealership.

The scan and win direct mail promotion, which was developed for the dealership by Traffic Advertising and PERQs, gave recipients the chance to win a variety of prizes ranging from gift cards to iPads to golf carts, simply for presenting the mailer at the dealership and scanning the barcode to find out what they had won.

According to Allyson Frazier, Account Coordinator with Traffic Advertising, the dealership's advertising agency, "We run several promotions with a number of different dealerships, and we offer a variety of prizes. It's one thing to give away gift cards, and iPads - but giving away big prizes like a car or the chance to win \$20,000, it really does make a difference. Maybe they aren't expecting to make the purchase, but they end up buying because they are there."

"Not only was this mailer effective in driving lots of foot-traffic, but the dealer sold cars. And of course everyone was so excited that we had a winner. I think Mrs. Schmidt was even more excited than Mr. Schmidt," continued Frazier.

**"The big prizes bring people in,
they get people excited."**

- Allyson Frazier, Account Coordinator, Traffic Advertising



Learn more about giving everyone who receives your direct mail the chance to win a life-changing prize at www.OddsOnPromotions.com

FEATURED PROMOTION

FISHING TOURNAMENT ANGLER REELS IN \$33,000 TRUCK ODDS ON PROMOTIONS PICKS UP THE TAB

Longview, Tex. – This May, Mike Hunter of Longview won a brand new \$33,000 truck, paid for by Odds On Promotions, during the KYKX 105.7 Big Bass Bonanza. Hunter won his new ride when the bass he caught weighed in at exactly 5.700 lbs.

According to Harlen Lobley, Director of Sales for Alpha Media, the multi-day tournament is one of the best known fishing events in East Texas, attracting roughly 1,500 anglers. Along with the chance to win a truck in the Exact Weight Match promotion, the tournament also featured hourly prizes and a grand prize package valued at over \$100,000.

“We’ve been running the Exact Weight promotion for many years now. We chose 5.700 because one of our stations is 105.7. Mike thought the fish was about 5-6 pounds so he figured he had a good chance to win \$300 for catching the 2nd place big fish that hour. It was a real shock when we realized the fish weighed in at exactly 5.700,” explained Lobley.

“We’ve had anglers come close before, but this was really exciting. Folks are still talking about it,” he continued.

“Our Odds On Rep, Evelyn Golding, is fun to work with. She’s prompt, professional and has great ideas. We’ve done several promotions together - Mystery Mascots, Hot Air Balloon Dice Drops, Lucky Reindeer - but this was our first winner. The claims process went exactly as I expected it would. There were no problems - no surprises. I was very happy with the claims process, and the contest sponsor is very satisfied,” noted Lobley.

Watch how the crowd reacts when they realize Hunter has the winning fish! ▶



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www.OddsOnPromotions.com/winners



Odds On Promotions offers contests to fit any situation or budget! Hook everyone’s attention with an exciting promotion designed to give them a reason to notice you.

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