



HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

ODDS ON PAYS OUT OVER \$470,000

Big Plays Made in First Four Weeks of NFL Season Lead to Lots of Happy Winners!

Reno, Nev.—Just four weeks into the NFL season, Odds On Promotions paid out over \$470,000 in Return for Riches football promotions across the U.S.

From Atlantic City, N.J. to Coeur D'Alene, Idaho and a dozen spots in between, Odds On Promotions has handed out tens of thousands in cash prizes to casino players, restaurant, bar and night club customers, new car buyers, and we even picked up the tab on a brand new Lennar home in Arizona.

The first big winners of the season were 32 new car buyers at Mastria Auto Group in Raynham, Mass. Any customer who purchased and took delivery of a qualifying vehicle during Labor Day weekend had a chance to win a \$5,000 rebate if the New England Patriots returned an opening kickoff for a touchdown in the NFL season opener. Thanks to Brandon Tate's spectacular 97-yard second-half kickoff return that's exactly what happened. "We are huge fans of the Patriots, so getting an opening day win combined with giving back \$160,000 to the lucky 32 customers that participated in this promotion, we could not be more thrilled," stated Rick Mastria, President/CEO of Mastria Auto Group.

The largest single winner—so far this season—was Dave Johnson of Surprise, Ariz. who won a brand new home in Lennar's Take It to the House promotion when the Arizona

Cardinals' La Rod Stephens-Howling returned the opening kickoff 102 yards against the Oakland Raiders.



Instead of the winner-take-all prize contest format, a very popular trend this year is to reward groups of customers. After Brandon Tate's outrageous 103-yard kickoff return against the Dolphins, patrons at the Ego Bar and Lounge at the Trump Taj Mahal in Atlantic

City, N.J. shared a \$25,000 prize!

According to Rick Casagrande, Director of Marketing for Trump Taj Mahal, a total of 316 registered casino players were on hand to share a \$25,000 prize. "We love the Return for Riches promotion. The perception is that it is very

possible to win. And this year, the reality is that there is a very good chance to win. This kind of promotion makes for good customer loyalty," said Casagrande.

With the BCS, NFL Playoffs and the Super Bowl just around the corner, Risk Manager Zak Woodhead points out,

"There's never been a better time to run this kind of promotion. This is the first time in 40 years that there's been at least one opening kickoff return each week. Who knows what the coming games will bring!"



Read more about all of Odds On Promotions big kick return winners and get an updated prize total: www.OddsOnPromotions.com/KickReturnMania



\$10,000 awarded to The Trophy Club



\$10,000 awarded to Nighthawk Bar



\$5,000 awarded to Bobby McKee's Irish Pub



PRO WINS TRIP TO PEBBLE BEACH

TOURNAMENT RAISES \$15,000

St. Joseph, Miss. – This December, Golf Pro Randy McGohan will be heading to Pebble Beach, courtesy of Roger’s Home Medical and Pharmacy, and paid for by Hole In One International, after he aced 208-yard, Hole 6 at the Moila Shrine Country Club during the 2010 Shriner’s Hospital Fundraiser with a 3 Hybrid.

According to Tournament Director Ross Ingersoll with Ingersoll Insurance, this year’s tournament raised a total of \$15,000 for the hospital. According to McGohan, being the acemaker was a different experience, “I’m used to being the one who’s calling in to report a hole in one—not the one winning the prize. But you guys make it so easy.” A sentiment which was echoed by Ingersoll, “We sponsor a number of tournaments each year. It’s good PR. Working with Hole In One International is always easy and the claims process was very smooth.”



FIRST EVER HOLE IN ONE AT AGE 72

\$15,000 WINNER AT CHURCH OUTING

Bangor, Maine—Robert Farrell of Hanson, Mass., recently won \$15,000, courtesy of ERA Dawson Bradford, and paid for by Hole In One International, after acing the 151-yard Hole 5 at the Rocky Knoll Country Club during the 7th Annual East Orrington Congregational Church (EOCC) Charity Tournament with a 5 Iron. It was the 72-year old’s first hole in one. According to Joe Simpson, Men’s Group Leader and the sponsor of the \$15,000 hole in one contest, the 36-player event raised \$1,500 for the EOCC discretionary fund, which is primarily used to provide heating assistance

to local families in need during the winter months. According to Simpson, “We think having the winner will definitely build momentum for next year. The tournament has offered hole in one prizes before, but this was the first time I’ve ever used hole in one insurance. I will definitely be using Hole In One International again. In fact, I’ve already talked about including a giant-prize putting contest for next year.”

Interested in building momentum for your golf event? Hole In One International can help! Call 800-827-2249 today for an instant quote or visit us at www.HoleInOneInternational.com.





QUICK PROMOTIONS for Q4

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.

Winning Winter Wonderland

Want to drive traffic while doing something amazing for your community? Give everyone the chance to win a new car or \$100,000, paid for by Odds On Promotions, in exchange for making a donation this holiday



season. With Winning Winter Wonderland, your patrons will try to locate six presents on a touchscreen grid,

winning prizes based on how many presents they find. If they find all six, they'll win \$100K in Holiday Cash, and Odds On will play Santa!

What's in Santa's Sleigh? \$100k Dream Wedding Giveaway

Lucky List promotions are a great way to engage customers and drive foot traffic. You simply select 7-10 items: whether it's presents in Santa's Sleigh, everything a bride might need for a wedding, the winners of this year's Academy Awards, or the top finishers of the Daytona 500, and invite your customer's to put the items in the right order. Get them exactly right, and they'll score a giant prize, courtesy of Odds On.



Big Buck Bowl Games & Giant Playoff Payoffs

Need ideas for capturing customers during the BCS, NFL Playoffs and on Super Sunday itself?

Odds On's got game! Check out our Big Game, Big Prize Planning Guide online at

www.OddsOnPromotions.com/BigGamePlanner



Heat Up Your Sales With Snow

Who wouldn't love to win a 100% rebate on their holiday purchases? With a weather Conditional Rebate promotion, you can give your customers the chance to get a full refund on their purchases if it snows on Christmas or New Year's. If Mother Nature lets those snowflakes fly, Odds On will write a check for all purchases made during your promotional period.

Net More Sales at Center Court

Put your business at center court and watch your sales soar! Odds On Promotions has dozens of ways to help you showcase your product and net more sales during basketball season. From Half-Court Shots to Court Bowling, to our giant prize Championship Challenge contest, we can help you leverage the excitement surrounding the men's college basketball tournament in March and April.

Check out our favorites at:

www.OddsOnPromotions.com/BigBasketballIdeas



\$10,000 WINNER AT BIG EAST TOURNAMENT

Rewarding Jumbo Dice Roll in Connecticut

Hartford, Conn.—Donald McAllister of Manchester won \$10,000, paid for by Odds On Promotions, after winning the New York Life Big East Cube Toss during last year's Women's Big East Basketball Tournament at the XL Center.

Each day during the tournament, New York Life gave eight fans the chance to win the \$10,000 prize. Contestants first needed to register at the New York Life booth, where if they were one of the lucky finalists, they got to head on down to center court and roll three 16-inch cubes each featuring a single New York Life logo and a number of brand messages. If the contestant could

successfully roll the three New York Life logos, they'd win



\$10,000, and Odds On Promotions would pay for the prize.

On the second day of the tournament, McAllister's name was drawn. After the first contestant failed to roll a winning combination, McAllister stepped up and rolled three New York Life logos, winning himself the \$10,000 prize.

The promotion generated a total of 1,452 registrations which were shared with the local New York Life office for follow up.

Want to boost publicity, generate leads and maximize your sponsorship at the local stadium, arena or ballpark? Odds On Promotions can customize a promotion to help you do just that.



WATCH McAllister's Winning Roll for Dough:

www.OddsOnPromotions.com/winners

GRAD STUDENT WINS \$10,000

Scores Big in Half-Court Basketball Contest

Blacksburg, Va.—Virginia Tech graduate student Grant Howerton scored \$10,000, courtesy of Maple Ridge Townhomes and Collegiate Suites, and paid for by Odds On Promotions, after he successfully netted a half-court basketball shot during halftime at a Virginia Tech-Boston College basketball game.

According to Howerton, "I felt no pressure at all shooting this from half court ... because, after all, who's going to make a shot from half court?" Well, evidently Howerton can, and now has \$10,000 to prove it.

According to Jeff Shumate, Associate GM with Virginia Tech ISP Sports Network who put together the sponsorship package that included the \$10,000 shot, "When he made it, I was a little nervous. You know, were all the i's dotted, the t's crossed, but everyone was on it. I remember texting my Odds On Rep from the game to let her know we had a winner and thinking...now what? But really, it was just a picture perfect story. Turns out the guy used to live at Maple Ridge. And of course we put him on TV on our Sunday morning Coaches Report on Comcast <SportsNet> where the sponsor presented a big check."

In addition to the television coverage, Howerton's story appeared in the local paper and the sponsor has renewed for the 2011 season.



WATCH Howerton's money shot

www.OddsOnPromotions.com/winners

Interested in giving fans the chance to score up to \$1,000,000 during a basketball game? Email oopinfo@odds promotions.com or give us a call today at 888.827.2249.

MAN WINS \$25,000 CAR WITH HIS DRIVER'S LICENSE

Auto Dealer Uses Posted Number Promotion to Drive Traffic

Owasso, Okla.—Randy Scott of Coweta recently won his choice of a boat, a truck or \$25,000 in cash, courtesy of Classic Chevrolet in Owasso, and paid for by Odds On Promotions. Scott won the chance to pick one of these three amazing prizes after the last six digits on his driver's license number matched a "lucky number" posted inside the dealership.

According to Keith Haney, owner of Classic Chevrolet, "We advertised the promotion on TV, radio, in newspaper inserts, on our internal email lists and service lists. Everywhere! We had a record month in May. Heck, we're running it again—right now. We upped the prize to \$35,000 and traffic is up. We have customers coming in week after week to see if they've won." As for the claims process, Haney noted, "It was great. After everything checked out as legit, it went very smooth."

After Scott's big win, the dealership made the most of it and immediately created a commercial featuring Scott explaining how he won and what prize he chose which was then run on television and posted to the dealership's social networking sites.

For his part, Scott opted for the \$25,000 cash prize, and Odds On Promotions wrote the check.



WATCH video



WOMAN WINS MOTORCYCLE IN "LUCKY VIN" REBATE PROMOTION

Gets 100% Rebate on Recent Bike Purchase



New Berlin, Wis.—When Amy Bates of Brookfield purchased a motorcycle from Hal's Harley-Davidson, she never dreamed that she'd be getting a 100% rebate on her purchase, paid for by Odds On Promotions, but that's exactly what happened when the VIN on her new bike matched a preselected "Lucky VIN."

However, no one was more surprised than Kirk Topel, owner of Hal's Harley-Davidson. "We were shocked—just stunned that we had a winner. We've used prize insurance before for half-court shot contests during the March basketball tournaments, but this was different. We are one of four dealerships that sponsor the Milwaukee Rally which takes place on Labor Day weekend. This promotion—which really is for our local customers—adds excitement to the rally by keeping folks in town. It also acts as a great closer tool. It gives us a way to bring all of our customers back in and thank them by giving them a chance to win prizes like gift certificates, jackets, and of course, to win back the purchase price of their bike."

During the sales promotion, the dealership entered the names of the buyers who purchased a qualifying cycle into the drawing. On the final day of the rally, Bates was randomly drawn and was given the chance to enter the last three digits of her VIN into Odds On's Prize Verification unit, which instantly indicated that she had won \$16,400, a full rebate on the purchase price of her new ride. A total of 16 qualifying bikes were sold during the promotional sales period. As for Topel, he's already looking forward to his next promotion.



Rally Your Sales! Call Odds On Promotions today at 888.827.2249 to request your copy of the [Top Ten Ideas for Motorcycle Dealers](#).

Success Stories

Disco Dice, Dice Baby

Who says disco's only for the dance floor? Not Mardi Gras Casino who recently held a "Disco Dice, Dice Baby" Hot Seat promotion as part of their annual tribute to disco music. Between 5:00 p.m. and 10:00 p.m., two lucky players were selected every hour and given the chance to roll a set of dice and win up to \$500,000 in cash, paid for by Odds On. If the player's dice spelled out



M-A-R-D-I-G-R-A-S, they'd win \$500,000. If not, they scored \$20 in bonus play for each letter they rolled.

View video: www.OddsOnPromotions.com

Backpack Full of Bucks

104.5 WFMB and 99.7 KISS-FM in conjunction with White Oaks Mall gave back to school shoppers the chance to



win \$50,000, paid for by Odds On Promotions, in a Backpack Full of Bucks Game. The promotion drove traffic by getting shoppers to sign up at one of 40 "registration locations" throughout the mall. At the end of the contest the station selected 10 lucky finalists, nine of which received a consolation prize and one who got to play for an iPad, \$1,000 gift card courtesy of Simon Malls, and a \$50,000 grand prize insured by Odds On.

Steal this idea for the holidays and run a \$100,000 Pick Your Present Game.

Read more: www.OddsOnPromotions.com



Instant Win Means Instant Results!

On average, online instant win promotions generate 3 times as many opt-ins as traditional sweepstakes promotions. If capturing more email addresses, increasing web traffic and expanding your social media presence is on your 2011 to-do list, it's time to give Odds On a call for an online scratch and win game where your site visitors register for a chance to scratch and reveal a prize. If the grand prize image is revealed, they win big and Odds On writes the check!

January: \$10K Blizzard of Cash



February: \$20K Win Some Presidents



March: \$50,000 Scratch & Win a Pot of Gold



See more at:

www.oddsonpromotions.com/online-scratch

You Gotta Have Fans...

A recent study showed that 99.5% of Facebook interactions come from a user's wall or newsfeeds. What's that mean for you? Unless visitors to your page are clicking the "Like" button, your social media strategy isn't going to get very far. Odds On Promotions offers a wide variety of Facebook promotions, which can be paired with an eye-popping insured prize—like \$1,000,000 that will give your visitors a million reasons to "like" you!



Request more information:

www.OddsOnPromotions.com

888.827.2249

oopinfo@oddsonpromotions.com

Magic Key Scratch & Win Card a Real Winner!

MAN WINS SUBARU OUTBACK

Angels Camp, Calif.—At a recent snow-sports fundraiser, Mark Seim won a brand new Subaru Outback, courtesy of Sonora Subaru and paid for by Odds On Promotions, in a Scratch & Win promotion.

Seim received a free Magic Key Scratch & Win card when he arrived at the Bret Harte Theater for the screening of Warren Miller's Dynasty, a fundraiser for the

Angels Murphys Arnold (AMA) snow-sports program and received additional cards after making a donation. Seim scratched off six spots on one of his cards, unveiling six matching key symbols and winning the car, valued at \$25,000.

AMA Boosters Club director Warren Alford organized the fundraiser and noted, "Sonora Subaru is a great supporter of our program. We couldn't involve local kids in snow sports without their generous support and giving away a car was the icing on a great, snow-filled cake."

According to Robert Gelman, President of BGA Media, who organized and executed the promotion on behalf of Sonora Subaru, "This was just our second promotion with the Scratch & Win Cards – so it was very surprising to have a winner. Working with Zak Woodhead? He's just great."

Looking to raise money and attract attention to your cause? Contact Odds On Promotions at 888.827.2249 today for a complete list of fundraising promotions.



Odds On has taken Scratch Cards online...See inside for details.



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