



**Odds On**  
PROMOTIONS

# Target

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

issue

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# 2011 NISSAN 370Z WINNER

## Ornament Guess & Daughter's Lucky Pick Leads to New Car

**Pensacola, Fla.—** Charles Kunze of Milton recently won a brand new car, courtesy of Sandy Sansing Nissan, after his daughter picked just the right Lucky Envelope in a holiday promotion insured

by Odds On Promotions. To drive traffic last holiday season, Sheila Lohbeck, Advertising Director for the Pensacola-based Sansing BMW, Chevrolet, Nissan, Mini, and Mazda dealerships, filled a car with Christmas ornaments and advertised the chance to win big for

coming to the dealership and guessing how many ornaments had been placed inside the vehicle. Kunze had the closest guess, giving him the chance to select from several Lucky Envelopes and win the car. Rather than pick



for himself, Kunze turned over his selection duties to his daughter. As luck would have it, she had the perfect touch. Kunze's daughter picked the winning envelope, scoring the family a brand new Nissan, paid for by Odds On Promotions.

Lohbeck, who also uses Hole In One International, Odds On Promotions' sister company, during the golf season noted, **“We often have lots of last minute changes and everything always gets taken care of. I use Odds On Promotions because I receive personal attention. It's like a warm blanket. Safe. Secure. You don't have to worry.”**

**Interested in running your own holiday-themed Lucky Guess promotion?** Give Odds On Promotions a call today at 888-827-2249.



**LIKE US ON FACEBOOK FOR YOUR CHANCE TO WIN!**

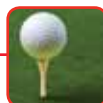
CALL ODDS ON PROMOTIONS TODAY AT 888.827.2249 TO LEARN ABOUT FACEBOOK PROMOTIONS.

[facebook.com/OddsOnPromotions](http://facebook.com/OddsOnPromotions)

**inside**



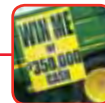
March Mania



TeeToGreen



Ice Melt Fundraiser



Unique Promotions



Football Power Play



# BIG IDEAS for Boosting Sales

## 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.

### Holiday Promotions

#### Make a Holiday Movie Millionaire

*A Christmas Story. The Year Without a Santa Claus. Home Alone.* Everyone has a favorite holiday movie and that's exactly what makes this promotion so much fun! You'll send us a list of holiday classics—be it movies, books or songs, and our promotion elves will put them in a predetermined order. If one of your lucky contestants can put those items in the exact same order, they'll become an instant holiday millionaire, and Odds On Promotions will write the check!

#### Zoom Ball

Zoom Ball has always been popular with casinos, trade show exhibitors and retail stores because it's affordable, fun and easy to play. Customers simply the press button and root for the colored balls to fill the Zoom Zone for a chance to win up to \$1,000,000! But now, it's even better—featuring a prize and coupon printer, customizable panels, and a telescoping backlit sign complete with LED lighting.



### Basketball Season

#### Sponsor a Basketball Shoot-Out

With Odds On's affordable shoot-out promotions, your lucky contestant gets the chance to make a lay-up, free-throw, three-pointer and a half-court shot for the chance to win a prize. If they make all four, Odds On Promotions will pick up the tab.



#### Net More Traffic This March & April

Five weeks, sixty-four teams and millions of basketball fans add up to one very big marketing opportunity! Make the most of the hoopla surrounding the Men's College Basketball Tournament by giving your customers a shot at up to \$1,000,000 for correctly predicting a select number of tournament winners with Championship Challenge. It's an exciting, cost-effective way to drive traffic from mid-March through April. And don't worry, when a lucky contestant picks them all right, Odds On will there to pay the prize!

Want more basketball season ideas? Call us at 888-827-2249 today for our **Top 5 Basketball Promotions Playbook!**

### Bowl Game Bucks

#### Scoreboard Payoff

Make every customer feel like a winner with Scoreboard Payoff, Odds On Promotions' football-themed pull tab cards. Hand out cards before the football games of your choice. Customers simply pull-off the tabs on their card, revealing a set of single-digit numbers for each quarter. If the last digit of each team's score matches three quarters, they win \$1,000; match all four, and they score \$25,000—and Odds On foots the bill!



### A Look Ahead

#### London Calling

The 2012 summer games will be taking place in London next year. Get a head start on the competition with Odds On's Gold Medal Games & Promotions flyer featuring some of our top performing promotions including Million Dollar Medal Mania.

Email us at [oopinfo@odds promotions.com](mailto:oopinfo@odds promotions.com) to request your copy.



# TeeToGreen

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

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## MAN WINS CAR AT NMBA TOURNAMENT FIRST "BIG PRIZE" PAYOUT FOR PAA-KO RIDGE

**Sandia Park, N.M.**—John "JP" Alderette of Albuquerque won a \$22,000 Volkswagen Jetta, courtesy of University Volkswagen and paid for by Hole In One International, during the New Mexico Broadcasters Association's (NMBA) 2011 "Links for Education" Golf Tournament.


Alderette won the vehicle when he aced the 151-yard Hole 16 at the Paa-ko Ridge Golf Club. "I heard it hit the pin from where I was," Alderette recounted.

According to Assistant Golf Pro Bob Basham, "It was Amazing. This was the first time we've

awarded a big prize like this for a hole in one during a tournament. We were very pleased with the turn around time and the signage service."

### Want to know more about sponsoring a hole in one contest?

Premiums start as low as \$150, call Hole In One International at 800-827-2249 today for details.



Rob Murray, General Manager of Paa-ko Ridge Golf Club, John "JP" Alderette, and Milt McConnell, Chairman of the New Mexico Broadcasters Association

## \$20,000 HOLE IN ONE WINNER MAN ACES 150-YARD HOLE

**Anniston, Ala.**—At this year's 33rd Annual Sunny King Charity Classic golf tournament, Stacy Williams of Fruithurst won \$20,000 towards the purchase of a new vehicle, courtesy of Sunny King Automotive Group, and paid for by Hole In One International.

Williams won the \$20,000 prize after he aced the 150-yard Hole 16 at Anniston Country Club. The greenside witnesses recounted Williams' shot hit the pin, dropped directly into the cup and put him in the driver's seat of a brand new car. This was Williams' first hole in one.



According to Casey Smith, Administrative Manager with Sunny King Automotive Group, "We've offered prizes before, but this was our first year using Hole In One International. We were very pleased. It was much easier—and faster. We used another company in the past, and it took well over 6 weeks to get the payout. With Hole In One International, we received our payment right away. The service was great."

For 33 years, this home-grown—and hugely popular—golf tournament has been raising much needed funds for charities throughout Calhoun County, and this year was no exception. According to tournament committee member Hank Smith, this year's event raised close to \$120,000, beating last year's \$110,000 total. A total of 390 golfers participated in this year's three-day event which was held on three different courses in the Anniston area. The tournament has raised over \$1,000,000 for charity.

# TRACTORS, COMBINES AND CASH GIVEAWAY

## Casino Gives Players the Chance to Win a \$350,000 Combine



Catfish Bend Casino's promotion earned an "Honorable Mention" at the 2011 Romero Awards.



**Burlington, Iowa**—This Spring Cat Fish Bend Casino gave their players the chance to win a prize sure to attract attention in Iowa farm country: a \$350,000 John Deere combine, courtesy of Odds On Promotions. Designed to create a "WOW", the month-long **Pick 'Til You Win Lucky Envelope** game gave three lucky qualifying players the chance to win either the eye-catching grand-prize combine or score one of three guaranteed John Deere lawn and

garden riding tractors, plus a bonus of either \$2,500 or \$5,000 in casino free play, which the casino self-insured.

**"We run insured promotions about four times a year. Odds On gives us the ability to stretch the limits. We just couldn't offer these kinds of incentives without insurance. Chris Gardiner, our rep, is my marketing partner. I consider him a part of my marketing team,"** noted Carole Halicki.

According to Halicki, this promotion created a wow in more ways than one.

The property reported a 26% increase in win and 400 more active players during the same time period the year before.

**Want to craft a promotion that's designed to WOW your audience?**

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

## PENN STATE \$25K BUZZER BEATER

### Text 2 Win Promotion Sponsored by Sheetz, Mountain Dew and AT&T

**Bala Cynwyd, Penn.**—This past Spring, Penn State Sports Properties teamed up with Sheetz, Mountain Dew and AT&T in a **Text to Win Buzzer Beater** promotion featuring a \$25,000 half-court shot contest, insured by Odds On Promotions.

For a chance to win a game day experience for two, including the halftime half-court shot for the big bucks, fans needed to visit a Central PA Sheetz location and pick up a 2011 Penn State Basketball Conference Schedule Cup, courtesy of Mountain Dew. Fans then texted the code on their cup to Sheetz for a chance to win. A total of 25 winners were selected, each of whom received two tickets to the Penn State vs Minnesota game on February 17, 2011 at the Bryce Jordan Center, plus dinner and a goodie bag. During the pre-game winner dinner, Chad Cowan and Shannon Rodgers were randomly selected to take the \$25,000 halftime shots. While neither netted the big bucks, a great time was had by all.



Check Out the Videos



[youtube.com/OddsOnPromotions](http://youtube.com/OddsOnPromotions)

# NORTHVILLE DOWNS GIVES AWAY \$26,000!

## Racetrack Has Two Big Winners in Six Days

**Northville, Mich.**— Facing stiff competition in a crowded market, Northville Downs turned to Odds On Promotions and ended up with a winning pair of big-dollar promotions. With Royal Flush Fridays, contestants choose five cards from a game board trying to get a Royal Flush worth \$100,000, Four of a Kind for \$25,000, or a Full House worth \$1,000. With Lucky Seven Saturdays one lucky patron got the chance to correctly predict the first seven finishers in a designated live horse race to win \$100,000, six correct paid \$25,000, and five paid \$1,000.

On April 9th, Shirley Montville picked 5-3-8-6-7-4-2 as her “Lucky Seven” finishing order. After a thrilling photo finish, the entire clubhouse at Northville Downs roared with excitement when Montville won \$25,000 in cash! Then, six days later, Jim Price scored \$1,000 when he drew a Full House on Royal Flush Friday.



Mike Carlo, Operations Manager at Northville Downs explains why he uses insured prize promotions, “We believe money is what moves people. Would you rather win an iPad or win \$100,000? For us, this was about the advertising...a 100% benefit to our advertising—it was about the sizzle—not the steak. These promotions brought us lots of new faces. In fact, we’re running the Royal Flush again, plus we’ve added Plays that

Pay and Pro Prize Pick ‘Em. Makes us sound like we have a sports book—and lets folks know that unlike the local sports bar, we have more going on than just wings and beer. Chris Gardiner, our Odds On rep, has been great and the turnaround time on the claim was great too.”



**Download our Top Five Racino Promotions flyer at [www.OddsOnPromotions.com/blog](http://www.OddsOnPromotions.com/blog).**

# UNIQUE FUNDRAISER RAISES \$15,000

## Rotarians Increase Funds Raised 25% with Giant Prize

**Lake Dillon, Colo.**—For the past 26 years, the Rotary Club of Summit County Colorado has run an innovative fundraiser based on...melting ice. With the assistance of the Summit County Sheriff’s Department, the Club positions a special timing device in the middle of a very frozen Lake Dillon and invites donors to take their best guess as to when the ice will “melt” and the timing device falls into the reservoir for a chance to win a cash prize. This year, as an added bonus, the Rotary offered whomever came closest to predicting the actual time, the shot at winning an additional \$100,000 prize if their 2-digit “seconds” guess matched a lucky number preselected by Odds On. This year’s contest ended on May 23, 2011 at 13:13:26 landing Jim Doyle, who was just 1 minute and 25 seconds off, a \$2,000

guaranteed prize and a shot at \$100,000. While Doyle narrowly missed his \$100,000 prize, the promotion was still a big success. According to Tom French, this year the Rotarians raised approximately \$15,000, a \$3,000 increase over the prior year’s donations, “The contest was very good. It worked great. We’ll be giving Zak Woodhead a call very soon because we’re looking at doing a similar kind of thing this year.”



## Rally Your Fundraising Committee!

Call Odds On Promotions today at 888.827.2249.

# Success Stories

## Super Bowl at Sea \$25,000 Toss

This past February, ESPN International in conjunction with Royal Caribbean Cruise line held their second annual “Super Bowl at Sea” cruise designed with fans of both

American football and European fútbol in mind.



The event featured a winning lineup of

both American and European football

stars, ESPN International commentators, and a big game party where the cruise offered a number of “Football vs. Fútbol” events and activities including a \$25,000 target toss insured by Odds On Promotions. While no one scored the \$25,000 prize, a great time was had by all.

## Fred Haar’s “Rain Gauge” Guarantee

Sales Manager Doug Goodale with Fred Haar, Inc. decided to try something a little unusual this Spring to move five used combines out of inventory. In addition to dangling some very attractive interest rates, if it did not rain

more than 2.97 inches in July and August, every farmer who

purchased one of these special combines before

April 30th would receive a year’s worth of free payments, courtesy of Odds On.



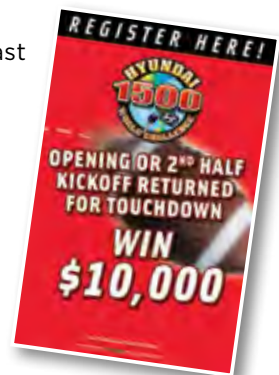
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**To learn more about using weather to drive sales—and to see Fred Haar’s social media friendly video promoting the sales event, visit our blog at [www.oddsonpromotions.com/blog](http://www.oddsonpromotions.com/blog).**

# SUPER SUNDAY POWER PLAY PACKAGE PAYS OUT!

Lucky participants at seven casino and bar Super Bowl parties took home over \$1,500 in cash and prizes, paid for by Odds On Promotions, after Green Bay safety Nick Collins' interception was returned for a touchdown during last season's big game.

According to Odds On Promotions' Risk Manager Zak Woodhead, "On Super Bowl Sunday, many bars, restaurants and casinos choose only to insure a big ticket play...the opening or second half kick-off return. While that will definitely pack the house, one of the secrets to an effective event is keeping your patrons on premise for the entire game. When you add on a Prize Plays Package, you keep the game exciting because you'll be awarding prize plays that can happen during any part of a game. These increased chances to win prizes keep your patrons on-premise—without increasing your liability—because if the play occurs, we write the check."



## 2011 Winners:

- \$500:** Shirley Caldwell, Nooksack Northwoods Casino
- \$300:** Michael Castrilloni/Riccardo Arroyo/Robert Kontos, Steiner's Pubs
- \$250:** Manuela Vilegas, Pioneer Crossing
- \$250:** Lynn Blundell, Pioneer Crossing
- \$250:** Kim Portillo, Billy the Kid Casino/Ruidoso Downs

PACKAGE EXAMPLE	Prize
Opening or 2nd Half Kickoff Returned for TD:	\$10,000
All other Kickoffs Returned for TD:	\$100
Punt Returned for TD:	\$100
Fumble Returned for TD:	\$100
Interception Returned for TD:	\$100
50 Yard or Greater Field Goal:	\$100
<b>Package Cost</b>	<b>\$700</b>

# Direct Mail Promotion Drives Traffic for Dealership

## COLORADO MAN SCORES \$10,500

**Sterling, Colo.**—Korf Continental recently handed Akron resident David Brown a \$10,500 pre-paid debit card, paid for by Odds On Promotions. Brown won the debit card in a posted number promotion where the number on his mailer matched a number posted at the dealership. While he'd been to Korf Continental before to look at cars, this time it was different. "I was going to watch my grandson play ball and decided to take the card and stop by Korf," stated Brown who lives 30 miles away in Akron. As it turned out, that last minute decision put \$10,500 in Brown's pocket.

According to Allan Couvillion, Production Manager with Traffic Jam events who developed the saturation mail package on behalf of Korf Continental, **"Our rep, Zak, is just a great guy to work with. Korf Continental, our client, was very happy, and the winner's check was paid right away."** According to

Tony Peckham with Korf, "The response rate on the promotion was very good and the claims process was very easy. This saturation list mailer generated a 2.83% response rate."



**WANT MORE SALES? GET BIGGER REACH BIGGER TRAFFIC BIGGER ROI WITH A BIG PRIZE PROMOTION FROM ODDS ON PROMOTIONS.**

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