

## FURNITURE STORE GIVES AWAY OVER \$500K IN FREE FURNITURE ODDS ON PROMOTIONS PICKS UP THE TAB

**Baltimore, Md.**—If you thought watching the Baltimore Ravens' Jacoby Jones return a 108-yard kickoff during the Super Bowl was exciting, just imagine how you'd have felt knowing that it scored you a living room of free furniture. That's exactly what happened for hundreds of lucky shoppers who bought furniture during Gardiners Furniture's Super Sale.

During the sale, which ran from Thursday, January 31st through Sunday, February 3rd at 3pm, everyone who purchased furniture at any of Gardiners' five stores or online, received the chance to get a 100% rebate if the Ravens returned the opening or second-half kickoff of the Super Bowl for a touchdown.

Along with handing out \$566,470 in rebates, the Baltimore-based chain also received a staggering amount of national press coverage, including an interview on the Fox Business channel, as well as coverage in USA Today, CBS Sports, ABC News, NBC Sports, and of course, the *Baltimore Sun*.



**“I was surprised by the press coverage...I thought I'd be the one announcing it to the press—instead they were calling us...it was crazy! We're looking at running the promotion again this year.”**

— Gardiners' Advertising Manager

According to Gardiners' Advertising Manager, Kasee Lehl, “We have run the promotion for three years but this year was different because the Ravens were in the game. What made the promotion truly special was that the Ravens won! It wouldn't have been the same if they hadn't won the game. This was a real feel good.”

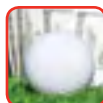
### inside:



Check out the buzz this promotion generated at:  
[YouTube.com/OddsOnPromotions](http://YouTube.com/OddsOnPromotions)



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



Tee to Green



Direct Mail Promotions



Hockey Winner



Basketball Contests



Fall and Winter Contests

## MAN ACES \$75,000 MASERATI LEASE

### Second Winner for Auto Dealer

**La Jolla, Calif.**—This April, Craig Dado of Elfin Forest won a 3-year lease on a Maserati Gran Turismo Sport 13, courtesy of Ferrari & Maserati of San Diego, and paid for by Hole In One International.

Dado scored the lease, valued at \$75,000, after he aced the 185-yard Hole 3 at the Del Mar Country Club during the 21st Annual Voices for Children Golf Tournament. The tournament, which Dado ended up winning, is a fundraiser for the Voices for Children charity, which provides Court Appointed Special Advocates to foster care children.

Not only was this Dado's second hole in one, it was also the second hole in one payout for the dealership that insured the prize.

Angie Antwan, Marketing Manager for Ferrari & Maserati of San Diego, explains, "We insured a hole in one last year at a different tournament and had a winner. We knew the odds, so who'd expect another. Then, on the day of the tournament my phone started going crazy. One of our salesmen was at the tournament—turns out, we had another winner. What are the odds?"

**"Hole In One International is easy to work with. I just pick up the phone and it's done. Everything gets here on time. I get great service. And after I got our paperwork in, boom, the check was here."**

— Angie Antwan

**Looking to increase participation at your annual golf tournament? Visit [www.HoleInOneInternational.com](http://www.HoleInOneInternational.com) or call 800-827-2249.**



## KEY IN MAILBOX LEADS TO FREE HARLEY®

### Odds On Promotions Picks up the Tab

**Danbury, Conn.**—Imagine getting the keys to a brand new Harley-Davidson® motorcycle in your mailbox. That's what happened to Christopher Pierce, who recently won a Harley-Davidson® motorcycle, courtesy of Harley-Davidson® of Danbury, and paid for by Odds On Promotions, after he received a postcard in the mail.

To promote a very large end of season sale, the dealership sent out thousands of over-sized postcards with a key attached announcing the chance to win a brand new

Fat Boy® Lo if their "lucky key" opened a locked treasure chest placed on the dealership's showroom floor.

To ensure the promotion didn't end up costing them more than they bargained for, the dealership turned to Odds On for help.

Pierce was out shopping when he decided to swing by the dealership. He was directed to a floor display where he tested his key and to everyone's surprise, it opened, winning Pierce the new set of wheels.

According to Jeff Watson, Marketing Manager with Harley-Davidson® of Danbury, who created the promotion, "We do several direct mail promotions each year; they are very effective for driving traffic. This was the first time we've had a winner, and we were very glad that Odds On Promotions was there to pay for the prize. We were thrilled to hand Chris the keys to his new ride. It couldn't have happened to a nicer guy."

**Interested in driving more traffic to your store, website or venue? Email [oopinfo@odds promotions.com](mailto:oopinfo@odds promotions.com) or give us a call today at 888-827-2249.**





# BIG IDEAS + BIG PRIZES = BIG RESULTS

Fast, Easy and Affordable Promotion Ideas for Fall and Winter!

## BLACK FRIDAY BUCKS

Reward customers while driving traffic to your web and social media sites with Odds On's Holiday Cash Scratch promotion. On your selected promotion dates and/or times, simply distribute play codes, and direct shoppers to your web or social site and enter their code for a chance to win big with an online scratch & win game. If a lucky shopper reveals the winning symbols, they'll win your grand prize (i.e. a Holiday Shopping Spree), and Odds On will pick up the tab. Perfect for awarding discounts and post-sale bounce-back offers.

Demo popular games at [OddsOnPromotions.com/online](http://OddsOnPromotions.com/online)

Black  
Friday  
Bucks

## FEATHERS OF FORTUNE

This November give your customers the chance to "get plucky" with Odds On's Feathers of Fortune Lucky Envelope game! Contestants simply select three Lucky Envelopes, each containing a lucky dollar amount. If the amounts inside the envelopes add up to your predetermined "winning number," your contestant wins a fortune, and Odds On will write the check!

More ideas? [OddsOnPromotions.com/game-board-library](http://OddsOnPromotions.com/game-board-library)



## BASKETBALL MANIA

Give basketball fans the chance to win free tuition, or a new car or truck, paid for by Odds On, with a Half-Court Basketball Shot contest. Simply register your contestants, and if a lucky fan gets nothing but net, they'll score your grand prize, and Odds On Promotions will write the check.

Make your contest even better with Odds On'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.

More basketball promotions? [OddsOnPromotions.com/Sports/Basketball](http://OddsOnPromotions.com/Sports/Basketball)



## FLURRIES OF FORTUNE

Kick your holiday sales up a notch by giving customers the chance to win giant cash prizes with Odds On's Flurries of Fortune Video Scratch & Win game. Available on a handheld tablet or countertop kiosk, 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 locates all six winning symbols, they'll land your grand prize—up to \$100,000, paid for by Odds On. Keep them coming back for more by awarding up to six secondary prizes.

For a demo visit [OddsOnPromotions.com/vsw-demos](http://OddsOnPromotions.com/vsw-demos)



## \$10,000 IVY LEAGUE JACKPOT

BLUE-LINE SHOT AT CORNELL.  
BIG PRIZE PAID BY ODDS ON.

Ithaca, N.Y.—Rich Trinkl of Dryden recently won \$10,000, courtesy of Z95.5/WFIZ and Cornell University Athletics, and paid for by Odds On Promotions, in a "Slap Shot Jackpot" promotion.

The Blue-Line Hockey Shot promotion gave a randomly selected contestant the chance to shoot a puck from the opposite blue line and win \$10,000 or an auxiliary "gift bag" featuring Cornell merchandise and a variety of station prizes.

Trinkl, who had never played hockey or even skated before, was selected. After the Zamboni finished its rounds, Trinkl stepped out on to the ice and buried a shot from the opposite blue line, scoring himself the giant cash prize.

According to WFIZ, \$10,000 is the largest single prize that an Ithaca/Cortland radio station has awarded in at least five years, if not ever.

Program Director, Gabriel Carrillo, witnessed the shot and explains, "I think everyone was in disbelief for the first few seconds, especially Trinkl. But you know, people do win these things! We always focus on events, promotions and prizes that are unique...this goes above and beyond anything we've ever done in my two years with the radio station. From start to finish, Odds On made every step of the process smooth and expeditious. It has allowed us to boast a tremendous gain for our station's brand within the market."

Watch Trinkl's amazing shot and the moment when he receives his \$10,000 at [OddsOnPromotions.com/sports/hockey/](http://OddsOnPromotions.com/sports/hockey/)

Looking to sponsor a big prize promotion at a local sports event? Email [oopinfo@odds promotions.com](mailto:oopinfo@odds promotions.com) or give us a call today at 888-827-2249.

# FEATURED PROMOTION

## ONLINE CONTEST LEADS TO NEW CAR Kick Return Makes for Winning TV Promotion



Terre Haute, Ind.—Danny Anderson of Vincennes recently won a brand new Hyundai Santa Fe, courtesy of Dorsett Hyundai and WTHI-TV (News 10), and paid for by Odds On Promotions. Anderson won the vehicle after seeing an ad on News 10 for the Century 21 Advantage Super Score Sweepstakes, which gave registered contestants the chance to win a brand new car if the opening or second-half kickoff of the Super Bowl was returned for a touchdown. Thanks to Jacoby Jones' 108-yard return, Anderson scored a new set of wheels after his name was randomly selected from all those who entered the web contest.



Check out this winning coverage for Dorsett Hyundai and News 10!  
<http://www.youtube.com/watch?v=naNvP-t4OB4>

Interested in running an online contest that will drive traffic to your web or social media site?  
Looking for a football promotion to put your business at center field? Contact us today!

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