

## SECOND 100K WINNER AT CLIFF CASTLE CASINO JANUARY SPIN & WIN PROMOTION A HIT WITH PLAYERS

**Camp Verde, Ariz.** – James Bennett of Rimrock won \$100,000 last January, courtesy of Cliff Castle Casino, and paid for by Odds On Promotions, in Cliff Castle's \$600,000 Spin To Win promotion.

To drive traffic and casino play, Cliff Castle Casino gave Castle Club members the chance to win their share of \$600,000 in a series of wheel spin promotions. The casino kicked off the promotion on New Year's Day giving players the chance to spin and win \$5,000 every hour between 10am and 4pm. And, in a clever move that surely kept players at their gaming positions, at 5pm they gave one lucky

Castle Club member the chance to win \$100,000, insured by Odds On.

In addition to the New Year's Day spins, every Friday and Saturday in January during targeted day parts, the casino randomly selected Castle Club members, giving them the chance to spin and win \$5,000 - and to further extend playing time, the casino gave members an additional chance to win \$100,000 on Saturday night at 10pm.

"Our winner was just ecstatic. Every time I see him, he's still talking about it, and it definitely created a buzz," exclaimed Marc Nelson, Marketing Manager at Cliff Castle.

While Bennett's winning spin created a buzz, this wasn't the first big winner for Cliff Castle. On New Year's Day 2010, Sharon Curley of Flagstaff won \$100,000



in a similar promotion. "We've been working with Brent Kelly and Odds On Promotions... for what - six, seven years now. He's always on top of things. The claims process was very smooth - no glitches. The turnaround took about a week," explained Nelson.

You can watch Bennett's winning spin on our website. ▶

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**"This is a very popular promotion with our players and this year we added a twist... giving players the chance to spin and win up to \$100,000 during the entire month of January. It got our year off to a strong start."**

– Marc Nelson,  
Marketing Manager, Cliff Castle

Interested in running a giant-prize wheel spin? Looking for more creative ways to drive traffic and sales at your business?  
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Add the excitement of big prizes to your New Year's Eve event plans.



**Super Sunday Planning Guide**  
Create a marketing campaign around The Big Game and everyone wins. Download our Super Sunday Planning guide today.



**Basketball Bucks**  
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.

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## MAN ENTERS "THE PUTTING ZONE" EXITS \$10,000 RICHER HOLE IN ONE INTERNATIONAL WRITES THE CHECK

**Des Moines, Iowa** – Joe Schmit has a pretty decent short game. How decent? Schmidt recently sank two incredible qualifying putts before draining a 50-footer worth \$10,000 during the Associated General Contractors (AGC) of Iowa Foundation's Dick Sojka Memorial Golf Tournament.

As part of their annual golf outing, the AGC offers a \$10,000 putting contest. To participate in the big prize putting contest, golfers buy in for \$10 for a chance to enter the "Putting Zone" where the goal is to putt through a path of orange construction cones, placed on the green, without going outside the cones. Whoever makes it through the "Work Zone" getting closest to the pin, gets a chance to make a 50-foot putt for the \$10,000 prize, which is split 50/50 between the winner and the AGC Foundation.

According to Ricke Weldon, Field Service Director for the AGC, "I must have made it too easy this year because we had four qualifiers and had to have a putt-off. Joe won the putt-off. And then he drained the 50-footer. He was three for three. It was just unbelievable."



In the past 19 years, the AGC of Iowa Foundation has raised over \$500,000 to provide scholarships to construction education students enrolled in accredited programs thus maintaining a quality workforce.

"Hole In One International is great to work with. I go online, get a quote, and in a few minutes everything is done. A few years ago we had a guy win a \$500 Visa Card. Now we had this winner. Hole In One International is responsive to customers and offers very good value."

– Ricke Weldon, Field Service Director, Associated General Contractors of Iowa

### WANT TO GIVE YOUR CUSTOMERS OR FANS THE CHANCE TO GET INTO THE "PRIZE ZONE"?

Adding a putting contest is a great way to attract attention at any venue from the golf course, to a company tradeshow booth, or even a basketball court! To get your free, instant quote, visit us at [www.HoleInOneInternational.com](http://www.HoleInOneInternational.com) or call (800) 827-2249.

## \$10,000 GRAND OPENING GRAND PRIZE HALF-COURT SHOT LEADS TO BIG BUCKS IN BROOKLYN

**Brooklyn, N.Y.** – How do you make a splash at an athletic center grand opening? If you're St. Joseph's College – Brooklyn (SJC Brooklyn), you invite a crowd, and pull out an alumni.

Last December, SJC Brooklyn grad Wayne Warmbier nailed an impressive half-court basketball shot, winning \$10K, courtesy of the college, and paid for by Odds On Promotions.

Warmbier was selected at random to participate in the big prize promotion during a second-half timeout at the SJC Brooklyn vs. SJC Long Island NCAA Division III men's basketball game.

While the shot itself was amazing, it's nothing compared to Warmbier's reaction, who after

nailling the shot, tore off his shirt, and ran around the Frank Carbone court like a madman.

This unique East vs. West game was also the grand opening of The Hill Center, St. Joseph's College's new athletic facility.

According to Odds On Promotions Sports Marketing Specialist, Linda Thomson, "There are just some games when you really need to pack the house. Incorporating a giant-prize promotion into an event, like a facility grand opening or televised game, not only provides in-game entertainment and adds to the excitement, it also creates an additional incentive for attendance." ▶



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# IDEAS & PROMOTIONS FOR EVERY BUSINESS

STAND OUT FROM THE CROWD WITH THESE SALES & TRAFFIC DRIVING PROMOTIONS FROM ODDS ON

## NOVEMBER: BLACK FRIDAY BONANZA



Want a fast and affordable promotion that will work for the entire holiday season? Odds On's customizable, ready-to-ship Scratch & Win Cards are a "quick fix" that can be used to thank, motivate or reward your consumers at a very affordable price! Select your grand prize, up to \$1,000,000, and we'll customize a card featuring your logo(s) and bounce-back offer. Simply distribute the cards and let your customers scratch off six spots. If a lucky consumer can locate a winning combination of symbols, Odds On will be there to pay for the prize. Bonus: have customers complete the contact form on the back of your cards and run a second-chance drawing while building your customer database.

## DECEMBER: NEW YEAR, NEW HOME

Increase awareness and donations this holiday season with a massive mortgage payment giveaway! With every qualifying donation made (food, toys, coats, cash) give donors a drawing ticket. A few days before Christmas or New Year's, randomly select a lucky donor, giving them the chance to play your "Home for the Holidays" or "New Year, New Home" Lucky Envelopes game. If your contestant can select a winning combination of prize symbols, they'll receive your grand prize, up to \$1,000,000, paid for by Odds On.



## JANUARY: DRIVE SALES WITH A 100% REBATE OFFER

Want to stand out from your competitors this winter? Put Mother Nature or your favorite sports team to work for you with a Conditional Rebate Sale! You'll simply advertise the chance to get a 100% rebate on all purchases made during your "Run It Back Rebate" or "SNo-More Payments" sale. If the home team runs back the opening or second-half kickoff of the big game for a touchdown, or if there's some serious snow on your selected day, Odds On will be there to write a check for every purchase made! This kind of promotion can also be used to "rebate" customers if there is good weather as well - (i.e. buy your snow machine today and if there's no snow by X, you'll get 100% rebate).



## FEBRUARY: LUCKY LIST

Give your customers the chance to put a list of 10 items in just the right order and score \$100,000, paid for by Odds On! Whether your customers are into watching the Big Game, music and movie awards, or the races at Daytona, Odds On can create a customized online Lucky List promotion for you! You'll place the contest on a dedicated page on your website and promote the chance to win up to \$100,000. If a lucky fan or customer can place the items on your list in just the right order, they win big, and Odds On will write the check. All games can be "play code" activated and feature a simple registration form for data collection. Demo Games at: [www.OddsOnPromotions.com/online/instant-win](http://www.OddsOnPromotions.com/online/instant-win)



## MAN WINS \$50,000 AT HOCKEY GAME

### CREDIT UNION GRABS GREAT PRESS

Duluth, Minn. - Last January at a University of Minnesota Duluth hockey game at Amsoil Arena, Brent Lunde, of Cloquet, netted himself \$50,000, courtesy of Northern Communities Credit Union (NCCYou), and paid for by Odds On Promotions.

Lunde won the big bucks in a Redline Shoot-out promotion, which took place during intermission at a men's hockey game. Lunde got the chance to take the ice after he was randomly selected from all of the fans that had registered at the NCCYou's table prior to the start of the game.

Lunde, a lifelong hockey player and fan, who signed up for a chance to take the shot on his way to the concession stand, never dreamed he'd be selected to take the shot of a lifetime. Even more amazing, he ended up making the shot from the opposite blue line - making this achievement all the more impressive.

According to Jay Finnerty, Assistant Athletic Director at the University of Minnesota Duluth, the promotion was successful on a number of levels, "The promotion not only entertained fans during intermission, it helped move additional capacity, it funneled signups to the NCCYou table helping them build their database, and our sponsor received outstanding exposure... in the local paper, on the nightly news and on social media. Within seconds this promotion just blew up on social media. It was unbelievable."

"Odds On's team was very helpful, gracious and pleasant throughout the claims process. It went very quickly," noted Finnerty, who is already working with NCCYou to set up a Redline Shoot-out for this season.

As for Lunde, not only did he walk away \$50,000 richer, he became a viral sensation after his shot was covered on the nightly news. ▶



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# FEATURED PROMOTION

## HOLIDAY DIRECT MAILER DRIVES A 10% RESPONSE RATE MAN CRACKS CODE, WINS \$25,000 CASH, ODDS ON PROMOTIONS WRITES THE CHECK

**Cedar Rapids, Iowa** – Wondering how to set your store apart from the competition this holiday season? How about giving your customers the chance to win \$25,000, paid for by Odds On Promotions.

Siebke Hoyt Jewelers cracked the code to success when they incorporated a giant-prize promotion into their holiday season mailer. Siebke Hoyt, working in conjunction with Mail America, gave current and former customers the chance to win \$25,000 as part of their 125th Anniversary Celebration, which coincided with the start of the holiday shopping season.

In addition to offering free “swag bags” for the first 200 guests, as well as food, cocktails, music, and a 25% discount on everything in the store, every mail piece featured a unique 6-digit code. To get a chance to win, invitees needed to present their mail piece and enter their “lucky number” into Odds On’s number verification machine.



While over 400 holiday shoppers attended the anniversary event, it was Michael Cook of Cedar Rapids who hit the jackpot. Cook enjoyed an extra happy holiday season last year after he entered his 6-digit code, winning \$25,000 courtesy of Siebke Hoyt Jewelers, and paid for by Odds On Promotions.

“ We have been using Odds On Promotions for several years now. You incorporate the offer, you send the mail out and that’s it. You don’t think twice about it. Then bam — we had a winner. Honestly, I was scared to death. I was pulling out the contract, in a bit of a panic — but in the end there was nothing to worry about. The money came through. Our client was happy, the winner was happy. Everything went perfectly. Our Odds On rep, Damien, is always available and never fails to get back to me in a timely manner. ”

– Justin Paolericio,  
Senior Account Director with Mail America

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