



Odds On PROMOTIONS OnTarget

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

2017 VOLUME ONE

Issue **40**



GOLFER ACES \$100,000, AGENT TURNS \$500 INTO \$3500 HOLE IN ONE INTERNATIONAL WRITES THE CHECK

Minot, N.D. - While it wasn't her first hole in one, the ace Rita Bates made during the Souris Valley United Way hole in one shoot-out contest at the Minot Country Club is probably her favorite. After all, it's not every day you win \$100,000, courtesy of Farmers Union Insurance - Ressler-Sipma-Beuchler Agency, and paid for by Odds On Promotions' sister company, Hole In One International.

According to Josh Ressler, sponsor of the giant-prize hole in one shoot-out, "In the past I've made donations to the United Way.

I knew I wanted to do something — but I wanted to make it bigger. I've used hole in one insurance for other events and after talking with the United Way, a shoot-out seemed to be the best use of the money. They provided the volunteers, and I provided the shoot-out coverage."

The shoot-out was a kickoff event for the Souris Valley United Way's 2016 Campaign. It began with three days of qualifying rounds where anyone could go to the Country Club and purchase five balls for \$10, and qualify to take a shot at winning \$100,000, or win a variety of consolation prizes including Callaway Irons, a \$250 gift card, and more. Everyone who landed a ball in the targeted area was then invited back to a second-round qualifier, where the field was narrowed to 25. Bates, who was one of 25 lucky finalists, was the only one to hit the green, acing the 140-yard target hole, and winning the \$100,000 prize.

Even better, Ressler was able to take what would have been a \$500 donation and turned it into a \$3,500 fundraiser for the United Way.

The Souris Valley United Way 2016 Campaign raised and awarded over \$400,000 to local organizations



including Backpack Buddies, Dolly Parton Imagination Library and domestic violence groups.

"I've done a lot of hole in one events. I know winners can happen. But being there to see it - that was amazing. And the claims process went pretty quickly. This year we hope to leverage the press we received last year - as well as the final attendance (there were about 150-200 folks watching from the club house) to bring in additional sponsorships to increase the insured prize to \$250,000 as well as offer additional consolation prizes."

— Josh Ressler,
Farmers Union Insurance
Ressler-Sipma-Beuchler Agency

Interested in running a giant-prize hole in one shoot-out promotion? Looking for creative ways to raise more funds?

Visit www.HoleInOneInternational.com » Call (800) 827-2249

HOLE IN ONE INSURANCE AND GOLF TOURNAMENT PROMOTIONS



Hole In One Insurance

Add excitement to your company, charity or golf course tournament by offering valuable, attention-getting hole in one prizes without the risk of a payout. Coverage starts at \$150.



Putting Contests

Anyone can sink a putt. Before, during, or after your tournament, give away up to \$50,000 with our single-putt or three-putt combo contests for as little as \$150.

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COMBO PUTT LEADS TO \$10,000 PRIZE

HOLE IN ONE INTERNATIONAL WRITES THE CHECK

Wanaque, N.J. - Joseph Agostino recently won \$10,000, paid for by Hole In One International, after he sank a trifecta of impressive putts during the Wanaque Fraternal Order of Police Lodge 145 Golf Outing.

The big-prize putting contest, which took place on the practice green of the Green Brook Country Club, was open to everyone who registered to play in the tournament. Before getting a chance at the big bucks, golfers first needed to successfully hole both a 10-foot and a 30-foot putt. After nailing the first two smaller putts, Agostino got the chance to go for the big money, which he handily won after he successfully holed an impressive 50-foot putt.



LOOKING FOR AN AFFORDABLE WAY TO ADD MORE EXCITEMENT TO YOUR NEXT GOLF EVENT?

A combination putting contest is a fun way to give a lot of participants the chance to win big for a very affordable price. To get a free, no-obligation quote, visit our website www.HoleInOneInternational.com or give us a call today at (800) 827-2249.

MAN REELS IN \$20,000 RECORD BREAKING SHARK

ODDS ON PROMOTIONS WRITES THE CHECK

Gulfport, Miss. - David Rogers, of Mobile, Ala., not only broke two state records during the 69th Annual Mississippi Deep Sea Fishing Rodeo this summer, he also won \$20,000, with the assistance of Charlie Jones with The Insurance Mart, Inc, and paid for by Odds On Promotions.

Rogers won the big bucks as part of the Rodeo's first "Shark Bounty" where if any angler could land a state record-breaking Tiger Shark before the scales closed on July 4, 2016, they would win \$20,000.

Rogers' prize-winning catch, a 390-pounder, annihilated a six-year record of 173 pounds, that was set in 2010. He also landed a record setting 203-pound Bull Shark, breaking two records in a single day!

Ricky Johnson, who has been involved with the Rodeo for 25 years and is currently the Treasurer explains, "We give away about \$25,000 in cash and prizes, and this year we

decided to add an additional \$20,000 prize to attract a different kind of participant. Some of our guys are familiar with Hole In One International - for hole in one insurance. We really didn't know what to expect, but working with Odds On was awesome. It couldn't have been any better. We got a huge amount of press coverage. This story was everywhere down here. Adding this prize makes it possible to really promote what it is we do and gives our anglers a chance to 'win the lottery'. We're looking to add an additional prize - \$20,000 for a record-breaking yellowfin - in hopes of attracting more blue water fisherman for this year's event."

Along with the success experienced by the Mississippi Rodeo and Rogers' big win, Jones, noted that he'd also received a few calls from other organizations in the area expressing interest in sponsoring big-ticket fishing, as well as golf prizes.



**WATCH THE WINNER'S
 BIG PAYDAY ON YOUTUBE**

<https://youtu.be/ZYVFeAd6kJU>

www.OddsOnPromotions.com | (888) 827-2249

HOT IDEAS & PROMOTIONS FOR EVERY BUSINESS

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

SCOREBOARD PAYOFF PULL TABS PULL FOR A BIG PAYDAY

Make every customer feel like a winner with Scoreboard Payoff pull tab cards! Simply hand out the cards prior to kickoff of a predetermined football game. Customers simply pull off the tabs, revealing a set of single-digit numbers for each quarter. If the last digit of each teams' scores match three quarters, they win \$1,000; match all four, and they score \$25,000 - and Odds On foots the bill!



LUCKY ENVELOPES MONDAY NIGHT MATCH-UP

Here's a fun way to add excitement to Monday Night Football parties. We'll send you 32 envelopes, each one containing the name of a NFL team. If a lucky contestant can pick the names of the two teams scheduled to play that night, they'll win big bucks, and Odds On will hand over the cash.

FOOTBALL TARGET TOSS TOSS FOR TREASURE

Give your customers the chance to toss for some serious cash and prizes with Odds On's Perfect Pass promotion. You'll randomly select a few lucky contestants and give 'em a chance to win big by doing their best QB impression. If they can drop back and pass a Nerf football through a custom target template, they not only score bragging rights, they'll take home your grand prize, courtesy of Odds On.



For more ideas to market your business with a Football Promotion visit: www.OddsOnPromotions.com/football-playbook

PRIZE SLOT SIZZLING HOT OFFER

Give your customers the chance to spin the reels, and win a giant jackpot, paid for by Odds On Promotions. With Odds On's customizable Prize Slot, you can give everyone who visits your store, expo booth, or off-site sales event the chance to push a button and win a giant, insured grand prize, or one of five self-sponsored consolation prizes. And, when the pay table says you've got a winner, Odds On will be there to pick up the tab.



SCRATCH CARDS 100 DAYS OF SUMMER SCRATCH & WIN

Give your customers 100,000 reasons to visit your store with Odds On's Customizable Scratch & Win Cards. Available in a variety of themes, cards can be customized to include your contest name and sponsor logo as well as a bounce-back or coupon offer. Best of all, when a lucky customer unveils a winning combination of grand-prize symbols, Odds On will be there to write the check!

CONDITIONAL REBATE LABOR DAY SALEBRATION

Stand out from your competitors this summer by giving your customers the chance to get a 100% rebate on their purchases if there's a record-breaking high temperature. You'll advertise the chance to get a 100% rebate on all purchases made during your "Sizzling Hot Sales Event" and if there's a record-breaking temperature on your selected day, Odds On will be there to write a check to cover every purchase made!



WOMAN ROLLS IN & WINS \$25K AT GYM

ODDS ON PROMOTIONS WRITES THE CHECK

Apple Valley, Calif. - Linda Ward recently won \$25,000, courtesy of Anytime Fitness, and paid for by Odds On Promotions, in a membership drive dice roll promotion.

The promotion was designed to draw attention to the fitness center, attract new members, and to encourage referrals from existing members during the month of March. During the two-day event, qualifying contestants had the chance to roll six "1" dice featuring the insured-prize winning symbol of "Lucky Shamrocks" on one side.

Ward was the 4th person to roll the dice on the second day of the event.

"This has been taking a while to sink in," said Ward, who is, ironically of Irish descent. "I would have never in a million years thought something like this could happen to me," continued Ward.



Staff member Carah Pereda, who was working at the time Ward rolled the dice, said she couldn't believe her eyes when Ward came up with the six shamrocks. "I didn't know what to think. I was speechless, shocked! It was awesome," Pereda said.



LOOKING TO ATTRACT NEW CUSTOMERS?

WANT TO BOOST REFERRALS AND ATTRACT MORE NEW MEMBERS?

Odds On Promotions can help. For more information on our giant-prize dice rolls, call (888) 827-2249.

FEATURED PROMOTION

SPORTS BAR & GRILL OFFERS \$100,000 PICK THE PROS CONTEST ODDS ON'S NEW FOOTBALL APP DESIGNED TO DRIVE TRAFFIC



Reno, Nev. – Last Fall, Bully's Sports Bar and Grill gave patrons the chance to win up to \$100,000 playing Odds On's new mobile-friendly pick the pros contest, Pro Football Challenge.

Designed to drive traffic to any location for 17 weeks, the game features a one-time \$10,000 prize for signing up, a weekly \$1,000 prize for picking a perfect week, and \$100,000 for picking 205 games correctly over the course of the entire pro football season, all of which are paid for by Odds On.

Along with the rich selection of insured prizes, provided by Odds On, Bully's



awarded consolation prizes for each weekly leader, plus a year of free beer to the first place winner at the end of the season.

To participate, customers simply downloaded the Pro Football Challenge app and selected the teams they thought would win that week and the final score of a designated game. And thanks to the app's built in geo-fence option, customers can be required to come back each week to make their picks.

FOOTBALL PROMOTIONS TO BOOST REVENUE & EXPOSURE



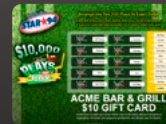
Scoreboard Payoff Pull Tabs

Reward patrons with Scoreboard Payoff! Select two teams and if the score on the card matches the final game score, your fan wins \$25,000.



Pass, Punt & Kick

Choose a lucky contestant and give them the chance to pass, punt, and kick their way to cash and prizes!



Plays That Pay Webgame

With Plays that Pay, fans register online and put a list of plays in order. Get all 10 correct and they score your grand prize.

Download the 2017/2018 Football Promotions Playbook at www.OddsOnPromotions.com/football-playbook