



BASEBALL SPONSORSHIP PAYS OFF FOR CATFISH BEND CASINO ODDS ON WRITES THE CHECK TO \$10K WINNER

Burlington, Iowa - This April, Kendra Huff won \$10,000, courtesy of Catfish Bend Casino and paid for by Odds On Promotions in a Homer Hole promotion.

For the last three years, Catfish Bend Casino has been sponsoring a Home Run Contest for the Burlington Bees baseball team where if any player hits a ball through a 48-inch hole in the Catfish Bend Casino sign in left field - a randomly selected fan wins \$10,000.

For a chance to win the big bucks, fans complete a registration form prior to the start of the game. The team then randomly draws a registration form prior to the first pitch of the first inning. If any Bees' player hits it into the "homer hole" sign, the pre-selected fan takes home the cash.

During the first inning of the game, on April 9th, right fielder Spencer Griffin hit a two-out solo home run that soared directly through the casino's promotional signage giving Huff a giant cash windfall.



“Working with our representative, Chris Gardiner, is a delight. As soon as we got the call from the Bees that we had a winner, I called Chris. As soon as he got the call, I knew everything would be taken care of. The claims process was very, very easy. Everything went according to plan. And of course, since it was the 4th game of the season, we set up a new contract. After all, it could happen again.”

Marketing Manager
Cat Fish Bend Casino



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SPORTS PROVIDE A MARKETING OPPORTUNITY

TURN THIS FOOTBALL SEASON INTO A BIG PRIZE PROMOTIONAL OPPORTUNITY!



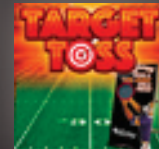
SCOREBOARD PAYOFF PULL TAB

Advertise the chance to win \$25K with our football-themed pull tab cards. If the last digit of each score matches all 4 quarters, your customer scores big, and Odds On writes the check.



FOOTBALL FURY

Advertise the chance to win \$100K with a virtual scratch card promotion. If your patron finds all six winning symbols, Odds On writes the check - or they win a prize based on how many correct symbols are revealed.



SKILL CONTESTS

Drive sales from now through Super Sunday with an on-field or on-property football skills promotion.

- Pass, Punt & Kick
- Target Tosses

See our full line-up of football Ideas at www.OddsOnPromotions.com/football-playbook



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MAN ACES TWICE, SCORES IRONS AND NEW MUSTANG

HOLE IN ONE INTERNATIONAL PAYS FOR BOTH



Rockville, Md. – Brian Farasy defied 67,000,000 to 1 odds this Fall when he aced not one, but two holes during an October fundraising golf tournament, winning a set of Callaway Irons and a 2018 Ford Mustang, courtesy of Apple Ford Lincoln, with the assistance of Supinski Insurance, and paid for by Hole In One International.

Early in the day Farasy won the brand new Mustang after he aced the 185-yard, Hole 7 with a 3 hybrid. He followed up that incredible

shot by acing the 160-yard, 15th hole with a 6 iron, winning one of Hole In One International's three free ancillary prizes, a set of Callaway Irons. This shot also qualified him for the tournament's million dollar shoot-out.

Along with having an odds-defying acemaker, the 8th Annual Corridor Classic raised a record \$75,000 for local non-profit organizations.

"We are a family agency and Apple Ford is a community dealership. We have been working with Apple Ford and Hole In One International for years. We are always very happy with the service we receive. The claims process went flawlessly. Everything was done in a very timely manner. You send the forms back in, and Hole In One sends the checks out."

Terri Graham,
 Supinski Insurance



LOOKING TO RAISE MORE MONEY AND AWARENESS FOR YOUR CAUSE?

Want to learn more about giving your tournament participants the chance to win amazing prizes? Email info@holeinoneinternational.com or call today at **(800) 827-2249** to start planning your next golf event.

KENTUCKY COLLEGE STUDENT WINS CAR, LANDS ON SPORTSCENTER'S TOP 10

THE HOKIES HAND OVER THE DOUGH, PAID FOR BY ODDS ON PROMOTIONS



Richmond, Ky. – Eastern Kentucky University (EKU) student, Sameel Patel won a brand-new Ford EcoSport, valued at \$21,000, courtesy of Madison County Ford Lincoln and EKU, and paid for by Odds On Promotions. During a first half time-out, Patel not only won the car, but also scored #8 on ESPN SportsCenter's Top 10.

According to the General Manager of Eastern Kentucky Sports Properties, "This was our first half-court shot promotion... and it was the first time our sponsor, Madison County Ford Lincoln, had done anything other than a hole in one contest. Our sponsor was already pleased with their return on investment before the shot even went in. Then to watch

the thing explode on local television, the Internet, and even SportsCenter Top 10 was more than any of us ever dreamed of."

The General Manager also noted that the key to success for getting great media coverage on the winner was being prepared in the event you have a winner, "Get as much video as you can - you never know when you're going to have a winner, so you need to be ready."



ARE YOU LOOKING TO ENGAGE A CROWD?

Odds On offers a variety of text-to-win, online, and mobile friendly games to increase engagement. To learn more visit our website at www.OddsOnPromotions.com/sports or give us a call at **(888) 827-2249**.



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HOT IDEAS & PROMOTIONS FOR EVERY BUSINESS

STAND OUT FROM THE CROWD WITH A GIANT PRIZE PROMOTION FROM ODDS ON.

1ST PLAY PAYOFF / SHUT OUT AND SUPER SUNDAY SALES

Give everyone who registers on your website or at your location the chance to win a new motorcycle, car, truck – or everyone's favorite, cold hard cash, paid for by Odds On Promotions, if a touchdown occurs on the 1st play after the Opening Kickoff. Or, advertise that everyone who makes a purchase during your Shut-Out Sale will get a full refund if your team shuts out their biggest opponent. Simply select your prize, then advertise it, and Odds On will write the check when your team makes it happen.



PLAYS THAT PAY

Give your customers a chance to win big on game day with Odds On's Plays that Pay Lucky Envelopes game. A perfect way to drive traffic throughout the football season, this promotion will get your customers coming in for a chance to qualify to win up to \$1,000,000, paid for by Odds On, if they can "rush" 100-yards downfield by picking a winning combination of Lucky Envelopes, each filled with a number of yards. With every "play" selected on the game board, your contestant gets closer to the end zone. If they can take it to the house, they'll win your grand prize and Odds On Promotions will write the check.

LUCKY SQUARES

Drive traffic before any football game by giving the first 100 patrons to 'check-in' at your establishment the chance to win up to \$10,000 or more with Odds On's Lucky Squares Football promotion.

We will send you an oversized, customized 100-square grid with a mystery square worth \$10,000 or more. If the final score of the game lands in the preselected square, the owner of that square wins the giant prize, paid for by Odds On!



CRACK THE CODE FOR MORE CUSTOMERS & TRAFFIC



Drive traffic in any venue by giving potential customers the chance to enter a code and score incredible prizes with Odds On's Prize Vault promotion. Just select an attention-grabbing prize to promote in your advertising. When customers arrive at your site, they select a set of "lucky" digits. When a lucky contestant enters a winning combination, they take home the grand prize, and Odds On will pick up the tab. Ask about our online option for driving web and social media traffic.

GIANT PRIZE DICE

Here's an easy to customize promotion that works in every setting from live appearances at sponsor locations, to summer special events: a giant-prize dice roll! Select a grand prize, the size of the dice your contestant(s) will roll, then just qualify your contestants online or at your location. If a lucky contestant can roll a winning combination (your logos, N-E-W-C-A-R, B-I-G-B-U-C-K-S, etc), they'll win your grand prize, and Odds On will pick up the tab. Check out our new cascading dice machine, which grabs attention and does all the work for you.



\$25,000 DIRECT MAIL WINNER

ODDS ON PROMOTIONS PICKS UP THE TAB

Cortland, N.Y. – Walter Protas of Groton recently won \$25,000, courtesy of Royal Auto Group, and paid for by Odds On Promotions in a direct mail promotion.

Protas, who was in the market for a new car, won the cash prize after receiving a direct mailer offering the chance to win big for stopping by the dealership during their "Trade In Trade Up" sales event.



Protas was one of 400 customers who responded to the 20K piece mailer.

According to Joe Reagan, owner at Royal Auto Group, their monthly direct mail program, which features the large insured prize, has been generating at least a 1.5% response rate for the past 72 months. "I remember hearing the hooting and hollering when our staff realized we had our first big winner. The claims process was excellent, seamless really. Odds On just stepped in, and the winner got his check. And since we've had the winner, we've been featuring him in all of our flyers."

PRIORITY MAIL



LOOKING TO MAKE YOUR DIRECT MAIL PROGRAM MORE EFFECTIVE?

Want to generate increased traffic and sales this summer? Visit: www.OddsOnPromotions.com Call: (888) 827-2249.

FEATURED PROMOTION

TRADE SHOW ATTENDEE SINKS 120-FT PUTT FOR 100K ODDS ON PROMOTIONS WRITES THE CHECK

Rosemount, Minn. - You know the old adage “drive for show, putt for dough”, right? Well, for Paul Shadle, a pilot from Rosemount, nailing not one, but three impressive putts landed him a \$75,000 South Bay pontoon boat, plus \$25K in cash (to assist with taxes), courtesy of Nelson Marine - during the Venture Bank Minnesota Golf Show.

The \$100K Pontoon Putt, a fixture of the Minnesota Golf Show, is not only a popular part of the show, it's a fundraiser for First Tee. To qualify as a potential contestant, attendees needed to first stop by the 1500 ESPN Tent and make a \$5



donation for three chances to make a qualifying putt. On the final day of the show, all the qualifiers returned for a “putt off”, to further narrow the field.

Shadle successfully holed his second putt on the initial qualifier, going on to win Sunday's putt off, making him this year's lucky finalist

who got the chance to make a 120-foot putt for the grand prize.

And what a putt it was! Shadle's winning shot was not only covered by the local



media and CBS Sports, it was featured on the Golf Channel's Morning Drive. What's more, the big prize putt contest raised \$4K for First Tee.



DOWNLOAD

Check out a few popular ideas to boost exposure at your next event sponsorship, or trade show:
<https://www.odds promotions.com/events>

Need a big idea for an upcoming trade show?
Looking for a fun way to drive traffic to your summer event?