



Odds On Promotions Target

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

2016 VOLUME TWO

Issue **39**



EPIC HOCKEY SHOT MAKES #1 ON SPORTSCENTER ODDS ON PROMOTIONS WRITES CHECK FOR \$100,000

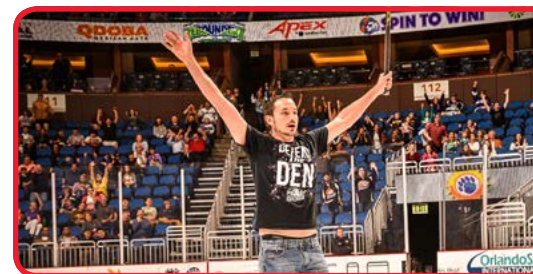
Orlando, Fla. – This spring, Nick Giovanelli won \$100,000, courtesy of the Orlando Solar Bears, and paid for by Odds On Promotions, after he nailed an amazing 115-foot hockey shot at intermission during a game against the Florida Everblades.

The season-long promotion, which was designed to reward loyal season ticket holders, gave 20 fans the chance to come down on ice during each of 35 home games and take a shot on goal for a chance to win a small, self-insured sponsor prize.

As a finale, the Solar Bears invited back the 35 finalists and randomly selected one lucky grand prize finalist, Giovanelli, to shoot for \$100,000, to be paid for by Odds On Promotions.

Sporting a Defend the Den tee-shirt, Giovanelli took to the ice, and made an unforgettable shot from the opposite blue line, sending the puck squarely through a template placed at the goal.

As you can imagine, the crowd went completely wild when Giovanelli made the shot, and won the big bucks. And if that wasn't enough, he found himself number one on ESPN SportsCenter's Top Ten.



VIEW VIDEO ON YOUTUBE
youtube.com/OddsOnPromotions

Watch Giovanelli's incredible shot and the resulting press coverage for yourself. ▶



“Rewarding season ticket holders with unique experiences, such as the opportunity to win life-changing prizes in an on-ice, on-court or on-field promotion, is an effective way to increase fan loyalty while giving key sponsors incredible game day exposure.”

– Linda Thomson
Sports Promotions Specialist, Odds On Promotions



Are you interested in putting your business at center ice or center court this season?

Visit www.OddsOnPromotions.com » Call (888) 827-2249

SPORTS PROMOTIONS TO SCORE MORE AWARENESS, TRAFFIC AND SALES



Hoop it Up

Give a lucky fan the opportunity to make a half-court shot for a chance to win cash and prizes.



Scoreboard Payoff

Make every customer feel like a winner by handing out football or basketball-themed Scoreboard Payoff pull tab cards during every big game!



Rebate Riches

Offer a large rebate on all purchases during a sales event if your local team wins the big game, hits a grand slam, etc.

See our full line-up of Sports Contests at www.OddsOnPromotions.com/sports



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



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GOLFER WINS \$10K AT YOUTH HOCKEY FUNDRAISER

HOLE IN ONE INTERNATIONAL WRITES THE CHECK



Weston, Wis. – This July, Davis Tomczik of Weston won \$10,000, courtesy of Bartelt Insurance Services, and paid for by Odds On Promotions' sister company, Hole In One International.

Tomczik won the big cash prize this summer after he aced the 159-yard, hole 9 at the Pine Valley Golf Course, with an 8 iron, during the Wausau WarJack Golf Outing, a fundraiser for youth hockey in Marathon County. It was Tomczik's second hole in one.

According to Andrew Bartelt, Co-Owner and Principal Agent with Bartelt, "We've insured 1-2 events every year with Hole In One International for about 10 years now. A friend of mine whose son plays hockey asked me to sponsor a hole in one prize for the outing. It's just a great way to get your

name out there. And when there's a winner - and you get the press - well - it's just great for everyone and the cost ... it's a bargain."

As for the claims process, Bartelt noted, "At first it seemed a bit overwhelming. But it all came together. In the end, the process was very smooth ... a good experience."

LOOKING TO GET YOUR NAME OUT THERE?

Insuring a hole in one or putting contest is a great way to get your name in front of a captive audience. For more information contact Hole In One International.

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

\$50K SUPER SUNDAY FOOTBALL WINNER

ODDS ON PROMOTIONS WRITES THE CHECK

Las Vegas, Nev. – Last February, Ken H. of Las Vegas won \$50,000, paid for by Odds On Promotions, in the Ellis Island Casino's Rushing for Riches Lucky Envelopes promotion.

To attract attention and drive play leading up to Super Bowl 50, Ellis Island Casino gave casino players the chance to win up to \$50,000 in cash and prizes in a football-themed Lucky Envelopes promotion.

All patrons received one free chance to win, and acquired additional entries for every 300 points earned. On selected drawing days, randomly selected contestants approached the Rushing For Riches game board, featuring 30 envelopes - 10 levels, with 3 per level. Contestants then selected one lucky envelope from each level and if the envelope insert read

"1st Down" the player advanced to the next level, or the contestant was "Sacked" and took home a self-insured consolation prize ranging from \$100 to \$2500. If the contestant was able to advance all the way to the 10th level, as Ken H. did, they won the \$50,000 prize, paid for by Odds On.

According to Christina Ellis, Director of Marketing, "Our players really enjoyed the promotion. The game board made for an exciting presence on the floor and really created a buzz - especially because we had a big winner early in the week."



INTERESTED IN CREATING A BUZZ AT YOUR BUSINESS DURING THE NCAA CHAMPIONSHIPS, NFL PLAYOFFS OR SUPER SUNDAY?



Visit us to check out Odds On's winning playbook of big-prize football promotions today at www.OddsOnPromotions.com/Football-Playbook

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HOT IDEAS & PROMOTIONS FOR EVERY BUSINESS

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



SLAM DUNK YOUR SALES & MARKETING

Put your product at center court with a giant-prize basketball promotion. From engaging Paper Airplane contests where you can give everyone in the arena the chance to win big, to traditional half-court and series shoot-outs that will give a few lucky contestants the chance to net a life-changing prize, Odds On has a fan-friendly basketball promotion for you.

Email oopinfo@odds promotions.com for a copy of our Top Ten Basketball Promotions.

HOLLY JOLLY JACKPOT

Here's a fun and festive way to drive traffic from Black Friday through Christmas, a holiday-themed Prize Slot. If a lucky customer can line up the winning symbols on the reels, he or she will win your grand prize, and Odds On will write the check.

For more Holiday Contest ideas visit: www.OddsOnPromotions.com/holiday-promotions



CANDY CASH

Here's a sweet promotion that's sure to turn heads this spring, Odds On's Candy Cash game! Qualified contestants select candies on the game board and if the total value revealed by your contestant adds up to \$100, they win the grand prize, up to \$1,000,000, paid for by Odds On Promotions. Or, they will take home the total dollar value they accumulated, or a predetermined consolation prize as their reward for playing. Candy Cash is available for play on an eye-popping 80" electronic-Game Board, convenient handheld tablet, or as a traditional Lucky Envelopes game.



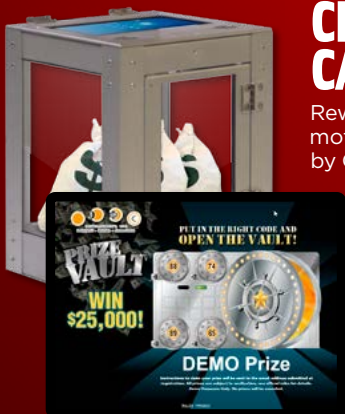
TRADESHOW TRAFFIC DRIVER

Boost traffic at your tradeshow booth by giving show attendees the chance to win up to \$100,000 with a Video Scratch & Win promotion from Odds On! Attendees simply select six spots on the game's touchscreen in hopes of unveiling a winning combination of symbols. If they locate the six grand prize winning symbols, they'll win big, and Odds On will write the check. Odds On has dozens of ready-to-ship themes to choose from, or let us help you create a custom game to showcase your product or brand!



CRACK THE CODE FOR CASH & PRIZES

Reward new and existing customers with the chance to win motorcycles, cars, cash - anything up to \$1,000,000, paid for by Odds On, with the Prize Vault! Perfect for banks, jewelry stores, auto dealers, simply place the prize, or a replica of the prize, inside the vault and advertise the chance to win. Consumers simply select a set of lucky numbers on the Prize Vault's touchscreen and if they have the grand-prize winning combination, the Vault will open, they'll win the grand prize, and Odds On Promotions will write the check. Better still, you can award a variety of self-sponsored prizes for getting fewer correct digits! Game is also available as an online contest!



"PRAY FOR RAIN" PROMO PAYS OFF

ODDS ON WRITES THE CHECK FOR \$10K ENGAGEMENT RING

Mars, Pa. - For most couples, rainy weather on your wedding day isn't usually a cause for celebration, but that wasn't the case for newlyweds Nicholas and Courtney Calderone. That's because the Calderone's recently received a check for \$10,000, courtesy of Casa D'Oro Jewelers, and paid for by Odds On Promotions, after it rained 1.09" on their big day.

To increase visibility and drive engagement ring sales, Reza Liaghat, owner of Casa D'Oro Jewelers runs a very popular "Pray for Rain" promotion where he gives "unlucky" couples a refund of up to \$10,000 if it rains 1 inch or more on their wedding day.

According to Odds On's Damien Anderson who worked with Liaghat on the promotion, "Weather promotions are a very effective tool for helping retailers stand out from their competitors during the holiday season. Another client, The Diamond Vault, runs a Snow Day Giveaway where anyone that makes a purchase between November 25th and December 24th gets a 100% rebate if it snows 6" or more on New Year's Day."

Along with promotions tied to foul weather, Anderson notes that Odds On also runs promotions based on the weather being unseasonably warm, "If you buy an all-wheel-drive vehicle, snow blower, or a snowmobile, you want to be able to use it. Having a 'Warm Weather Guarantee' can be quite effective at helping retailers close sales."

Want to learn more about using weather to increase traffic and close more sales?

Email: oopinfo@odds promotions.com
Call: (888) 827-2249



FEATURED PROMOTION

TMZ'S MILLION DOLLAR MAY WATCH, TEXT & WIN PROMO GENERATES 300K ENTRIES

Los Angeles, Calif. – During Spring Sweeps, TMZ and TMZ Live gave viewers the chance to win up to \$1,000,000, paid for by Odds On Promotions, in a giant-prize Watch & Win promotion.

During broadcasts in the month of May, viewers were invited to tune in and watch for the “phrase

of the day” and then text the phrase, or enter the phrase on TMZ’s website, for the chance to enter the big-dollar sweeps contest.

At the end of the contest, the team at TMZ selected one lucky finalist and flew them to Los Angeles for a VIP Backstage experience and the chance to select from 100 Lucky Envelopes on live television for a shot at winning the million-dollar prize.

While the lucky contestant didn’t win, Harvey Levin and his team didn’t send their lucky finalist home empty-handed.

Along with getting to visit the studios, the winner received a super-sized gift basket, a bottle of champagne, and a \$10,000 consolation prize.

According to the team at TMZ, this was their most successful promotion to-date, generating over 300,000 entries.



“I always recommend including a pass code as a part of any online Instant Win game. While TMZ announced their pass phrase on air, passcodes can be distributed anywhere - trade show booths, restaurants, bars - even via email or social media. It’s an effective tool for driving traffic and motivating consumer behavior.”

– Damien Anderson
Business Development, Odds On Promotions



Drive traffic and expand your online database with an easy and affordable online promotion from Odds On.

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