

Odds On PROMOTIONS On Target

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

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RADIO STATION HANDS OVER \$102,000 ODDS ON PROMOTIONS PICKS UP THE TAB

Kansas City, Mo. – Congratulations to Jamie Links, of Independence, who recently won \$102,000, courtesy of KC102.1 (KCKC) in Kansas City, and paid for by Odds On Promotions, in the station's "\$102K In May" Lucky Envelopes contest. To drive tune-in during the month of May, the KC102.1 on-air talent prompted listeners to call in during four selected day parts to qualify for a chance to win \$102,000.

At the end of the qualification period, the station threw a grand prize finale event at Los Cabos Mexican Grill, where the station randomly selected one finalist who would play a Pick 'Til You Win Lucky Envelopes game. Inside each of 40 Lucky Envelopes, which the station put on display, there was a lucky prize message. While two messages read "\$500" and "\$1,000" – the station's cash consolation prizes, the third message read "\$102,000", which was

insured by Odds On. Links opened one envelope at a time until she collected five matching messages, winning \$102K, which was the largest cash prize ever awarded in the history of the market.

According to the station's Promotions Director, Brian Truta, "KC102.1 has a history of 'bigger than life' giveaways but this takes the cake. We are pleased to be giving away the biggest prize in KC history."



"I've been in radio for 20 years and have done several insured prize promotions - dice rolls, half court shots. KC102.1 has a history of bigger than life giveaways, but this takes the cake. We're an independent, locally-owned station, not national. Having local winners - being able to say we have real people, real Kansas City winners, especially big winners - is important to us. We saw a residual bounce in June following the promotion. And our staff was so excited - the team was reinvigorated. We all took a turn holding the check. The claims process was so smooth and our rep made the entire process so easy."

– Brian Truta,
Program Director / Morning Show co-host
KC102.1

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Increase traffic by giving folks a chance to win up to \$100,000 for unveiling six matching symbols on a handheld tablet.



Trade Show Booth Bucks

Make your booth the talk of the show by giving every attendee a chance to CRACK THE CODE and score incredible prizes with Odds On's Prize Vault promotion.



Get On a Roll

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COMBINATION PUTT LEADS TO \$30K PAY DAY

HOLE IN ONE INTERNATIONAL WRITES THE CHECK



Peoria, Ariz. – Congratulations to Mark Hamer, who won \$30,000, courtesy of the Peoria Chamber of Commerce, and paid for by Hole In One International.

Hamer won the big cash reward after he successfully holed a 10, 30 and 50-foot combination putt during the Peoria

Chamber's \$10 Million Shoot-out Golf Classic which took place at the Trilogy Golf Club at Vistancia.

While this was the first year the Chamber offered the giant-prize putting contest, tournament organizers are no strangers to insured prizes. This tournament, which is the primary fundraiser supporting Peoria Chamber's business and community programs, also features a golf shoot-out where ten randomly



selected golfers get a chance to shoot for \$1 million dollars from a special tee set on the 18th fairway.

WANT TO GIVE EVERYONE IN YOUR NEXT GOLF EVENT A CHANCE TO PUTT FOR AN AMAZING PRIZE?

Hole In One International can help! For more information on creating a putting promotion that will help you sell more sponsorships, showcase your brand, or raise more money for your cause, visit us at www.HoleInOneInternational.com or call (800) 827-2249.

WOMAN WINS \$10K PLAYING ZOOM BALL

ODDS ON PROMOTIONS WRITES THE CHECK

Saratoga Springs, N.Y. – Saratoga Casino Hotel recently awarded Regina G., from Glenmont, N.Y., \$10,000, paid for by Odds On Promotions, after she struck it rich playing in the casino's \$100,000 Hot Summer Fun Zoom Ball promotion.

On selected dates during the months of July and August, the casino randomly selected two lucky carded players who would approach the summer-themed Zoom Ball machine and activate the game by pressing a large button. Players could win a variety of prizes ranging from \$100 in Free Play and \$500 in cash, up to \$100,000, paid for by Odds On, based upon how many and what color of balls landed in the machine's "Zoom Zone".



According to Amy Brannigan, the Senior Dir. of Marketing at Saratoga Casino Hotel, "We wanted to provide an exciting promotion that we knew our guests would enjoy. We've used Zoom Ball several times in the past and were excited to bring the game and the \$100,000 top prize back during our busiest time of year. The promotion added lots of excitement as we had several large prize winners, many of whom let us take their photo with their winnings for social media."

"Our Odds On Promotions representative, Chris Gardiner, was great. He was incredibly helpful and always there for us when we had questions. He is quick to respond with solutions and made this entire experience even better. And the payout process was pretty easy," continued Brannigan.



WATCH THE WINNER'S BIG PAYDAY ON TWITTER

<https://twitter.com/twitter/statuses/901491675159302145>

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HOT IDEAS & PROMOTIONS FOR EVERY BUSINESS

BIG IDEAS FOR BOOSTING YOUR BUSINESS FROM NOW AND INTO NEXT YEAR

PLAYOFF PRIZES, BOWL GAME BUCKS

Looking to ensure that your Big Game Football Party is the biggest in town? Odds On has affordable giant-prize promotions to help you drive traffic, increase sales, and keep customers on premises during any big game, from the College Championships right on through Super Sunday.

For example, imagine the response when you give your customers the chance to get a 100% rebate on every purchase made during your "Take Away, Giveaway Sale" if your team is able to force five turnovers during your selected game, or if your team is able to return the opening or second-half kickoff for a touchdown.

Email oopinfo@odds promotions.com for a copy of our **Super Sunday Planning Guide**.



SEASONAL SCRATCH & WIN

Attract new and reward current customers with a giant-prize "Santa's" Scratch & Win Card, or Pot O' Gold promotion. Insurable for up to \$1,000,000, every card features a registration area to help you build a marketing database or to run a guaranteed prize drawing. And, when a lucky customer scratches to unveil a grand-prize winning combination of symbols, Odds On will be there to write the check.



WHEEL BIG CELEBRATION

Kick off 2018 and 1st Quarter in style with Odds On's Party and Valentine's-themed Prize Wheel promotions! Insurable up to \$1,000,000, simply qualify contestants and give them the chance to spin the wheel and score a prize! Best of all, when a lucky contestant racks up a winning combination on the Wheel, Odds On will be there to write the check. Available on your choice of mechanical Super Prize Wheel or affordable Virtual Wheel platforms.



PUCKS & PRIZES

Net more hockey fans this winter with a giant-prize hockey promotion. Whether you'd like to put your business at center ice and give fans the chance to shoot for a new car or truck from the red line, or give a lucky fan the chance to "Hit it Big" for hitting a goal post from the opposite blue line, Odds On has a hockey-themed promotion for you.

Download a copy of our Top Five Hockey Promotions flyer at: www.OddsOnPromotions.com/hockey



DRAW A CROWD

Drive traffic to your trade show booth, showroom or casino floor with a customized Big Draw Direct Mail promotion. Here's how it works: you'll incorporate a set of "Winning Numbers" into your next mail piece and promote the chance to win big for being at your location on the selected days and times, with the lucky numbered mail piece in hand. At the appointed day and time, you'll conduct a live draw using Odds On's Zoom Ball Machine. If a lucky attendee or customer's numbers match the numbers drawn, they'll become an instant millionaire, and Odds On will pick up the tab! Award consolation prizes for those who collect fewer winning numbers.



\$10,000 SCRATCH CARD WINNER

ODDS ON PROMOTIONS PICKS UP THE TAB

Schenectady, N.Y. – This summer the Rivers Casino & Resort Schenectady handed over \$10,000, paid for by Odds On Promotions, to a lucky casino player during their \$1 Million Scratch Off promotion.

Every day from July 1st - 4th, the casino rewarded guests who visited a promotional booth next to their Rush Rewards Player's Club a chance to win \$1,000,000, along with a variety of other guaranteed prizes – including free slot play, using Odds On Promotions' Scratch, Match & Win cards.

The winner, who was an invited guest, initially unveiled six matching stars, before scratching off the Prize Level box, revealing a single dollar sign, indicating the guest won a secondary insured prize of \$10,000.



According to the Promotions Team at Rivers Casino, "The \$1 Million Scratch Off promotion we ran over 4th of July weekend provided a great deal of excitement at Rivers Casino & Resort Schenectady! Just a few hours before we launched fireworks over the Mohawk River, we had our own fireworks on the gaming floor as one lucky guest revealed six winning star symbols on his scratch off card, which was good for a \$10,000 payday."



WANT TO CREATE YOUR OWN FIREWORKS THIS HOLIDAY SEASON?

Odds On offers a variety of in-stock, ready to ship scratch cards, as well as custom pull tab cards, which can be paired with your own self-insured prize pool. For more information, contact Odds On Promotions today at **(888) 827-2249**.

FEATURED PROMOTION

TWO ILLINOIS STUDENTS SWISH THEIR WAY TO \$10K ODDS ON PROMOTIONS WRITES THE CHECKS

Champaign, Ill. – Congratulations to Ryan Dowling and Drake Kurtenbach who each won \$10,000, paid for by Odds On, in a half court basketball shot contest that took place in front of a sold-out crowd at State Farm Center.

The promotion, which was held on Senior Night during a game between Michigan State and the Fighting Illini, gave 10 randomly selected students the chance to each win \$10,000 – for a total of \$100,000 in prizes - if they could nail a shot from half court.

For the chance to win big, students needed to download the school's Oskee Rewards App (the university's new student loyalty program),

 **WATCH THEIR AMAZING HALF COURT SHOTS ON YOUTUBE**
<https://youtu.be/rMs2oABs8XQ>



allow for notifications, and then “check-in” at State Farm Center via the app. Students were randomly selected and notified via the app, then given a deadline to meet at the marketing table to finalize their participation in the contest.

To keep excitement going all night, the Marketing and Fan Development team held the contest over the duration of the evening. The first round of half court shots, sponsored by Game Day Spirit, took place during the pre-game, the second round, sponsored by FlyCU, occurred during the first half, and the final round, sponsored by Homefield Energy Services, happened during the second half.

The night's first winner, Dowling, barely got to the marketing table in time, but went on to nail his half court shot just before the game started. Meanwhile, Kurtenbach swished one during the first half round, netting himself \$10K and a giant roar from the crowd.



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Want to run your own basketball promotion before the season ends?



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