



Issue
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Q1
08

OROWEAT'S \$1,000,000 HEALTH KICK

Fan Gets a Chance to Win Big at Pac-10 Game

This Fall, at the Oregon Ducks/USC Trojans football game in Eugene, Ore., Oroweat, the official bread of the Pac-10 Conference, gave a lucky consumer the chance to win \$1,000,000!

Advertised during "Running with the Pac" and in stores throughout the Western United States, Oroweat Health Kick promotion invited consumers to sign up at Oroweat.com between Sept. 10 and Oct. 7 for a chance to win an all-expense paid trip for two to a nationally televised Pac-10 game and a chance to make a **35-yard kick**

through a giant Oroweat "O" at halftime for the \$1,000,000 prize to be paid by Odds On Promotions.

While contestant Ian Kapros from McKinleyville, Calif. gave it his all, he didn't quite have the accuracy needed to win the million-dollar kick. However, Oroweat and the Pac-10 didn't send the young man home empty handed. Kapros was awarded a "healthy" \$5,000 consolation prize just for trying.

Lindsey Fahy, Account Coordinator with Pac-10 Sports Properties/Fox Sports Net, helped orchestrate the



promotion and pointed out that it generated a "healthy response" with 3,000 online registrations. Fahy also noted that, "**Linda Thomson, our Odds On rep was awesome. She was on top of it and super flexible.**"



Want to run your own online-to-onfield or on-court contest? Call Odds On today at 888-827-2249.

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Big Golf Winners



Fair-y Tale ATV Winner



Quick Promotions



Easy Money



Promotions Calendar



QUICK PROMOTIONS for Q1

1st Quarter Ideas From Your Promotions Specialists

Dance Man Dance

With the NCAA Men's Basketball Tournament just a few weeks away, we wanted to share with you two effective and creative ways you can utilize the tournament (and your website) to drive increased sales.

One of our favorites is **Championship Challenge**, where if one of your registered contestants can correctly predict a select number of NCAA Men's Basketball tournament winners online, they'll take home your sponsor's grand prize and Odds On will pick up the tab. Another great option is running an online score prediction promotion, where if one of your listeners can correctly predict the halftime or final score, they'll "score" a brand new car, house or pile of cash—courtesy of your contest sponsor and paid for by Odds On.

Looking for more creative ways to maximize revenues from your website? Give us a call today at 888-827-2249.

CHAMPIONSHIP CHALLENGE

NCAA MEN'S BASKETBALL TOURNAMENT ON-LINE BRACKET CHALLENGE

\$50,000 Daytona 500 Looking to grab the attention of NASCAR fans? Get maximum mileage out of the 50th running of the Daytona 500 this Feb. 17 by giving your customers the chance to win \$50,000 with a **Lucky Odometer Match**.

Invite your customers to stop by your location and enter their odometer reading (or other lucky number) into the Prize Vault. If one of your lucky contestants has the winning number, we'll reward them with \$50,000 in cash.



Double Your Pleasure This Valentine's Day give your customers a chance to "double their pleasure" with our "Love Match" **game show** where contestants can win his and her prizes (cars, cycles, cash, etc.) worth up to \$1,000,000. Each lucky "couple" will approach the customized game board and select 2 out of 20 hearts, each holding a Lucky Envelope. If inside the envelope there are two matching grand prize symbols (his & hers), they'll each win a prize, paid for by Odds On.

Shamrock & Roll For Cash Want to boost business this St. Patrick's Day? Give your customers a free chance to win a pot o' gold with our 8" jumbo **dice roll**. Whether you choose to register your contestants and select a lucky few to roll G-O-L-D, or give everyone a shot at rolling I-R-I-S-H, S-T-P-A-T-T-Y, or six "lucky

shamrocks," if someone's got the luck of the Irish, they'll take home the green, and Odds On will pick up the tab.



Auspicious 8s At 8:00p.m. on Aug. 8, 2008 in Beijing, China the XXIX Olympiad will officially begin. If you're looking to build loyalty, drive sales or build your email database, make the most of this "auspicious" marketing opportunity by giving customers the chance to win an all-expense paid trip for 8 to China and \$88,888 in cash with an online or **posted "lucky number" contest**. Simply incorporate a "lucky number" into your packaging (or direct mail piece) and invite customers to visit your website or your location and enter their "Auspicious 8s" code. If someone enters the grand prize winning code, we'll be there to pay for the prize.

Beijing 2008

SWEDISH SHOOT-OUT

Woman Wins \$50,000 Volvo!

Västra Frölunda, Göteborg,
Sweden - Last April at the Sisjö
Golf Club, Emily Albrektson won a
brand new Volvo C30, paid for by
Hole In One International, in the
Volvo C30 Challenge, a giant prize
golf shoot-out.

In order to participate in the event,
which was organized by Martin
Sternberg of Celebration Golf
Services, LLC, contestants could
qualify during the winter months by
registering online or signing up to
receive a VolvoKort, a Volvo-branded
Visa card.

While 253 lucky participants
qualified for the shoot-out, which
took place on the club's 9th hole, it
was Albrektson, a former All-
American who attended college in
the U.S., who holed the
165-yard shot using a
4-iron and
winning herself
a brand new
car, paid for by
Hole In One
International.



Albert Pujols Golf Classic Raises \$335,000

9TH LIFETIME HOLE IN ONE WINS FORD MUSTANG

St. Louis, Mo. - This year's 5th Annual Albert Pujols
Celebrity Golf Tournament was a home run in every
sense of the word. In addition to raising \$335,000 for
the Pujols Family Foundation, the tournament, which
was held at the Whitmoor Country Club in St. Charles,
also featured a big hole in one winner.

Tom Barry made his 9th lifetime hole in one on the 171-yard, 2nd hole on
the club's South Course, winning himself a \$32,000 Ford Mustang,
courtesy of Dave Sinclair Ford, and paid for by Hole In One International.

According to Nic Barkley with Impact Sports, the company that
organized the golf event on behalf of the Pujols Family Foundation,
**"I've always been skeptical and when this happened I was a
nervous wreck. But actually, working with Hole In One
International, was really a nice experience."**

The Pujols Family Foundation supports sufferers of Down's Syndrome
and children living in impoverished conditions and in orphanages in the
Dominican Republic. This year's tournament had 55 foursomes with
one celebrity joining each group.



Easy Money for Staples Customers

\$1,000,000 Decoder Promo Drives Traffic

Framingham, Mass. – With the goals of generating increased traffic and sales at over 1,900 nationwide locations, office supply retailer Staples, gave consumers the chance to win one of twenty \$25,000 cash prizes or one of 500 \$1,000 Staples Gift Cards, paid for by Odds On, in their Rich Possibilities Sweepstakes.

The million-dollar promotion, which was created in conjunction with the **interactive and online promotions** agency CFA Inc, began with the printing of 17 million specially encoded advertising flyers, which were distributed in Sunday newspapers throughout the United States on Sept. 19. The advertising flyer, which was also the game piece, instructed customers to take it to the nearest Staples store in order to have it “decoded” and find out if they had won.

While no one decoded any \$25,000 grand prizes, both Cindy Struthers of Port Charlotte, Fla. and Annrenee Campana of San Diego, Calif. each took home a \$1,000 Staples Gift Card, paid for by Odds On.

According to Mark Cohen, President of CFA, Inc., **“CFA worked very closely with Odds On Promotions to coordinate the seeding of all of the winning game pieces. This was a huge task and required dedicated professionals to insure the winning pieces were fairly seeded in the millions of Staples circulars. Odds On Promotions delivered those professionals as promised!”**



T-Bones Fan Wins Toyota

Grand Slam Inning Lands Man Two-Year Lease!

Kansas City, Mo. – When season-ticket holder Tom Erickson entered the Community America Ballpark to watch a Kansas City T-Bones baseball game, he had no idea he'd be driving home a winner, courtesy of Roger Smith and Sons Toyota Scion and Odds On Promotions. However, that's exactly what happened after Erickson's name was drawn to participate in the T-Bone's **Grand Slam Inning** contest.

In the contest, if a T-Bones player successfully hit a grand slam during the 5th inning, Erickson would win a two-year lease on a brand new Toyota Camry. And, as it turns out, that night T-Bones heavy hitter Rob Watson blasted one out of the park winning

Erickson the prize, which was paid for by Odds On.

According to Bear Goodell, Director of Marketing and Promotions for The Kansas City T-Bones, “Promotions like this are a relatively inexpensive and an easy way to get your name out there. The Kansas City Star covered the story on our winner. That kind of coverage for a team our size, in a market like this, going up against the Royals... well, it's just invaluable to us. Working with Odds On? It's been a breeze. I'm in my second year as a promotions director and Linda Thomson made it a snap...an easy transition for me.”

Opening Day ain't far away! Give Odds On a call today at 888-827-2249 for our All About Baseball Promotions Planner.



MORE BIG WINNERS...

\$25,000 Cash

Thomas Billington

Posted Number Direct Mailer

Premier Ford, Orem, Utah

2007 Toyota Tundra

Patrick Ryan

Lucky Key Mailer

Toyota/Scion of San Juan

Capistrano, Calif.

2007 Nissan Altima

Eddie Bacon

Posted Number Direct Mailer

Garland Nissan, Hopkinsville, Ky.

\$5,000 Cash

Billy Wheeler

Posted Number Direct Mailer

Mike Schmitz Mazda, Dothan, Ala.

\$1,000 Cash

Robert Kluter

“Jackpot” Scratch & Win Mailer

Bernardi Honda, Natick, Mass.

\$1,000 Gas Card

Martin Traxler

Lucky Number Direct Mail

Toyota of Glendora, Glendora, Calif.

Calumet's \$18,000 Custom Softail Success

Harley Dealer's First Direct Mail Promotion Drives 2.6% Response

Munster, Ind. – This past July, Robert Knicker of Highland won a brand new Custom Softail worth over \$18,000, courtesy of Calumet Harley-Davidson and paid for by Odds On. Knicker won the bike when he unveiled the winning number on his “scratch, match & win”

direct mail postcard at the dealership during a two-day promotional event.

According to Chuck and Cathy Kreisel, owners of Calumet Harley-Davidson, this may have been their first direct mail promotion, but it won't be their last. The

reason? In addition to having the big winner, the mailer resulted in a 2.6% response rate, driving what Chuck described as an “insane” amount of foot-traffic and over \$38,000 in retail sales making it a cost-effective promotion.

“You know, as far as the claims process I kept waiting for the catch. But it never came. Zak Woodhead did a great job. Odds On has been great to work with,” stated Kreisel.

Knicker Scratched and won the Softail.

Want to get bigger results from your direct mail programs? Check out our **Top 5 Ways to Do More with Direct Mail** by emailing us at oopinfo@odds promotions.com or calling us today 888-827-2249.



\$15,000 Fair-y Tale Woman Rolls Dice, Wins ATV

Castle Dale, Utah - When Tyler Jeffs with Farm Bureau Financial Services in Castle Dale decided to give the first 100 lucky attendees at the Emery County Fair a chance to roll five **Jumbo Dice** to win two brand new ATVs (worth \$15,000), he was hoping that it would add excitement to the fair, bring positive attention to his business, and help him generate a few leads.

Jeffs never dreamed he'd end up being front page news. However, that's exactly what happened when Lori Brady of Elmo decided to “try her

luck” after a family member suggested that she sign up to participate. As it turns out, Brady had the perfect touch... she rolled the letters M-O-N-E-Y, winning herself the new ATVs, paid for by Odds On.

According to Jeffs, along with additional press coverage, he has written business as a result of running the contest and is planning on running a similar promotion again in the future.



Tyler Jeffs congratulates Lori Brady on her new ATV.



Watch winning dice roll video.

Success Stories

\$500,000 Trump Traffic-Driver

The Trump Marina Hotel and Casino gave players the chance to win \$500,000 in a recent "Rise to Riches" **Lucky Envelope** floor promotion. If players could select the right envelope on each "row," they'd advance to the next "floor." If they picked the right envelopes all the way up to the "penthouse" floor, they'd win \$500,000, paid for by Odds On.



\$100,000 Zoom Ball in Las Vegas

Fujitsu Computer Systems recently gave qualified attendees at SAP TechEd '07 in Las Vegas a shot at \$100,000, paid for by Odds

On, if they could line up six orange balls in the Zoom Zone of their **Zoom Ball** machine.



Auxiliary prizes

included \$1-\$50 in Mandalay Bay casino chips where the convention was held.

Bufs \$22,994 Attendance Booster

This Fall, Amarillo National Bank sponsored a rewarding attendance boosting promotion at West Texas A&M University called Bust the Bowl II. If

West Texas could set a new single-game attendance record at Kimbrough

Stadium by selling 15,000

tickets by a preselected time and date, a randomly selected fan would win \$22,994 at halftime on game day.



Da Fans Get Lucky at Ditka's

This October at Mike Ditka's Restaurant in Chicago "Superfans" got more than just a great meal (Da Pork Chop anyone?), they also got a shot at winning over

\$50,000, paid for by Odds

On, in the restaurant's two free **Lucky Squares** Football Pool Promotions.



Plan for a winning promotion this Spring.



feb

- 2 Groundhog Day
- 3 Super Bowl**
- 5 Mardi Gras
- 7 Chinese New Year
- 10 NFL Pro Bowl
- 10 50th Annual Grammy Awards
- 14 Valentine's Day**
- 17 50th Daytona 500
- 17 NBA All Star Game
- 18 President's Day
- 24 80th Annual Academy Awards

mar

- 18 NCAA Mens Basketball Championships**
- 17 St. Patrick's Day
- 23 Easter
- 29 AFL 2
- 31 Major League Baseball Opening Day**

apr

- 1 April Fool's Day
- 3 Spring Radio Book
- 5 NCAA Mens Basketball Finals**
- 7 PGA Masters
- 15 Tax Day
- 22 Earth Day

ATTENTION CASINO MARKETING PROFESSIONALS...

Is your email database as big (and accurate) as you'd like it to be? This year, give your players the chance to win \$10,000, paid for by Odds On, by adding eCapture, to your next Swipe, Play + Win or Video Scratch & Win promotion.



Did you know, Jupiter Research recently found that 80% of consumers say they are willing to share contact data in exchange for a chance to win a prize?

With **eCapture**, the first time (and first time only) your player swipes their card to participate in your **Swipe, Play + Win** or **Video Scratch & Win** promotion, they'll be prompted to enter or update their email address for a shot at winning an additional \$10,000 prize. Then, all you need to do is download the data and append it to your database.

For more creative ways to enhance and expand your casino's email database, call us today at 888-827-2249 or email us for your copy of **Capturing More Play: Four Ways to Build Your Email Database.**

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