

OnTarget

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

Oddson PROMOTIONS

2ndQ05

ISSUE 6

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Another Million Dollar Winner... New Mexico Man Wins \$1,000,000, Splits With Rotary and Sponsor

Think of him as Basin Broadcasting's ace in the hole. Eric Duncan, of Farmington, NM, made his third lifetime hole in one at the Rotary's Basin Bonanza **Million Dollar Shoot-Out** scoring a \$1,000,000 prize, paid for Hole In One International. Duncan, who made the winning shot from 165 yards on the 18th hole at Farmington's municipal Pinon Hills Golf Course, will be sharing the prize with the company that sponsored him and two Rotary Clubs.

"The real story is how the shoot-out worked as a fundraiser," explains Kerwin Gober, the

Basin Bonanza Coordinating Director. "In a shoot-out, contestants make a donation for balls and take shots to qualify. Our format was unique, featuring both public and sponsored contestants in two different shoot-outs. We had one for the public and gave them a chance to win a brand new truck. In the second event, we had local businesses sponsor players for \$500. As an added incentive and fundraiser, if the sponsored shooter won the million-dollar prize, it would be split 50% to the shooter, 20% to the sponsor and 15% to each Rotary Club."

As with many businesses in town, Gober's Basin Broadcasting tapped one of its best customers to participate in the event. However, at the last minute the client couldn't attend, so Gober prevailed upon golfing buddy Eric Duncan to fill in.

"I was second to last to shoot," explains Duncan. "The ball went right of the pin then started drawing back in. I knew I had won the \$500 prize for getting closest to the pin and was already

thinking about getting a new driver. But the ball kept rolling. Everyone was cheering it on. The greens were a bit long so it was going slow. Then with the last ounce of energy, it went in. Everyone went crazy," he elaborated.

"The fundraising was in the sponsorship sales. We raised about \$20,000, but we didn't expect to have a million-dollar winner. It's a real windfall. We'll be doing this event again," explains Gober who noted that the Rotary is still trying to decide how to utilize their prize share.

**"Everyone was cheering...
it went in. Everyone
went crazy!"**

Eric Duncan,
Million Dollar Winner



Ace in the Hole

Last minute entrant wins million-dollar prize.

For his part, Duncan has purchased his daughter a brand new Jetta and invested the rest.

"Everyone at Hole in One International has been very helpful and professional throughout," stated Duncan. A sentiment echoed by Gober, who hopes that other Rotary clubs will benefit from learning about their very successful "sponsored" million-dollar fundraising shoot-out.

Spring Into Summer Promotions!

Blushing Brides, Swinging Bats, Racing Ducks and Fishing Fun

Bridal Bonanza: "Win Your Dream Wedding!"

Attention: Jewelers, Retailers, Hotels, Country Clubs

Give blushing brides the chance to win the ultimate wedding (or maybe just the ultimate wedding ring, dress or floral extravaganza), paid for by Odds On. To maximize traffic during your next wedding faire or bridal show consider pairing up with one of our

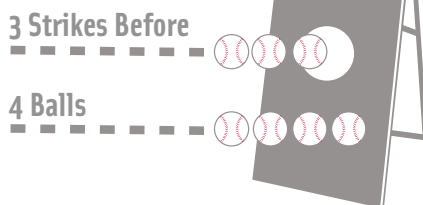
Video Scratch & Win games. Customers simply approach the touch screen computer and reveal winning symbols with their fingertips. If they reveal all the grand prize winning symbols, they'll be walking down the aisle in million-dollar style, paid for Odds On!



Come Out Swinging...

Something for Everyone!

Take a swing at more business this spring and summer with a baseball promotion from Odds On. You can get everyone singing 'Take Me Out to the Ball Game' with **Winning Innings**, where every inning features a new contest and a prize of increasing value. For example, you could come out swinging with \$5,000 if the home team hits a homerun and work your way up to handing over the keys to a brand new car or maybe a cool \$1,000,000, paid for by Odds On, if the hometown hero hits for the cycle in the 9th! Or, select a lucky fan to try to throw **3 Strikes Before 4 Balls** through a target template. When they do, sign them to a huge contract and let Odds On pay the bonus!



Start Horse-ing Around...

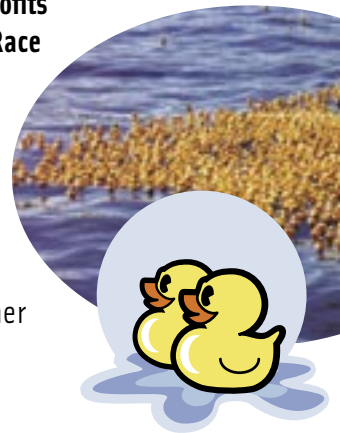
Something for Everyone!

Want more business this May and June? Consider a series of giant prize promotions built around the Triple Crown—the Kentucky Derby, the Preakness and the Belmont Stakes. Hand over a giant prize or a 100% rebate for any condition you can think of such as your favorite trainer winning the Crown. And, when the condition holds true, Odds On pays the price.

\$1,000,000 Ducks (& Turtles)

Attention: Service Clubs and other Non-Profits

Running a **Rubber Duck Race** or **Turtle Race** this year? Get more folks shelling out donations this season by dangling a giant prize as the reward for crossing the finish line first! Odds On will preselect a few lucky ducks and if one of those lucky ducks flies across the finish line first, Odds On will feather their nest with a giant prize!



Fishing for Funds!

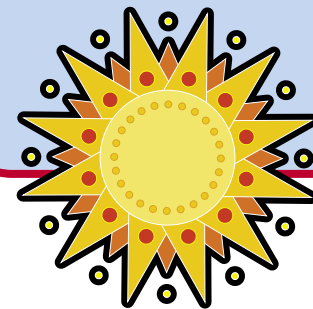
Attention: Fishing Tournament Directors and Non-Profits

Give a man a fish and he will eat for a day. Give him a chance to win \$1,000,000 and chances are there'll be a whole lot more lines in the water! Odds On has hundreds of ways to lure more anglers to your fishing event this season. One of our most popular: **Matching Weight**. If the winner of your tournament matches a predetermined single fish or aggregate weight, they'll go home with a tackle box full of green, paid for by Odds On of course.

Pinehurst Promotion?

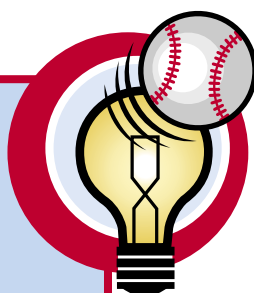
Attention: Retailers, Radio and TV Stations

Grab the attention (and business) of golfers this season with a creative promotion themed around the US Open...or any other major this year. Contest participants simply register at your location or online and then decide who they think the top placing finishers will be. And when there's a winner, we hand over the prize.



EVERYTHING FOR BASEBALL SEASON!

Swing by www.oddsonpromotions.com for a complete roster of baseball promotions.





TeeToGreen

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

Great Press in Every Language!

Bay Area Acemaker Scores Headlines and New Car

Jason Kim of Union Auto Sales knows exactly what it takes to keep his dealership on the front page in the Korean-American community of San Francisco, a winning **Hole In One Contest!**

Kim, Co-Owner of Union Auto Sales in Oakland, Calif., sponsored a **Hole In One Contest** at the Korean Centennial, a fundraising golf tournament held at the Monarch Bay Golf Club. The reward for anyone acing the hole? A 2005 Toyota Camry LE, paid for by Hole In One International.

As you can see from the pictures, Tok Chon Kim, of San Ramon, Calif., not only drove home a winner after acing the 17th hole, he was front page news in the Korea Daily, one of



A Hole in One in Any Language...
Is still a hole in one!



the Bay Area's largest Asian language newspapers and a key communication piece in the Korean-American community. The tournament was also a big success, raising roughly \$15,000.

According to Kim, "Hole in One International handled the whole process in a professional manner. Obviously we were very, very pleased with the press coverage. It was absolutely worth it. We will be using you for all our promotions this year!"

이민백주년사업회 기금모금 골프대회 2만5천불 조성

Coasting to Success

Golf Classic Has Winner and Record Support

Producing net proceeds of over \$108,000, the North Coast Community Homes 9th Annual Golf Classic was a winner in more ways than one. The event featured four **Hole In One Contests**, each for a \$10,000 prize, and attracted 140 tournament players.

Adding to the fantastic turnout and great weather, Joe Morgan from Newport News, Va., playing on the Oatey company team, aced hole 7 at the Chagrin Valley Golf Club, to win one of the \$10,000 prizes, which was paid for by Hole In One International. And better yet, Morgan split his prize with North Coast

Community Homes making this tournament a real winner for all involved!



North Coast Ace
Joe Morgan scores big.

A Great Event – Weather or Not

Mother Nature can be a fickle gal...and if the weather doesn't cooperate you can lose a pile of money in advertising and other costs. But if you've got **Weather Insurance**, your event won't get washed (or blown) away! Just ask the New Haven chapter of the MDA how effective **Weather Insurance** can be! When an inch of rain fell on the day of their tournament, Odds On cut them a \$30,000 check bringing a big ray of sunshine to an otherwise overcast situation. Call us today and eliminate weather from your worries!





Win Your Wedding!

\$25,000 Prize Offered to Bridal Show Attendees

Chad Mullins, the owner of Tradeshow Productions in Dayton, Ohio, tapped Odds On to bring added excitement to two of his bridal shows this January. The 20-year veteran's traffic booster of choice? Odds On's **Video Scratch & Win** game, **Money Match**...a good choice given it was for a bridal show.

Mullins offered brides and grooms the chance to win \$25,000, paid for by Odds On, towards a purchase with any of the shows vendors, if attendees could unveil six matching symbols on the game's touch screen computer.

While there were no grand prize winners, Mullins offered fabulous consolation prizes for brides and grooms who revealed fewer than six symbols, handing over \$100 bills, George Forman Grills, food processors and other home appliances—ideal consolation prizes for those soon-to-be newlyweds. According to Mullins, "We had increased attendance this year. The promotion really helped add excitement to the event."

Wedding Faire Bliss

\$25,000 for a lucky bride to be.

Zooming to the Booth

\$5,000 awarded at Oregon Boat Show

When it comes to grabbing attention at big trade shows and expos, All Seasons RV & Marine knows what it takes ...a winning promotion from Odds On.

To grab attention, increase booth traffic and generate more leads at the Central Oregon Boat Show, All Seasons RV & Marine gave show attendees the chance to win up to \$15,000 with **Zoom Ball**.

After completing a brief registration form, every visitor to the booth got a chance to win big. Attendees simply pressed **Zoom Ball's** big blue button, activating the ball blower, then started rooting for the orange balls to fill the "Zoom Zone". All Seasons offered two giant prizes during the show—\$5,000 for 5 out of 6 orange balls and \$15,000 for 6 out of 6 orange balls.

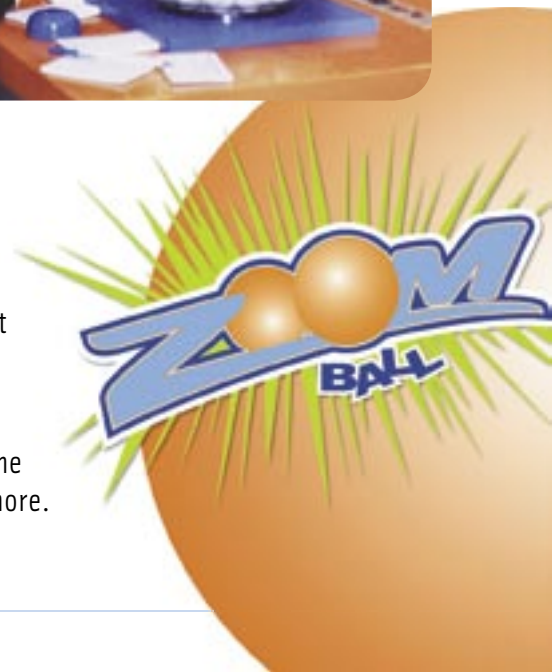
While the show was already abuzz about the prize-awarding machine, things really went wild when Kali Nelson of Beaverton, Ore., stepped up and pushed the **Zoom Ball** button lining up 5 out of 6 orange balls, netting herself a \$5,000 prize, paid for by Odds On.

Dan Morris, Co-Owner of All Seasons, reports there were 600 solid leads generated at the show. "We've not only started following up...we've already made one sale and expect more. I'll be doing one of these again!"



A Winner for All Seasons

Kali Nelson takes home \$5,000!



Xtremely Good Promotion

Urban Male Grabs Headlines and Attendance with \$300,000 Football Toss

To attract media attention and get big crowds and visibility, *Urban Male Magazine* (UMM) ran a fan pleasing football promotion during the Grey Cup, the Canadian Football Leagues' Super Bowl.

The Schick Xtreme \$300,000 **Football Toss** gave randomly selected contestants the chance to throw a perfect pass and take home a giant cash prize, paid for by Odds On.

Over 50,000 fans lined up at Lansdowne Park to take shots at a 20" target hole. After making a qualification pass, contestants' names were put in a "semi-finalists" box. On the final day, three semi-finalists were drawn and they were given the chance to toss for the \$300,000 prize.



UMM-MVP

Taking a shot at \$300,000.

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According to Fadi Azzie, National Sales Manager with UMM, "For the final shot, TSN (The Sports Network) and all the other channels were there. We normally get 5,000 for an event, so to have 50,000 was amazing. And, of course we had good coverage of the event in all the big media outlets. We're looking forward to doing more events like this with Odds On in the next year."

While none of the finalists ended up with the big cash prize, UMM made sure they went home with a great reminder of their 15 minutes of fame: gift boxes that included a "commemorative issue" of UMM identifying them as "CFL MVPs".



Million Dollar Payday

Listen & Win Rocks the Mall

95 Triple X contacted Odds On for a promotion that would give listeners a lucrative reason to tune in daily. The result: 95 Triple X's Million Dollar Payday Contest.

The station qualified one listener per shift using a song of the day contest. After the Million Dollar Payday Song was played, the 15th caller won \$100 and the chance to win big at the Million Dollar Payday Party held at University Mall in Burlington, Vt.

At the mall, ten qualifiers were randomly selected to pick from ten wrapped "presents". Nine of the "presents" contained CDs from the station. The tenth contained CDs and a chance to select from 100 **Money Bags**, one of which contained \$1,000,000...paid for by Odds On.

Kelly Kreissle of Grand Isle, Vt., opened her present last and received the chance to select from the 100 **Money Bags**. Although Kreissle didn't win the \$1,000,000, she did win big.

She took home a four-night trip for two to Cancun, Mexico.



Million Dollar Payday

95 Triple X Bags a winning promotion.

According to Mandi O'Dell of 95 Triple X, response was exceptional from start to finish, "The phone lines lit up every time the qualification songs were played. People were so excited to call in to win. Our turnout at the event was much bigger than normal. We usually see 50-75% but for this promotion 298 of the 330 qualifiers came to the event. I REALLY love the **Money Bags** Odds On provided. They made the promotion look huge! It was one of the most successful promotions we've ever had. I'd love to continue using Odds On for any promotions we have in the future."

Want to give your customers the chance to live the rock and roll lifestyle? Call Odds On today!

Quick Look What's Hot at Odds On Promotions



Vaulting to Success

Las Vegas Motorsports Drives Traffic with Unique Co-Promotion

Candice Cooley knows what it takes to grab the attention of bar and casino patrons all over Las Vegas – a prize-awarding **Vault** promotion from Odds On. Cooley, who works for Las Vegas Motorsports, a dealer of motorcycles, watercraft and all-terrain vehicles (ATVs), developed the promotion in conjunction with five Las Vegas area bars and casinos as well as local radio stations.

While each of the casino and bars had their own unique take on the promotion, Cabo Charlie's used the promotion to drive additional gaming play and foot traffic on Monday nights during the football season. Cabo Charlie's gave every video poker player who got a four of a kind on Monday nights the chance to win a pair of 2004 Suzuki LTZ-400 ATVs. Katherine Honie was watching a Monday night game when she learned about the promotion. After receiving a four of a kind, the bartender directed her to enter her choice of five digits into the prize-awarding **Vault**. Honie entered 08349, winning herself the two ATVs, courtesy of Las Vegas Motorsports and paid for by Odds On.



Give your customers a chance to Crack the Code!

Vault Promotions start from just \$800!



"Quick Tip"

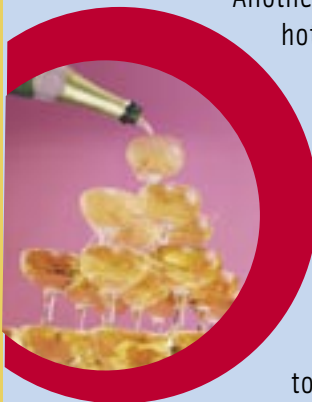
Tee-Off & Awards Dinner FUN-draisers

Adding a giant prize promotion to your Tee-Off or Awards Dinner is a great way to entertain the crowd while raising additional funds. It's also a highly visible and unique sponsorship opportunity! For example with six 8" dice and a little help from Odds On, you can give everyone who makes a donation the chance to take home a fabulous prize with a **Million Dollar Dice Roll**. Or, bring the excitement of the outdoors in with a **Putting Contest**. Contestants make a donation and receive a chance to sink a putt for a super-sized prize. If someone holes it, we'll handover the cash! Alternative use: give top finishers the chance to take home even bigger bragging rights along with their trophy or plaque by giving them a shot to sink one from 50 feet for a giant reward!

Another promotion that's hot right now – the **Pyramid of Prizes**.

Take 100 champagne flutes, 99 cubic zirconias and a diamond worthy of Harry Winston and you've got a promotion sure to add glamour and excitement to your awards

banquet, charity gala, or elegant dinner auction. Simply place one stone in each glass, place the glasses in a pyramid and pour on the bubbly. Then randomly select a lucky donor to take their pick. If they select the glass containing the precious stone, we'll play "Diamond Jim Brady" and fork over the prize!





Tee-Off Dinner Rocks...

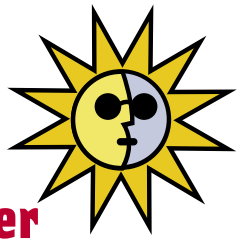
Houston Jeweler Hands Over 2-Carat Diamond

At this year's John Granato/Everyone's Internet Celebrity Golf Classic Tee-Off Dinner and Auction, the Houston Chapter of United Cerebral Palsy (UCP) added a new event: the "CEP for UCP" Texas Hold'Em Poker Tournament.

To generate additional donations at the dinner and bring increased attention to the tournament, the UCP and Houston jeweler Mark Klein, the "King of Diamonds", teamed up to give tournament participants the chance to take home a two-carat diamond, paid for by Odds On, in a **Lucky Envelope Contest**.

Amongst all those who donated, Joseph Lawless got a chance to select from a "deck" of 52 envelopes. Lawless made a winning choice—his envelope contained the King of Diamonds—meaning he had won the two-carat gem. But the big winner was the Houston Chapter of the UCP. Their event netted \$100,000 this year.

According to jeweler Mark Klein, who's a big fan of insured prize promotions, "The publicity generated from these kinds of events makes sponsorship completely worthwhile."



Summer Promotion Calendar

May

Cinco de Mayo
Kentucky Derby
Mother's Day
WNBA Season Begins
Daytime Emmy Awards
The Preakness
Spring TV Sweeps
Indy 500
Rugby
Lacrosse
Senior PGA

June

Miss Universe
NBA Playoffs
The Belmont Stakes
US Open Golf
Father's Day
Wimbledon
Tony Awards
MTV Movie Awards

July

Radio Summer Book
Tour de France
Independence Day

golf, golf, golf!

Million-Dollar Winner

Baseball Promotions

Wedding Faire Bliss

Trade Show Success



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