



Odds On
PROMOTIONS

OnTarget

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

issue

25

Q2

10

WOMAN WINS \$100,000 ON NEW YEAR'S EVE

Arizona Casino Finds Success with "Party's at the Castle" Promotion

Camp Verde, Ariz.—Sharon Curley of Flagstaff kicked off 2010 in winning style when she scored \$100,000, paid for by Odds On Promotions, in a **wheel spin promotion** at Cliff Castle Casino's New Year's Eve celebration.

The promotion gave new and existing club members, as well as everyone who purchased tickets to the New Year's Eve bash, the chance to win cash prizes ranging from \$1,500 to \$100,000, in a wheel spin promotion. Guests could also receive entries for the hourly spins, by joining the casino's player's club, earning points on their player's club cards and playing other casino games.

At 1 a.m., Curley, who had earned 50-60 tickets for the late night spins, stepped up to the wheel after her name was randomly drawn. Surrounded by loud cheers, Curley gave the giant-prize wheel a spin, and began shaking when she saw the number and realized she had won the \$100,000 prize.

While Curley intends to use her winnings to pay off some bills and a student loan, the promotion was also a winner for the casino. "Absolutely, this insured prize contest worked in our New Year's Eve promotion. This is one of the best and most efficient ways to do a large dollar promotion," noted Marketing Analyst, Marc Nelson with Cliff Castle.

As for the payout, Jonathan Hood, Advisor of Marketing Operations stated, "The prize payout process went very smoothly, especially for the large amount of money—\$100,000—that we gave away. We in operations were all pleased with Odds On Promotions."

The casino was so pleased in fact, they've run yet another wheel spin promotion, "You're Aces with Us", to celebrate Cliff Castle being voted #1 in Arizona for an impressive 11 years, and featured a grand prize wheel spin for \$111,000.

Check out more photos and read more about the "You're Aces with Us" promotion at:

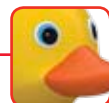
oddsongpromotions.wordpress.com



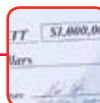
COULD YOUR EXISTING PRIZE WHEEL BENEFIT FROM A MATCHING BIG PRIZE?

CALL ODDS ON PROMOTIONS TODAY AT 888.827.2249 FOR A QUOTE.

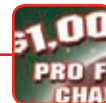
inside



Lucky Duck Bucks



TeeToGreen



Football Contests



Fishing for Dough



Click Here to Win!





QUICK PROMOTIONS for Q2

SMALL BUCKS. BIG BUZZ.

Wish you could supersize your marketing budget? If getting more bang from every marketing buck sounds good to you, then it's time to call Odds On. We'll show you how to get maximum results using your existing marketing budget! Here's a few ideas to get you started. Better yet, call today for a custom consultation.

Win Your Financial Independence

This 4th of July weekend give your customers the chance to win "financial independence" with a Prize Vault promotion. Place the Prize Vault in a prominent location and invite your customers to enter their birthday or the last few digits of their driver's license number for a chance to win cash and prizes. If someone enters the winning combination, they'll receive a giant check, paid for by Odds On Promotions.



preselected "winning hand," they'll ride home a winner and Odds On will be there to ante up for the prize. The tabletop verification machine ranks every hand, making the task of awarding consolation prizes easier than ever.

Backpacks Full of Bucks

Get more shoppers in your store during sales tax holidays and back to school sales by giving them the chance to win a "Backpack Full of Bucks" with Odds On's Lucky Envelope contest.



Kick your promotion off by selecting three amazing prizes (one outrageous grand prize insured by Odds On, and two self-sponsored prizes), then put your 40 backpacks on display. Invite your customers to register in-store or online for the chance to win one of your three prizes. A few days prior to your event, we'll ship you a set of Lucky Envelopes, each of which contains a symbol representing one of your three prizes to place inside the backpacks. On the big day, select a lucky contestant and let them pick backpacks until they collect five matching symbols, winning the indicated prize.

Collect the five matching grand prize symbols and Odds On will pay for the prize.



Buy Ducks, Win Big Bucks

Planning a fundraising duck race? Give prospective donors an even bigger incentive to support your cause by offering the chance to win a new car, a home-makeover or \$1,000,000, paid for by Odds On Promotions. Odds On will preselect a few lucky ducks prior to race day. If one of the preselected ducks is first over the finish line, your contestant will win big, and we'll pay for the prize!

Poker Party

Odds On's Lucky Hand Poker Run is a great addition to any poker run because it gives everyone who participates the chance to win motorcycles, cars or cash. Contestants travel to each of your designated locations and pick a card. At the final stop, contestants will enter their "hand" into the verification machine. If their card combination matches our



JASON HARGETT'S ACE VIEWED BY MILLIONS AROUND THE WORLD

ANOTHER MILLIONAIRE!

Salt Lake City, Utah—If you read the newspaper or watch The Golf Channel, ESPN, Good Morning America or The Ellen DeGeneres Show, chances are you've already heard about Jason Hargett, Hole In One International's latest millionaire.

Hargett won a once-in-a-lifetime million-dollar hole in one prize when he made a 150-yard hole in one during a post-tournament golf shoot-out contest during the Mark Eaton Celebrity Golf Classic at Red Ledges Golf Course in Heber.

Hargett, an avid golfer, woke up the morning of the tournament with no plans or intention of playing, but, like many golfers, when the

opportunity arose to be a replacement player, Hargett opted to play. Clearly, it's a decision he doesn't regret.

Hargett explains, "The five closest to the hole got to be in a shoot-out at the end of the tournament. I hit it as good as I've ever hit a 9 iron. All of a sudden the camera people threw up their arms, and I thought wow that really just went in!"

The entire experience has been "surreal" for Hargett. Aside from winning the million-dollar hole in one prize, "Being ESPN's #1 Top Play of the Day" was the highlight

for him. That and

being on The Ellen DeGeneres Show. "That was pretty cool too," he noted.

While Hargett may have won the \$1,000,000 prize, paid for by Hole In One International, the event was also a big winner for the Diabetes Center at the University of Utah and the sponsor of the post-tournament shoot-out, The Villas at Poipu Kai on the Hawaiian island of Kauai.

With that single shot, Hargett became an overnight internet and media sensation and within hours, video of his amazing hole in one went viral racking millions of views on YouTube and netting worldwide press coverage for the first-time sponsor.



AS FEATURED ON:    

> **View full article and video:**
www.HoleInOneInternational.com/winners



LOS ANGELES RADIO LISTENERS WIN \$40,000

Birthday Game Leads to Four Winning Contestants

Glendale, Calif.—Four Los Angeles listeners of “Piolin por la Mañana,” an AM drive show, each won \$10,000 this spring, paid for by Odds On Promotions, in The Birthday Game™ contest.



To participate in KSCA's **\$10K Birthday Promotion**, listeners first needed to tune in to find out the “winning” birthday month. Then, when Piolin gave the cue, anyone born in the lucky birth month dialed in or texted the word “cumpleaños” (birthday) to the station for the chance to be the lucky contestant. If the Nth responder's birthday matched the lucky preselected day, which was revealed live and on-air, the caller won \$10,000, courtesy of “Piolin por la Mañana,” and paid for by Odds On Promotions. If the caller's birthday didn't match, the qualifying caller still received a \$100 gift card from the station.

According to Jose Lopez, Marketing Director for La Nueva 101, **“Odds On Promotions made the planning and execution of this text-to-win promotion both efficient and easy. They were able to secure the trademark “Birthday Game” and provide us with market exclusivity for both English and Spanish language stations and the \$40,000 in claims were paid within a week of the conclusion of our contest. We were very pleased with the service we received from Odds On Promotions.”**

While there were four \$10,000 winners, 18-year-old Francesco Unzueta of Duarte was the first to cash in. After hearing about the contest, he texted in numerous times for the chance to win and successfully scored a \$10,000 prize when his birthday, March 15, matched Odds On's preselected day.

Interested in grabbing more share by giving listeners (or viewers) the chance to win big?

Email media@odds promotions.com or give us a call at 888.827.2249.



MAN LANDS \$25,000 PAYDAY

Reels in the Dough at Ice Fishing Derby

Casper, Wyo.—Dustin Russell may not have caught a record-breaking walleye during the 22nd Annual “HAWG” Ice Fishing Derby, but his catch sure did pay off. Russell won \$25,000, courtesy of the Pathfinder Boat and Fishing Club, and paid for by Odds On Promotions, in a **Matching Weight Promotion**.

In a matching weight fishing promotion, if the weight of a single fish (or if the contest sponsor prefers, the total weight of all the fish caught) matches a predetermined “lucky weight,” the angler wins the grand prize, paid for by Odds On.

Russell signed up for the ice fishing derby after seeing a promotional flyer about the annual event. While his 4.56 pound trout was the day's big winner, it was for his 2.76 pound walleye that Russell won the

big bucks. That's because when he entered the weight of his walleye into the hand held verification machine, it matched the preselected lucky weight, winning Russell the \$25,000 prize.

According to tournament organizer, William Elmore, “We were kinda impressed—I mean it seemed like the check was here in a what—maybe a week? Everything just went so smoothly. We just sent in the paperwork. And that was

it.” According to Elmore, the club already has plans to use the fact that they had a winner in their next tournament's marketing.



Planning or sponsoring a fishing tournament? Call 888.827.2249 to request a copy of Odds On's Top 5 Fishing Promotions.

CHIEFS KICK RETURN LEADS TO \$17,000 PRIZE

Man Scores Dough After Charles Scores a Touchdown

Grandview, Mo.—Last November when Jamaal Charles of the Kansas City Chiefs returned an opening kickoff 97 yards for a touchdown against the Steelers, Matt Newman of Kansas City won a motorcycle valued at \$17,000,



courtesy of Freedom Cycles, and paid for by Odds On Promotions.

The **kick return contest** gave customers who registered at any of Freedom Cycle's retail locations or at one of their booths during a couple of local trade shows, the chance to be a prize winner if the Kansas City Chiefs returned the opening or second half kickoff for a touchdown, something the Chiefs hadn't done in four years.

Newman, who registered for the Kick Return promotion when he purchased parts a few months before the game, knew when he saw Charles make the play that someone was going to win. A few days later Newman received an email letting him know he was one of three lucky finalists. Then, on the day of the drawing he really scored, winning

the \$17,000 ride.

According to Terry Leighty, Sales and Marketing Director with Freedom Cycles, "Honestly, we never expected to have a winner. But this promotion, it was a real crowd pleaser. We used this promotion to build our own internal marketing database - we got a pretty good response, we picked up about 800-1,000 names. And I'll tell you what, we're running another one now and we've already surpassed those numbers."

Interested in creating a **traffic-driving sports promotion** for your store? Call us today at 888.827.2249.

TRIPLE PLAY LANDS WOMAN \$3,000 MOWER

Carolina Gamecocks Swing Into 2010 in Style

Columbia, S.C.—This season, to add excitement to their games and provide added value and exposure for sponsor John Deere, the South Carolina Gamecocks gave baseball fans the chance to win a John Deere tractor worth \$3,000 in a **Triple Play Inning promotion**.

To win the "Triple for a Tractor" promotion, all fans needed to do was complete a registration form when they arrived at the stadium and start rooting for a triple play.

As luck would have it, during the 5th inning of the very first game of the year, the Gamecocks scored a triple, winning Heather Alsbrook, whose name was drawn at random from all of the registered entries, an X300 John Deere lawn tractor.

According to Robert Gahagan, General Sales Manager with South Carolina Gamecock Sports Properties, "The promotion was part of the sponsor's package and they were thrilled to have a winner at the first game. After having the winner at the first game, we renewed for the rest of the season. Fans are very aware of the promotion. We have the tractor parked at the main gates and have been running about 200-300 registrations per game. On the registration form we give folks the option of signing up for our Garnet Insider emails. The claims process met all of our expectations."

You can hear this winning promotion for yourself. Visit us at www.oddsonpromotions.com/winners to listen to the call!



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Want to showcase your product, create a database and give fans a chance to win big? There's still plenty of time to run a baseball promotion! Email us today to request a copy of our Top 6 Baseball Promotions: oopinfo@oddsonpromotions.com.

DO YOU KNOW WHO'S VISITING YOUR WEBSITE?

Studies show that over 80% of consumers are willing to share their contact information if you offer them the chance to win a prize. Are you doing everything you can to take advantage of that on your website?

Online contests, sweepstakes and games are an ideal way to boost site traffic, develop your database and capture information from visitors to your site. Odds On Promotions now offers a winning lineup of turnkey online sweeps, games and contests to fit any budget. Demo a game today at www.oddsonpromotions.com/interactive.



Sweepstakes and Contests

Scratch Off Games



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AND SALES**

GRAB HEADLINES, TRAFFIC,
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**\$1,000,000
PROMOTION
FROM ODDS ON**

**When You Have A Winner,
We Pay for the Prize.**

Success Stories

Rangers Watch, Text and Win

The New York Rangers and the Madison Square Garden Network gave Rangers fans the chance to win up to \$1,000,000 in a watch, text & win contest. During



selected game broadcasts, fans were given clues to submit online or via text message for a chance

to win. Randomly selected “text to win” contestants then attended a Rangers game where they got to shoot from various locations on the ice for prizes of increasing value—up to \$50,000, insured by Odds On. The final “text to win” contest winner was selected from all the entrants and got to shoot from the blue line for \$1,000,000.

Kickin' It

To celebrate the opening of the Major League Soccer season, the Columbus Crew gave two lucky fans the chance to win \$10,000 in a Goal Post Kick contest.



To win the dough, contestants needed to hit two goal posts in three kicks.

No matter what sport you'd like to sponsor or support, we're game.

Check out our most popular sports contests on our website at:

www.OddsOnPromotions.com



ANYONE CAN RUN A FOOTBALL-THEMED PROMOTION THAT WILL HELP YOU ACHIEVE YOUR MARKETING OBJECTIVE:

Pick 6 Football

This football-themed Video Scratch & Win game can be run all season long, or during bowl season for ADDED RETURNS.



Return for Riches

A weekly kick return contest is guaranteed to add excitement to your marketing campaign.

Lucky Squares

Supersize your football squares pool with the chance to win up to \$100,000!



Plays that Pay

Football-themed game shows can drive traffic every Sunday/Monday during football season.

Plus Prize Plays, Score Predictions, Nerf Target Tosses and More.



Pro Football Challenge

Drive traffic to your casino every day for 17 weeks with Odds On's fully-automated “pick the pros” style contest—\$1,000,000 Pro Football Challenge! Not only is it easy to run, it's more rewarding for your players!

Players simply swipe their card at the kiosk daily and select the week's winning teams plus the final score of the week's last game. The kiosk prints out a three-part receipt with their picks, their prior week's results and their year-to-date standings, plus an optional drawing ticket. If, at the end of the season, one of your players correctly predicted the winners of a predetermined number of games, they'll take home the \$1,000,000 Grand Prize.

