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# **OnTarget** 1stQ05

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

ISSUE **5**

**Odds On**  
PROMOTIONS

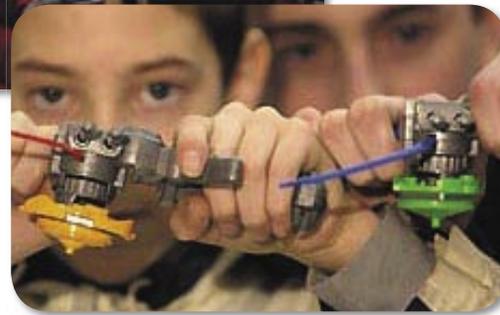
## **"Let 'Er Rip"**

**\$1,000,000 Top Spin**

Hundreds of kids got to take a spin at winning a million-dollar head start on life thanks to Odds On Promotions and Nelvana, an international distributor of animated children's shows.

Beyblade, the latest trend from Japan, is both a game and television show that has kids from all over the world playing with customized spinning tops in Beystadium "battle arenas", manufactured by Hasbro.

After a series of qualifying tournaments held at retail and entertainment venues, the best 8 to 14-year-old top spinners in the world descended upon New York City's Times Square to compete in the Beyblade Battle Association's World Championships.



media," explained Jon Graham, Nelvana's Director of Marketing. "We offered kids the chance to test their skills and beat

the world record with a Beyblade," continued Graham. From the 1,000 kids who attended, approximately 200 lined up to participate in the \$1,000,000 spin.

### **Spin to Win**

Big Beyblade action in Times Square.

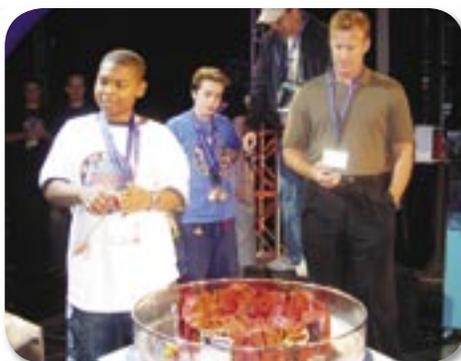
**"The Million Dollar Super Spin seemed to capture the media's attention..."**

**Jon Graham,  
Director of Marketing, Nelvana**

Covered by CBS and Fox, the event also received press with write-ups appearing in the Houston Chronicle, New York Daily News and other dailies. The event was also covered by the BBC. "The million-dollar spin seemed to capture the media's attention and worked as an additional hook," explained Graham.

While no one broke the world record to win the million, Nelvana sent every participant home a winner based upon how long contestants could spin the top. Those under a minute received a sticker while those with longer spins won posters, Beystadiums, remote control launchers and collections of free tops.

Nelvana's Million Dollar Super Spin is just another example of how Odds On Promotions is helping companies nationwide build truly unique promotions that grab headlines and engage consumer interest.



### **Big Beystadium**

Top spinners go for the big bucks.

"We wanted an additional event at our Beyblade World Championships that tied in with the Beyblade brand, was appealing to the kids, and would be a hook for the

# It's A Spring Thing...

Ideas for March, April and May



## Hoops...There it is!

**Retailers and Auto Dealers:** Hold a "Hoopla" where customers receive a 100% refund if the home team wins the big game.

**Casinos and Bars:** Give customers the chance to win a giant prize for correctly predicting the Final Four Teams or keep 'em rooting until the end with a Prize Play promotion...if a member of the team scores a triple double or makes a half-court shot at the buzzer to win the game, we'll reward your team with a giant prize!



## A Ticket, A Tasket, There's a Prize in Every Basket!

Everyone loves **Pick 'Til You Win** because contestants play until they win a prize! Select a grand prize and two self-insured consolation prizes. We'll send you 40 Lucky Envelopes, each containing a symbol representing one of the prizes. Place the envelopes inside 40 baskets—or whatever container you'd like—put them on display, then advertise the chance to win big! Finalists pick until they collect five matching symbols and win the indicated prize! When they gather the five symbols representing the grand prize, Odds On fills

their basket with big cash! This flexible promotion works in every setting and can be themed around any holiday, event or sport (i.e. Cinco de Mayo with sombreros, Spring Tourneys with basketballs—our attention-grabbing reusable cloth Money Bags!)



## Reel Tax Relief...

**Attention Retailers, Casinos and Auto Dealers...**

This April give customers the chance to double their refund check or take home a giant prize with our **Super 7's Slot!** Standing just two-feet tall with all the lights, bells and whistles (and big cash prizes) you'd find in Las Vegas, our Super 7's Slot Machine is a "reel" traffic-driver. Visit our website to see a video of this "jumbo-refund" prize-awarding machine in action.



## Clean Sweep...

**Attention Radio and TV Promotions Directors...**

Boost share with a super-sized **Phrase that Pays** promotion. Your on-air talent calls a preselected phone number. If the listener answers the phone with the Phrase That Pays

(i.e. "KWNZ and Classic Motors Rock"), they score the grand prize, paid for by Odds On. Or, keep viewers and sponsors dialed in with **Dial-A-Prize**. Odds On Promotions will preselect multiple phone numbers from your viewing area. Viewers call the station's contest hotline when they see the "lucky promotion phrase" flashed on the screen. When the randomly selected caller gives his home phone number and it matches a preselected number, you've got a winner and Odds On will write the check!



## May Day, May Day

**Non-Profits Take Note...**

Raise money and draw attention to your cause with a helicopter drop. Select your grand prize and what you want to drop (ping-pong balls, tennis balls...anything). In the weeks leading up to the drop, advertise the chance to win the prize for stopping by your sponsor's location and making a donation. On the appointed day balls are dropped onto a target from the sky. If the ball falling closest to the target appears on a list of preselected balls, Odds On will drop off a check for the grand prize!



## OUT OF THE PARK

### OUT OF THE PARK

Baseball season is fast approaching. Visit our website for a Baseball Contests and Promotions Brochure.





# Tee To Green

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT



**United for D.C. Soccer**  
Phenom Freddie Adu

## Tourney Nets 70% Increase in Donations!

*Catherine Marquette Shares Tips For Success!*

United for D.C., the charitable arm of the D.C. United soccer team, raised \$55,000 at their 3<sup>rd</sup> Annual Celebrity Golf Tournament, a \$20,000 increase over the previous year. The sold-out tournament, held at Reston National, had two hole in one contests featuring brand new Honda Element EXs, insured by Hole in One International. We caught up with Executive Director Catherine Marquette to find out how she aced this.

**HI01: What were the key factors in your success?**

**Marquette:** *Professionalism, the environment and a good cause. D.C. United survives on customer service. Everyone involved in the activities is very friendly, polite and professional, which helps create an environment in which people want to be. Soccer's fun! It's entertainment! So is our tournament. We try to create a relaxed, fun environment with just enough mix of friendly competition. And the third factor is a good cause. We raise money to support inner-city youth. Who could say no to that?*

**HI01: You had a big increase in sponsorship. How'd you snag those sponsors?**

**Marquette:** *Snagging a big sponsor often means not going after the sponsor in the first year. It's about relationship building. In year one, United Bank purchased a foursome. In year two, a hole. In year three, they stepped up as the presenting sponsor.*

**HI01: Does having a hole in one contest add to your event?**

**Marquette:** *Yes, significantly. It helps raise the "spirit of competition." We have a lot of professional athletes, former athletes and fans who play golf, and there's a competitive spirit. Having hole in one contests raises the stakes. Hole In One International is a great partner because they are always very responsive and timely. They can turn things around in a short amount of time and are very courteous and understanding. Thanks, Hole In One International!*

## A Big Bunch of Cars

*Ace Making Tour Pro Wins 5 Fords...*

At the Official Pro-Am of the John Q. Hammons Hotel Classic, LPGA Tour pro Ashli Bunch aced the par-3, 15<sup>th</sup> hole to win a Ford Escape.



**Ashli's Winning Foursome**

"I didn't see it go in, but when the volunteers started waving their arms and cheering, we realized I made it," stated Ashli. Her foursome was just as surprised. They thought only Ashli had won, but when they re-read the sign they realized each of them would drive home a winner, courtesy of Hole In One International.

"Anytime someone makes a hole in one it's special, but to get one on the hole Ford sponsored and not win one car, but five, it's very special," said Bill Knight, president, Ford of Tulsa.

"Hole in One International was great to work with and very flexible. Of course the important part is the pay-out process. It was easy. You kept us

informed each step of the way. You're the easiest company to work with and I recommend you highly," stated Kyle McQuaid, Marketing Director of the Oklahoma Ford Dealers.

Wanna give away a big bunch of cars at your next tournament? Give us a call!

## Bowling 'Em Over in Denver

**Foundation Raises \$100,000**

When Zack Romero, Event Director of Jake Plummer's Annual Celebrity Bowl-O-Rama, needed a creative way to add excitement to his event, he gave Odds On a call. Romero wanted to make sure the event was truly striking and ensure excellent visibility for a key sponsor... John Elway's Auto Nation.

After discussing a variety of bowling promotions, Romero opted on giving away a brand new Dodge Magnum, paid for by Odds On Promotions, to anyone who could roll a 300 game during the tournament portion of the event.

The weekend began at INVESCO Field with the "Bowling Ball," a night of games, food, entertainment and auctions. "We parked a Dodge Magnum, supplied by the dealership, at the entrance of INVESCO Field," explained Romero, "so everyone could see what they could win for bowling a 300 game the next day."

The bowling tournament, held at the Brunswick Zone Bowling Center, paired corporate sponsors, individual donors, caregivers from the Alzheimer's Association and children from the Family Tree with players from the Denver Broncos.

While no one bowled the perfect game, there were consolation prizes such as signed balls, \$100 sporting goods certificates and bowling pin trophies. The event was a success. "We raised over \$100,000 for the two organizations," stated Romero.



**Bronco Bowl**

Jake Plummer shows good form.



## Pepsi Gridiron Challenge...

**\$20,000 Football Promotion Doubles Attendance**



When Wyoming Beverage wanted a fan-attracting way to sponsor the University of Wyoming Cowboys, they gave Odds On Promotions a call.

Kevin Lempka, VP of Sales for Wyoming Beverage explains, "The University of Wyoming was at risk of losing Division I status if football game attendance didn't reach an average of 15,000 spectators per game. And as you probably know Wyoming is fairly rural and fall weather can be pretty chilly." In order to drive increased attendance

Lempka brought his A-game...a Pass, Punt and Kick promotion from Odds On.

Prior to each home game, the promotions team threw T-shirts into the crowd. One shirt read "You Have Won" indicating which contestant would get a chance to test their football skills. Contestants worked their way downfield by making a pass towards the opposite goal line, punting from the location where the pass landed and finishing with a kick through the uprights for the big prize, paid for by Odds On Promotions.

While the \$20,000 Pepsi Wyoming Gridiron Skills Challenge received great media exposure, Pepsi and Wyoming Beverage really went the distance, placing the promotion right on 1.2 million cans of soda. And, to keep Pepsi and ticket sales at center field, folks could get \$5 off their game tickets when they brought a can of Pepsi to the game.

Attendance skyrocketed. While prior year attendance had been running at 9,000 -10,000, attendance this year has been running at nearly 20,000. But this promotion really gave everyone something to talk about when Trenton Bowers became "Rich Man On Campus" after passing, punting and kicking his way to \$20,000, paid for by Odds On.

And, what is Lempka's cheer this year? "Pepsi sales are up. Way up!"

**"Pepsi sales are up.  
Way up!"**

**Kevin Lempka,  
Wyoming Beverage VP of Sales**

## Helicopter Pay Day

**In Surprise Twist CFF Gets \$25,000!**

A Golf Ball Drop promotion recently left the Rochester Chapter of the Cystic Fibrosis Foundation \$25,000 richer, courtesy of Odds On.

Grant Fletcher, Director of Special Events, contacted Odds On with the goal of generating extra donations and publicity for the organization's two golf events by holding a Golf Ball Drop.

In a Golf Ball Drop, a non-profit organization sells numbered golf balls and on an appointed day drops them from a helicopter onto a target hole at a golf course. When one of the

balls that falls closest to the hole appears on a preselected list of "lucky balls", Odds On hands over a giant check.

The CFF sold golf balls for \$10 each at a local pro shop as well as during their two golf events. Then, on Labor Day weekend, with a local news station and group of spectators looking on, they



**Dropping for Dollars**  
Rochester CFF wins big.

dropped the golf balls from a helicopter onto a green at the Country Club of Mendon.

Fletcher was, "pleased with the response rates in the first year of this event." But that isn't all. It turns out that one of the five balls that fell closest to the hole was one of the few that hadn't been sold... making the CFF the winner of the \$25,000 grand prize, paid for by Odds On.

Fletcher explained, "Odds On had fantastic service. It was definitely worth the investment. It turned our \$25,000 golf event into a \$45,000 golf event!"

## Roll Dem Bones...

**Big Dawg Gives Away Big Hawg!**

A North Carolina woman recently drove home a winner after participating in a dice roll promotion sponsored by 98.5 The Big Dawg and Rocky Mount Harley-Davidson.

The promotion, orchestrated by Christopher Sandy, owner of Custom Financial Strategies of Rocky Mount, NC, paired a radio station and a Harley dealer together.

For three months prior to the remote, 98.5 The Big Dawg had listeners tuning in to qualify for a chance to participate in a dice roll for a 2004 Harley. At a remote held at the dealership

toward the end of the qualification period, 98.5 held a reverse raffle to narrow the field of qualifiers down to one lucky finalist. Finalist Susan Ayers was given a choice: leave with \$985 or give up the cash to the second place finisher and roll the dice for a



**Rock's Rolling**  
Carolina woman wins Harley.

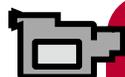
chance to win the motorcycle. With over 100 people looking on, Ayers opted to literally roll the dice. Ayers needed to roll the station's frequency—a 9, an 8 and a 5—in order to win. On her third attempt Ayers didn't crap out. She rolled the dice and won the Harley courtesy of 98.5 and Rocky Mount Harley-Davidson...and paid for by Odds On.

But the dealer, the station and Ayers weren't the only winners. As Christopher Sandy explains, "I'm in the business of helping customers to grow and protect their assets. Promotions grow a business. I have added two new clients who are doing promotions as a result of this one. Odds On stays competitive with their pricing

and when it was time to process the claim, you guys paid out!"

**"I've added two new clients...  
as a result of this one."**

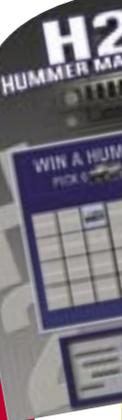
**Christopher Sandy,**  
Owner, Custom Financial Strategies



**VIEW WINNER'S VIDEO**

To see video footage from the remote and Susan Ayers's winning roll, swing by our website!

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# \$10,000 B-I-N-G-O WINNER!

Maria Tysdal of Lawton, Oklahoma recently took home \$10,000, paid for by Odds On, when she received a coverall playing bingo at Comanche Nation Casino. Using **Odds On's Bonus Prize Bingo**, bingo halls and casinos can turn regular pattern games into giant prize bonus games featuring enormous prizes like cars, RVs, boats and even a million bucks for just pennies per card. Comanche Nation Casino offers one Bonus Prize Bingo game five nights a week, giving players the chance to take home \$10,000 if they can get a coverall in 50 numbers or less. However, Tysdal did one better getting a coverall in just 49 calls. Tysdal reports that she loves playing bingo. And after speaking with her we know she loves Comanche Nation Casino even more now that she's \$10,000 richer, thanks to Odds On! For more information on setting up **Bonus Prize Bingo**, give us a call!

## Spring Into Action

### March

March Madness  
St. Patrick's Day  
Easter

### April

April Fool's Day  
Spring Radio Book  
NCAA Finals  
PGA Masters  
Tax Day  
Major League Soccer  
Baseball Opening Day

### May

Cinco de Mayo  
Kentucky Derby  
Mother's Day  
Daytime Emmys  
The Preakness  
Spring TV Sweeps  
Indy 500

### June

NBA Playoffs  
Belmont Stakes  
US Open  
Father's Day  
Wimbledon  
Tony Awards

Great Stuff  
for Spring  
Better Direct Mail  
Million Dollar Spin  
Basketball Promotions  
Winners, Winners, Winners!



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# Check Look What's Hot at Odds On Promotions



## Direct Profits in the Right Direction! Direct Mail Promotions for Everyone!

Targeted, inexpensive and infinitely measurable, direct mail is an outstanding way to get your message in front of consumers without tipping off the competition! This year give your customers a compelling reason to respond with a giant prize direct mail promotion from Odds On.

### If The Key Fits ... Key Mailers

Put the winning key right in their hands! Design your next mailer with a real (or pretend) key enclosed and invite recipients to your location for the chance to win big! When they unlock the treasure-filled chest, open the magic door or make the engine roar, Odds On will be there to pay for the prize.

### It's A Numbers Game ... Posted Numbers

Increase sales during your next campaign with a posted number promotion! Sequentially number your mailers during the printing process. Odds On will pre select a winning number for you to post in a prominent place at your location. When the winning number recipient comes in to claim their prize, we'll pick up the check!

### Winning Is In the Cards...

#### Plastic Card & Coupon Mailers

Generate trial and increase repeat business! Design your next mailer to include a magnetic or bar-coded "gift card" or a sales-boosting bar-coded coupon and invite customers to your location to swipe their lucky card or scan their coupon, play a quick interactive game and collect a fabulous prize. When the grand prize winner appears, Odds On will pad their pockets!



## The Key to Success:

## Southern California man unlocks big prize!

When Amy Port, the Vice President of Sales for Logan Advertising Group, wanted a creative solution for New Century Ford, she gave Odds On Promotions a call. The solution for generating increased traffic and sales for this important car dealer client? A key mailer.

Logan designed a direct mail piece for New Century that included an actual key and invited customers to the dealership to try the key and unlock a prize chest to win a brand new Ford Focus. In addition to receiving a chance to open the chest, everyone who came to the dealership during the promotion was treated to burgers and hot dogs and received a chance to spin a wheel for various prizes including a \$1,000 shopping spree, DVD players, watches, CD boom boxes and a vacation for two.

Ed Sherman was in the market for a new car. After he received the mailer he headed to the dealership. A salesman escorted him into the showroom so he could try his luck with his key. The chest opened and Sherman won a brand new Ford Focus, paid for by Odds On. However, Sherman opted for an upgrade using his \$14,500 winnings towards the purchase of a larger Ford Expedition.

"We have done numerous campaigns with Odds On over the past couple of years. Would Odds On really write the customer a check, hassle-free for \$14,500? You did. The prompt manner in which you handled the situation was amazing. We, as well as New Century Ford, were delighted with the buzz and excitement this campaign created for the dealership and would not hesitate to use Odds On for our insurance needs," explained Port.