



Odds On
PROMOTIONS

On Target

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

ODDS ON PROMOTIONS PROVIDES CONTEST INSURANCE FOR A VARIETY OF GAMES, CONTESTS AND PROMOTIONS. IN THIS ISSUE LEARN MORE ABOUT RUNNING SUCCESSFUL MINOR LEAGUE BASEBALL CONTESTS, MINOR LEAGUE BASEBALL PROMOTIONS, CASINO PROMOTIONS, FOOTBALL CONTESTS, AND INCREASING RETAIL SALES. ADDITIONAL INFORMATION IN THIS ISSUE INCLUDES, HOLE IN ONE INSURANCE CONTEST WINNERS, EFFECTIVE DIRECT MAIL PROMOTIONS AND TRAFFIC-DRIVING RETAIL SALES PROMOTIONS FOR THE UPCOMING HOLIDAY SEASON.

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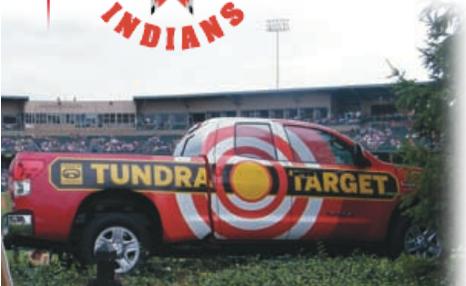
Q3

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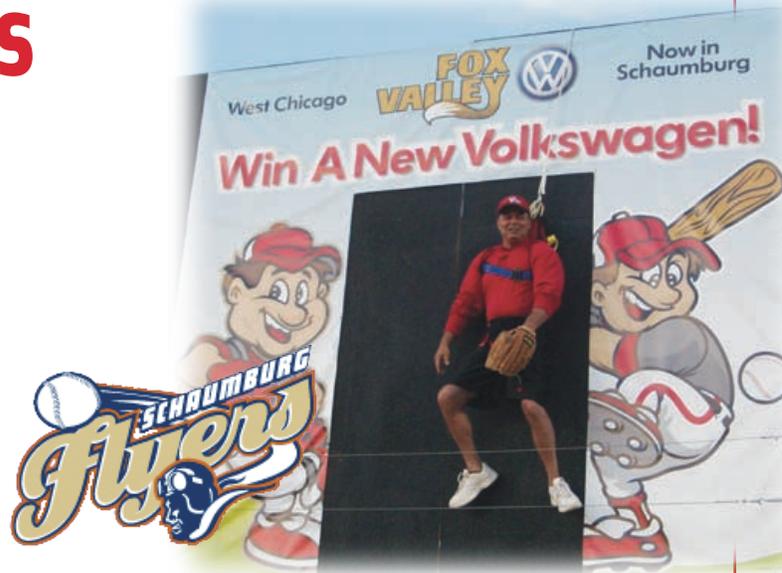
SCHAUMBURG FLYERS AND INDY INDIANS RUN CREATIVE CONTESTS

When it comes to attention-grabbing **baseball promotions**, it's tough to beat the Schaumburg Flyers and Indianapolis Indians who are giving fans the chance to win big with their own creative twists on some classic baseball contests.

In a "Toyota Fan of the Game" Target Home Run promotion, the **Indianapolis Indians** are giving a lucky fan who registers at the game the chance to win a Toyota Tundra, courtesy of the Central Indiana Toyota Dealers Association, and paid for by Odds On, if a player hits a home run and a hits a designated target.



The twist? With the assistance of the sponsor's ad agency, Saatchi and Saatchi, the Indians literally turned a Toyota Tundra into the target by wrapping it with a customized "cling." In addition to the chance to win the "Target Tundra," the "Toyota Fan of the Game" also receives four box seats, \$20 in Tribe Tokens and Indians' merchandise.



While the Indian's "Target Tundra" contest is a sure head-turner, it's the **Schaumburg Flyers** who won **Odds On's award for most creative promotion in 2009**. Each game, a lucky Flyers fan has the chance to drive away in a brand new car courtesy of Fox Valley VW, and paid for by Odds On, if they can catch a homerun ball during the 6th inning. The catch? The contestant is affixed to a giant Velcro wall beyond the right field fence ensuring a once-in-a-lifetime experience—a chance to win big and a whole new perspective on the game.

LOOKING TO GIVE FANS A ONCE-IN-A-LIFETIME EXPERIENCE AND GET MAXIMUM IMPACT FOR EVERY SPONSORSHIP DOLLAR?

GIVE ODDS ON PROMOTIONS A CALL TODAY AT 888-827-2249 FOR A CONTEST THAT'S GUARANTEED TO TURN HEADS!



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Golf
Winners



Fall/Winter
Promo Ideas



Prairie Band's
Sole Survivor



Ford Focus
Winner



Gaming
Ideas



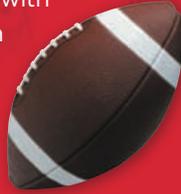
QUICK PROMOTIONS for Q3

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.

Grid Iron Game Plan

Sponsor the local high school, college or pro team? Don't let 'em down this season! Score a big touchdown with sports fans by offering them the chance to win up to \$1,000,000—on-field, online, or in your store. Call 888-827-2249 for our [Top Ten Football Promotions](#).



Scare Up Traffic and Sales with a Halloween Promotion

T-R-I-C-K or T-R-E-A-T Dice Roll

Select two prizes: a large grand prize and first place prize. Then give your customers the chance to roll T-R-I-C-K or T-R-E-A-T. If one of your contestants can roll a winning combination, don't be "scared" - Odds On will pay for the prize!



Pick 'Til You Win Pumpkin Patch

Select three prizes—one of which is insured by Odds On.

We'll ship you 40 Lucky Envelopes, each containing a symbol of one of your three prizes to place inside 40 plastic pumpkins. Then let your lucky contestant wander through the "patch" until they collect five matching symbols, winning the indicated prize.



Black Friday, Cyber Mondays

Don't leave having a profitable holiday season to chance! We've got dozens of effective holiday sales promotions that



will grab your customers' attention, get them into your store (online or off) and most importantly—give them a powerful incentive (up to \$1,000,000) for making a purchase with you! One of the most effective? A winter-weather promotion. Simply advertise that if the customer makes a purchase between November 27 and December 24 and if it snows (or

rains) on Christmas (or New Year's), their purchase will be FREE, paid for by Odds On.

What's In Santa's Sleigh?

Here's a fun contest for TV and radio stations. Pick a list of 6-8 cool "holiday gifts" (laptops, iPods, new cars, home stereo systems, free gas or groceries for a year, etc.) and invite audience members to call in or log on and put the list of items in "Santa's Sleigh" in the correct order. On the final day of your promotion, randomly select a few lucky finalists and if someone has the winning order, they win all the stuff in Santa's Sleigh and Odds On picks up the tab.



Call 888-827-2249 or email oopinfo@oddsonpromotions.com today for Odds On's **TOP TEN HOLIDAY PROMOTIONS.**





Hole In One
INTERNATIONAL
Tee To Green
GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

HOYO EN UNO: MAN WINS BMW MOTORCYCLE IN COSTA RICA
RONALD MCDONALD HOUSE CHARITY TOURNAMENT RAISES \$65,000!

Puntarenas, Costa Rica—There were two big winners at this year's La Fundación Infantil Ronald McDonald 8 Clásico de Golf. Not only did the foundation raise \$65,000, but golfer John Hurley won a brand new BMW Motorcycle, courtesy of Motocicletas Bavarian, S.A., and paid for by Hole In One International. ¡Nada mal para un tiro de golf! (Translation: Not bad for a round of golf!)

Hurley won the bike after he aced the 155-yard, hole 10 of the La Iguana Golf Course at the Los Sueños Marriott Ocean and Golf Resort in Playa Herradura, with his 9-iron. This was his very first hole in one.

This year's Ronald McDonald House Charities Tournament raised \$65,000 all of which will be used to grant wheel-chairs to children aged 4-16 through the RMHC's.

According to Jose Quesada, PGA Director of Golf at La Iguana, "I have been working with **Hole in One International** for years. I am very happy with your

TWO HOLE IN ONES MEAN TWO NEW CAR WINNERS
TWO CORVETTE WINNERS AT PRO-AM

Fort Lauderdale, Fla.—Alex Sarmiento and Chris Shaw each won brand new Corvettes - valued at \$47,000 a piece - courtesy of Phil Smith Chevrolet and paid for by Hole In One International, during the 9th Annual Cindy Cusano Memorial Pro-Am at Woodlands Country Club in Tamarac.

Shaw and Sarmiento each scored new rides after aching the 175-yard hole 5. While Shaw used a 4-iron, Sarmiento struck gold with a 5-wood. Neither player had ever made a hole in one before.

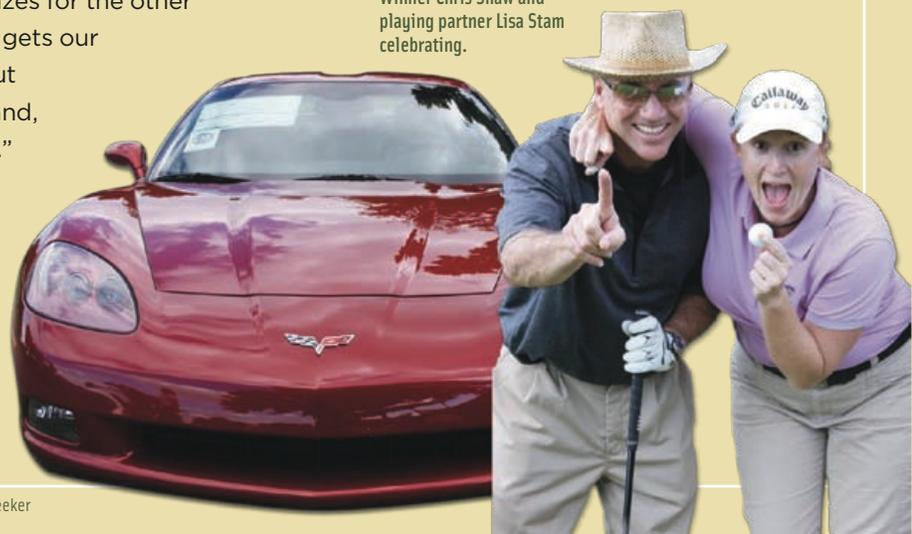
According to Director of Collision Operations with Phil Smith Chevrolet, Rich Gehris, "We've used Hole In One International for about 6 or 7 years now. Always have had really good service and we're confident that they'll be there to pay out. We like the free clubs, the free signs, and the extra prizes for the other holes. It gets our name out there—and, it's easy."

As for the pay out Gehris noted that even with the double winners, the claims process went smoothly and quickly.

Proceeds from the tournament benefit the Cindy Cusano Memorial Fund in support of Women In Distress of Broward County, Inc. Cindy Cusano's sister, Donna Wilkins, an LPGA Professional as well as other LPGA Pros commit their time and effort to the tournament where four amateurs each play with an LPGA Pro. In addition to the Corvette, other hole in one prizes included a Mercedes-Benz, a Jeep 4-Door Wrangler, a 60" Full 1080 Plasma TV, and an Air Conditioner Service or Change Out, donated by Cusano Air Conditioning and Heating.

➤ **Check out the free press this contest generated at www.holeinoneinternational.com.**

Winner Chris Shaw and playing partner Lisa Stam celebrating.



photos by Mike Meeker



PRAIRIE BAND CASINO & RESORT DEVELOPS WINNING PROMOTION

Mayetta, Kan.—In a nod to the television series, **Prairie Band Casino & Resort created an hour-long game show, Sole Survivor**, where members of a “live studio audience” (qualified casino players), got the chance to win between \$50 and \$100,000 in cash and prizes for correctly answering trivia questions or playing Odds On’s Pick ‘Til You Win Game.

To become a studio audience member, players had to win a seat during a 6-week qualification period. Every Sunday and Thursday, during select hours, players swiped their card and received an instant win prize (dining certificates, free play, etc) plus a daily drawing ticket where a few lucky winners would win \$100 plus two tickets to the Sole Survivor show, hosted by former Brady Bunch star Barry Williams.

question rounds. After each round, teams, then team members, were eliminated until just two “Survivors” remained, competing for the grand prize...a \$50 prize pack and \$10,000.

As an added draw, in between each round, the studio audience was treated to a “commercial break” where a lucky audience member got the chance to win up to \$100,000, in a customized **Pick ‘Til You Win game**, insured by Odds On, where players selected from 40 envelopes until they had collected 5 matching symbols, winning the indicated prize of either \$1,000, \$2,500 or the \$100,000 grand prize.

Based on its prior season’s success, the promotion made a “return” this July.

At the show, ten audience members were selected to become “Team Captains” who then drew the names of four more audience members. The “teams” then competed against each other in a series of trivia

 **Curious to know more? Check out a clip on the Odds On Promotions blog:** www.oddsonpromotions.wordpress.com



\$5,000 AND \$1,000 SCRATCH CARD WINNERS

Fast Cash Scratch Cards Keep Locals Coming in to Win!

Pahrump, Nev.—In an effort to drive traffic and carded play, Saddle West Casino and RV Resort gave casino players the chance to win up to \$100,000, paid for by Odds On in a **Scratch & Win promotion**.

For every 50 points earned on their Saddle West club card, players received a Fast Cash Scratch & Win card where if a player unveiled 5 matching symbols, they’d win the prize, paid for by Odds On.

To ensure weekly return visits, Saddle West also ran “Second Chance to Win” bounce-back drawings every Friday and Saturday night. After completing the name and address information on the reverse of their card, players deposited the cards into a drum for a chance to win cash, bonus points, barbecues, patio furniture and \$350 Home Depot gift cards.

Just two weeks into the promotion, Linda Castro had earned fifty cards and unveiled a winning combination of symbols on one, winning a \$5,000 prize paid for by Odds On. According to Saddle West’s Director of Marketing, Christine Grevich, the promotion was very successful in the first week and received renewed interest after the casino created print and radio ads featuring Castro and her winning story. However, Castro wasn’t the only winner! Clyde Dykes also took home \$1,000, paid by Odds On, after he scratched and won too!

“We were very pleased with the attentive customer service Odds On has given us. The turnaround time for receiving the \$5,000 and \$1,000 checks was very reasonable and we appreciate all of Odds On’s efforts in helping us get the word out to the public in a timely manner.”



TWO \$10,000 DIRECT MAIL WINNERS!

Direct Mail Promotions Drive Traffic and Sales

Arthur Trexler of De Soto, Ill. and Brian Oswalt of Bourbonnais, Ill. are both \$10,000 richer, courtesy of their local Chevrolet dealers after each presented a winning mail piece in a [posted number promotion](#) created by G&A Marketing and The Wolfington Group.

Trexler won his \$10,000 prize, paid for by Odds On, after presenting his winning mail piece at Vic Koenig Chevrolet in Carbondale during the dealership's Inventory Reduction Mega Sale.

Oswalt won his cash prize after stopping in at Brown and Brown Chevrolet Hyundai in Bradley, during the dealership's Used Inventory Mega Sale.

The posted number mailers, which are executed by The Wolfington Group based in Augusta, Maine, is part of a complete sales program run by G&A Marketing. The mailers are sent inviting customers to the target dealerships to see if the number on their mailer matches a number posted at the dealership in order to win a series of prizes including \$500 cash, home theater systems, and the \$10,000 grand prize which is paid for by Odds On.

While Trexler is using his winnings to pay off bills and towards the purchase of a new car from Vic Koenig Chevrolet, Oswalt is planning to use his winnings toward an upcoming trip to London and possibly towards the purchase of a new vehicle at Brown and Brown Chevrolet Hyundai.



Winner Arthur Trexler (left) and Vic Koenig.

PROMOTIONS HELP SPEEDWAY ATTRACT DRIVERS AND FANS

Oswego, N.Y.— For the past 5 years, Steve Pryor, Marketing Director of Oswego Speedway, has been giving fans and drivers the chance to drive home with serious cash, courtesy of his many sponsors, in a series of grand-stand filling promotions and prediction contests, insured by Odds On Promotions.

“Before I came to Oswego - I was with a car dealer for 20 years, so I was familiar with these kinds of insurance policies. We used them for hole in one contests at golf tournaments and even bowling. When I started here—we have this big grassy infield—and we did a hole in one contest and we’ve been running these contests ever since. For what these promotions cost - it’s definitely worth it. If you own an entertainment venue, 2009—this is the time to do it. These promotions generate tons of interest,” explained Pryor.

This summer, Pryor is running two promotions.



For drivers, there's the **\$40,000 AT&T Rollover Bonus** where if a driver wins both the Kings of Wings and the Mr. Novelis Supermodified races they'll take home a \$40,000 bonus, paid for by Odds On. And, in the **Burke's/Do It Best \$10,000 to Win Fan Contest**, if a lucky fan can [predict the top three finishers](#) of the same two races they'll win \$10,000, also paid for by Odds On.

“I’ve been working with Mike Maloy for 5 years. He’s always timely in his responses and always works with us,” noted Pryor.

Success Stories

Harrah's Pick 'Til You Win

On Wednesdays in April, Harrah's Chester gave players the chance to



take home \$1,000,000, paid for by Odds On in a **Pick 'Til You Win game**. Every Wednesday, customers had to earn 25 base points on their

club card to be eligible for a chance to come up on stage that evening and pick from 40 Lucky Envelopes until they won \$5,000, \$10,000 or, the \$1,000,000 prize, which was insured by Odds On.

Ski Pass Rebate

Looking to boost sales? Try a weather promotion! **Gunstock Mountain Resort** gave skiers the chance to get a 100% rebate on the

cost of a season pass purchased between

November 1 and December 22, if

it snowed 10 inches or more in Concord, N.H. on January 1, 2009.



\$50,000 Born To Win

Odds On's Instant Online Verification System made running a ratings-boosting promotion easier than ever for a cluster of radio stations in the Richmond, Va. area. In **Radio One's \$50,000 Born To Win** game, the designated callers

had the chance to match the last four

digits of their Social Security Number to the last four digits of a pre-selected number to take home a \$50,000 prize. According to Operations Manager,

Jeff Anderson, there was great response from all three stations - but especially the Gospel station - which typically doesn't participate in contests.

Listen to what made this contest a winner with the audience at

www.oddsonpromotions.wordpress.com.

**BORN
2 WIN**



SCORE A MARKETING TOUCHDOWN!

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.



Looking for more ideas? Anyone can run a football themed promotion that will help your marketing objective:

Pick 6 Football

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

Return for Riches

The weekly kick return contest that rewards players on your casino floor.

Lucky Squares

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

Plays that Pay

Football-themed game shows that will drive play every Sunday/Monday during football season.



Football Fast Cash

Hand out Scratch and Win cards to everyone who presents a club card on Mondays at your club booth before, during or after the game.

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

MAN LOSES SHOE BUT WINS 2009 FOCUS

Dealership Group has Second Giant Prize Winner in Football Contest



Tahlequah, Okla.—Braxton Huckabee of Okmulgee, is now the proud owner of a 2009 Ford Focus, courtesy of Stuteville Ford, and paid for by Odds On Promotions after he successfully **passed, punted, and kicked** his way to the end zone during a Northeastern State University football game.

According to Huckabee, his girlfriend was the main reason he signed up at all, “My girlfriend, Tiffany, is one of the cheerleaders at NSU, and she called me from the tailgate and said she had entered this competition to win a new car. I told her I was coming down there to enter too, and if my name was drawn I was going to win it. When they called my name, I was pretty nervous. Tiffany kept gesturing at the car and acting like she was driving it while she was down on the field cheering. Right before I went out on the field, she told me to go win her car.”



And that is exactly what happened. Huckabee threw the ball 60-yards, punted the ball 36-yards and then made a 24-yard field goal during which he lost his shoe—but won the brand new car.

Stuteville Ford Sales Manager Cody Tannehill noted that this wasn't the first time the dealership has had a winning promotion. While this was the dealership's first Pass, Punt and Kick contest, they've also handed over the keys to a truck, paid for by Odds On, after Larry Bryant landed a football into the back of a pick-up truck during a high school football game.

Tannehill stated, “We try and sponsor something every year. Basketball. Football. **We like working with Odds On—you make it really easy. We are definitely going to be doing a promotion with you again.**”



Watch Huckabee win the car at:
www.oddsonpromotions.com



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awareness, traffic and sales.



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