



OnTarget

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

Odds On
PROMOTIONS

4thQ07

ISSUE 16

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TACO BELL'S SWING FOR \$1MIL

City By The Bay Site of Big League Summer Promotion



San Francisco, Calif. - This summer during the 78th Major League Baseball® (MLB) All-Star Game® one very lucky Taco Bell customer got three shots at becoming America's next millionaire in Taco Bell's "Swing for a Million" promotion.

Shown live on TV during FOX's coverage of the pregame festivities, the lucky contestant, John Groff, who was chosen from online and in-store entries, not only won an all expense paid trip to the game, but got three chances to swing for the fences from a tee at home plate in order to win huge cash prizes. Making a 230-foot drive would have won Groff \$100,000, a 255-foot blast meant taking home \$250,000, and an on the fly shot of 280 feet, Groff would become an instant millionaire, courtesy of Taco Bell and paid for by Odds On Promotions.

Unfortunately, while Groff got his three swings, he didn't quite have the skills to bring home the big cash. However, for Taco Bell's Broker Dave Poteet of Willis Sports

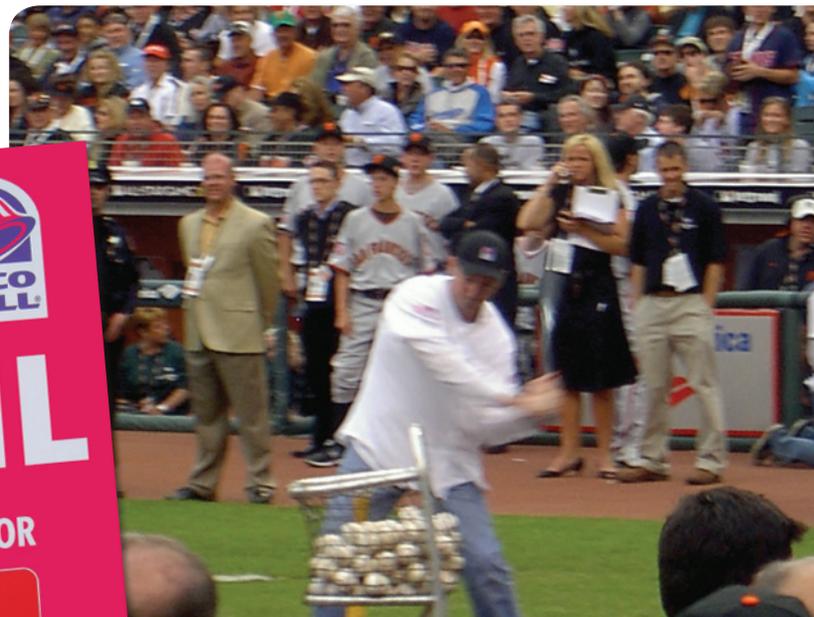
and Entertainment, choosing to work with Odds On was a major league homerun, "My experience working with Odds On has been phenomenal. Odds On has been willing to work with us to get us what our client wants.

This year we had a lot of last minute changes. Here it was, just three hours before the start of the promotion and Odds On went out of their way to make me and my client very happy. Zak and Mark go out of their way to make me look good in front of my client."

"Odds On has been willing to work with us to get us what our client wants."

Dave Poteet, Broker
Willis Sports and Entertainment

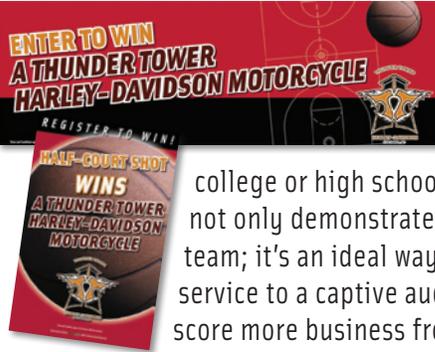
Looking for creative ways to engage your customers, fans and clients? Give Odds On Promotions a call today, and we'll help you hit one out of the park!



Online contest winner John Groff swings for a million at AT&T Park.

Winter Business Boosters!

Whether you need to drive traffic, stand out at a trade show or simply want to give customers a more compelling reason to do business with you, Odds On Promotions can help. Here's just a few cool ideas to heat up your business this winter...



Captivate a Crowd Attention Everyone

Sponsoring a giant-prize sports contest at a pro, college or high school hockey or basketball game not only demonstrates your support for the home team; it's an ideal way to advertise your product or service to a captive audience. Whether you want to score more business from hockey fans by sponsoring a **Red Line Shoot-Out** for a brand new car, or hand a lucky winner a \$1,000,000 check after they make the ultimate **Half Court Shot**, Odds On Promotions makes it easy to get in the game. And the best part is, when you have a big winner, we'll be there to pay for the prize. To check out our winning line-up of promotions and to see some recent winners, swing by our website.

Boost Traffic & Sales at Your Next Trade Show Attention Exhibitors Large and Small

Give attendees a compelling reason to make a beeline to your booth with **Zoom Ball!** This quick-playing, attention-grabbing promotion gives show attendees the chance to win up to \$100,000, paid for by Odds On. With just a push of a button, the patented ball blower springs to life, sending balls flying into the "Zoom Zone" and giving contestants the chance to win up to six different prizes. If a lucky attendee gets six orange balls in the "Zoom Zone," they'll take home the grand prize, and we'll pay for it!

Looking for more creative ways to boost traffic and generate more leads at your next expo, trade, auto, boat or RV show? Give us a call today for our *Trade Show Promotions Guide*.

Bowl 'Em Over

Attention Bars, Restaurants and Casinos

Make the most of "Bowl Game Season" by giving your customers the chance to win enormous prizes, paid for by Odds On, during every big game, including the Super Bowl. One of our most popular choices is a **Score Prediction contest**, where if one of your lucky patrons can predict the final score, they'll win up to \$1,000,000, and we'll pick up the tab!

For more football party promotion ideas, email us at oopinfo@odds promotions.com and we'll send you our *Ultimate Bowl Game Planning Guide*.



Give Away a Home for the Holidays Attention Banks, Builders and Real Estate Professionals

Generate more new accounts, drive increased foot traffic or make your next open house even more successful by giving away a **Home for the Holidays**, paid for by Odds On. One popular option is a "lucky" ornament pick. You'll choose a set of 20 ornaments, number them and put them on display (a tree works well) then advertise the chance to win a free house for stopping by your location and filling out a registration form, taking a tour or opening a new account. If one of your customers can pick a lucky pair of "ornaments", they'll win a brand new house (or a free mortgage), and we'll pick up the tab!

Want more ways to give away the house without breaking the bank? Email us today at oopinfo@odds promotions.com for your very own copy of *Ten Great Ways to Give Away a House*.



Dough-Ho-Ho Attention Everyone

Turn your location into a **Winning Winter Wonderland** this December by handing out cash and prizes worth up to \$100,000, paid for by Odds On.

Using our holiday-themed **Video Scratch + Win Game**, you can give your customers the chance to win six different prizes based upon how many presents they unveil on a video touchscreen. If they reveal all six, they win the grand prize, and Odds On will play Santa. Need more fun and creative ways to stuff your customer's stockings with cash and prizes this holiday season? Call us today at 888-827-2249.





Hole In One
INTERNATIONAL®

Tee To Green

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

DRIVING LESSONS AND TRACK TIME MADE PRIZE THE ONE TO WIN

Man Wins \$55,000 Race Car

Sandy, Utah – When it comes to innovative hole in one prizes, Mark Kirk, with the Larry H. Miller Collision Center, certainly knows his way around the track—a race track that is.

During the American Family Insurance's Make-A-Wish Foundation fundraising golf tournament, the Collision Center, with the help of Hole In One International, gave players the chance to win a \$55,000 custom-built Mustang GT race car on two par three holes.

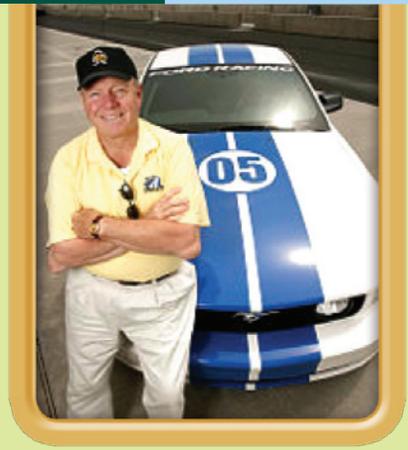
To ensure that every tournament participant knew exactly what they were shooting for and to provide additional visibility for the Collision Center and the track, the race car was placed on the course in between the two par three holes.

Everybody was great to work with. I highly recommend Hole In One International. //

Mark Kirk,
Larry H. Miller Collision Center

racetrack in Sandy, the package included free driving lessons and drive time at the track. That way, whomever won not only could learn how to drive the vehicle, but if

Finally, in a bid to make the attention-getting prize package even more enticing, along with the car, which was specifically built for the Miller Motorsports Park



Larry H. Miller leans on a Ford Mustang used in his race-car-driving school.

they chose, would have the opportunity of competing in an actual race.

"It was the prize everyone was talking about. Everyone wanted to win it," noted Kirk. And that's exactly what happened to Ian French of West Valley City who aced the 175-yard, 6th hole at Stone Bridge Golf Club, winning himself the unusual prize.

According to Kirk, "It was a bit nerve-racking—having a winner and not knowing what to expect. But everybody was great to work with. I highly recommend Hole In One International."

MAKE-A-WISH®

FORMER DETROIT TIGER SCORES \$20,000,
DONATES TO FOUNDATION

\$20,000 Pinch Putter?

Port Huron, Mich. – Former Detroit Tiger Milt Wilcox is certainly better known for his pitching than his putting, but this June, during the Shawn Burr Foundation's "Shoot To Win" putting contest, Wilcox sank an amazing 50-foot putt, winning \$20,000, paid for by Hole In One International.

To participate in the giant-prize putting contest, players paid a \$10 entry fee and participated in a five hole qualifying round. The qualifier was followed by a series of playoffs until the field was narrowed down to just two participants; one of whom would get a shot at putting for a \$5,000 prize and the other for \$20,000. It turns out that Wilcox had the goods, winning the \$20,000



Congratulations to \$20,000 Putter, Milt Wilcox

prize, half of which he donated to the foundation, which supports a variety of local youth charities. This was the second \$20,000 winner the Foundation has had in three years.

Want to add a fundraising putting contest to your next golf event? Give Hole In One International a call today at 800-827-2249.



View Wilcox's prize winning putt at www.holeinoneinternational.com.



SUPER SUNDAY! MAN WINS \$10,000!

Big Play Contest Rewarding for Customers, Effective for Businesses

Springfield, Mo.— Wondering if incorporating a big prize promotion into your next football party will actually make a difference? Just ask Toby Snook, Manager of Classic's Sports Cafe and Missy Handyside, General Manager of the Clarion Hotel in Springfield.

According to Handyside, "In 2005 we contacted Odds On for a football promotion for a Super Bowl Sunday event inside Classic's and worked with our local radio station to promote the event and turnout was great. In 2006, we decided to do it on our own—I think we gave away a recliner - but it just wasn't the same -turnout was down. So this past year we contacted Odds On again."

To boost attendance, Handyside and Snook gave customers attending the party at Classic's Sports Cafe a shot at winning \$10,000, in a **Return for Riches Contest**, where if the opening or half time kickoff is returned for a touchdown, a lucky customer wins cash and Odds On picks up the tab. Only this time, the contest did more



Toby Snook, Manager of Classic's Sports Cafe, Winner Robert Clark and Clarion General Manager, Missy Handyside

than just drive customers. Thanks to Devin Hester's history-making 92-yard opening kickoff return, longtime Classic's patron Robert Clark won \$10,000.

Handyside admits, "Of course we never imagined we'd have a winner. I mean who'd have ever guessed? We did it for the PR aspect, and we got well worth our \$500 in publicity. And we are absolutely planning on doing another one this year."



Coors
LIGHT

More Big Game WINNERS!

Thanks to Devin Hester's 92-yard return, Odds On paid winners all over the country!

Joshua Martinez, Sacramento, Calif.,
\$10,000, KHTK

Thomas Saunders, Terre Haute, Ind.,
\$35,000, Dorsett Mitsubishi and WTHI-TV

Zane Freeman, Gulf Port, Miss.,
\$10,000, Michael's Nightclub

Joe Welch, Lexington, Ky.,
\$10,000, Sheraton Suites

Interested in driving increased attendance at your next big game party? Give Odds On Promotions a call today at **888-827-2249**.

What's New at Odds On Promotions? Online Interactive Games!

Did you know 80% of consumers say they are willing to share contact data in exchange for a chance to win a prize? Now imagine the response when you give them a chance to instantly win up to \$1,000,000, paid for by Odds On!

Is your website an email collecting, lead-generating, traffic-driving machine? If the answer is no, then it's time to give Odds On Promotions a call. That's because we now offer **expanded online and interactive promotions capabilities**. From promotional design and development to sweepstakes administration and prize insurance, we give you everything necessary to capture more email addresses, build your customer database, and generate

increased traffic and sales, both online and in store.

For example, if you'd like to build your email database this winter, you could run a giant prize web contest themed around the Grammys or the Academy Awards, while in March, you could give web visitors a shot at winning \$1,000,000 in a custom Men's NCAA Basketball Championship contest. Or, our favorite anytime of year, Spin to Win, a slot machine-themed, instant win game where customers simply click for a chance to win up to \$1,000,000, in addition to discount coupons and in-store redeemable prizes.

The best part is, we'll be with you every step of the way...from designing the website and writing the rules, to conducting the drawings and issuing tax documents to your winners.

Want to know more about our online and interactive promotions capabilities? Call us today 888-827-2249.





Amy Coleman chooses the winning envelope.

\$55,000 in Motivation...

Incentive Programs Paying Off for Companies and Employees!

After reading a story about a successful incentive program where a Staff Management employee working at an Amazon.com fulfillment center in Cambellsville, Ky., won \$100,000, Rachel Leist, a Senior Account Manager with Staff Management in Iowa City, Iowa, decided to offer a similar incentive program for her team at Proctor & Gamble.

For achieving perfect attendance and for every four hour weekend shift completed, Staff Management employees got a drawing ticket for a chance to win \$25,000 in a **Lucky Envelope Contest**. At the end of the promotional period, six lucky employees' names were drawn. While five received consolation prizes, one lucky winner was given a chance to select from 100 Lucky Envelopes for the \$25,000 cash prize.

Amy Coleman from Stanwood was the lucky contestant who selected just the right envelope, winning herself an extra rewarding payday, courtesy of Odds On. Even better, according to Leist, was that the promotion wasn't just exciting, it was successful in getting the shifts filled.

But Staff Management employees weren't the only ones getting a chance to strike it rich based upon meeting key performance objectives. At Wyndham Vacation Resorts in Springfield, Mo., Office Manager Pam Miller utilized a **Dice Roll** contest to motivate perfect attendance, working weekends and achieving sales goals. The prize? A \$30,000 SUV, paid for by Odds On.

"While I think ten weeks was a little long to run the promotion, we definitely got our money's worth. Our reps really did push a little harder to get those entries," noted Miller.

In fact, there were roughly 400 entries in the barrel the week Amy Owan was selected as one of the 24 lucky employees (12 for day and 12 for evening shifts), who got a chance to roll five 4" dice.

While team members could win consolation prizes including \$25-\$100 in cash, iPods, portable DVD players as well as weekend getaways to a Wyndham resort in nearby Branson, it turns out Owan, who had qualified two times before, had the perfect touch. She rolled five matching SUV images, winning herself the vehicle, which was paid for by Odds On.



Amy Owan celebrates her big win!

Want to boost your team's performance with a Lucky Envelope or Dice Roll promotion? Give Odds On a call today at 888-827-2249.



Watch Amy Owan roll to win an SUV at www.oddsonpromotions.com.

DUMB? LIKE A FOX!

Radio Show Grabs Headlines With Million Dollar Home Run

Cleveland, Ohio – Want to stand out from the crowd and capture some email addresses? Take a tip from Rover's Morning Glory, a cross-market morning radio show airing on CBS-owned stations in Cleveland, Ohio, Memphis, Tenn., and Rochester, N.Y.

According to Rover's Morning Glory website, "Rover and Dumb went to San Francisco to catch Barry Bonds' 756th homerun and give away \$1,000,000.

In the process Dumb became an international sensation!" And that's exactly what everyone at Rover's Morning Glory and Cleveland's 92.3 K-Rock (CBS Radio) were hoping for, buzz!



Shaun Street (Dumb) appears in an AP photo with a bulls eye on his belly.

Based upon a suggestion made by the morning show team, Promotions and Marketing Manager Marshall Goudy contacted Odds On Promotions just days before Barry Bonds hit his historic 756th homerun. The goal? To have some fun, grab some headlines and give Morning Glory listeners the chance to win \$1,000,000. The contest was simple, if Rover (the stage name of morning DJ Shane French) caught Bonds' history-making 756th homerun ball, a lucky listener would win \$1,000,000, paid for by Odds On. The contest, which was sponsored by Miller Lite, was successful at engaging listeners, generating 6,945 online entries and all in just two days.

As for working with Odds On, Goudy notes, "It was great. We basically had one afternoon to get this done. Odds On helped us get this buttoned up quickly. It was fantastic."

Ready to hit your own homerun? Give Odds On Promotions a call and we'll work with you to design a custom promotion that will generate leads, headlines, and buzz for your organization.



Announcing Quick Hits & Coming Attractions



\$1,000,000 Pro Football Challenge

This football season, casinos all over the country including Prairie Band Resort and Casino, Chukchansi Hotel and Casino and Lac Vieux Desert Resort and Casino are giving players a chance to win big with **\$1,000,000 Pro Football Challenge**. This fully-automated 17-week "pick the pros" football contest gets players coming in daily for a chance to win weekly prizes worth \$10,000, plus a \$1,000,000 grand prize during the course of the season.

Flamingo Las Vegas Bonus Prize Bingo at The Flamingo

This past July, VIP players at the *Flamingo Las Vegas Hotel and Casino* got a shot at winning \$1,000,000, paid for by Odds On, if they were lucky enough to make a coverall in 50 plays or less. According to Ginger Curtis, Director of Events and Promotions, "It worked great. Players liked the idea of a chance to win the million."



Free RV for Coachmen's 40th

To celebrate the 40th Annual Coachmen Caravan Rally and to drive increased pre-event attendance **Coachmen RV Company** ran a **direct mail** promotion giving one lucky Coachmen owner the chance to drive home in a 2008 Frelander valued at \$64,000 if they had the lucky piece.

Boston Lobsters



Serving up more than just great professional tennis, this summer the **World Tennis Team Boston Lobsters** gave fans a chance to win a \$40,000 Volvo, if they could make a **Perfect Serve** through a target template.

HOLIDAY WISHES AND NEW YEAR DREAMS...

December Ideas for Media with Santa's Helpers, Tara and Chris

What's your holiday game plan? If capturing more sponsor dollars and building buzz are on your Holiday Wish List, here's a few ideas designed to make your holiday season merry and bright.

Find Three Ho's & Win the Dough ...

This fun and easy holiday themed game show is a real crowd pleaser. If one of your contestants can find the three envelopes containing the word "Ho", we'll reward them with cash and prizes worth up to \$1,000,000. Put envelopes inside gift-wrapped boxes (filled with station prizes) for a GREAT holiday visual!



What's In Santa's Sack?

Here's a great way to showcase your sponsors' products while capturing share. Give us a list of 5-7 holiday gifts that are "inside Santa's sack" and we'll put them in a winning order. If a lucky qualifier can put the presents in the same order, we'll pay for all of them (and a bonus prize too)! Great for website contesting during the holidays!



\$1,000,000 Midnight Champagne Toast

Stack champagne glasses in a tower and let the winning begin. If your contestant can correctly choose the two winning glasses, they'll start off the New Year in luxurious style, paid for by Odds On. (Can also be run using stockings, ornaments, and yeah, presents.)

Need more ideas for December? Have you started planning for Winter Book? Ready to talk Super Bowl? We're here to help!

Email us at tmclure@odds promotions.com or give us a call today at 800-469-4516.

CMA Awards

- 1 November TV Sweeps
210 NSI Markets (through 11/28)
- 7 CMA Awards
- 11 Veteran's Day
- 15 December Radio PPM Measurement
- 18 MLS Cup
- 22 Thanksgiving
- 23 Shopping Season
- 29 December TV Sweeps LPM Only
(through 12/26)

- 4 Hanukkah
- 13 Radio Holiday
2007 PPM Measurement
- 25 Christmas
- 31 New Year's Eve

- 1 New Year's Day
- 1-7 Bowl Championship Series
- 3 January TV Sweeps
21 NSI Markets (through 1/30)
- 10 Winter '08 Radio
Diary Measurements
- 13 Golden Globes
- 24-27 Winter X Games
- 31 Feb TV Sweeps 210 NSI Markets
(through 2/27)

NOV

DEC

Winter X Games

JAN

Super Bowl

- 2 Ground Hog Day
- 3 Super Bowl
- 5 Mardi Gras
- 7 Chinese New Year
- 10 NFL Pro Bowl
- 10 50th Annual Grammys
- 14 Valentine's Day
- 15-17 NBA All Star Weekend
- 17 50th Daytona 500
- 18 President's Day
- 24 80th Annual Academy Awards
- 28 March TV Sweeps LPM Only
(through 3/26)



FEB

**FALL/
WINTER
PROMOTIONS
CALENDAR**

LUCKY LIST

1. New Computer
2. Big Screen TV
3. ATV
4. Trip for 4 to Disney World
5. Harley Davidson
6. Hot Tub
7. Home Theatre System
8. Season Football Ticket
9. \$5,000 Shopping Spree



www.oddsonpromotions.com
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**HAVING FUN
WITH OLD MAN
WINTER**

**DRIVE INCREASED TRAFFIC AND
SALES WITH A PROMOTION BUILT
AROUND THE WEATHER!**

Advertise the chance to receive up to a 100% rebate on every qualifying purchase made during your sales promotion. If it snows a predetermined amount on Christmas or New Year's Day, Odds On will be there to shovel out the dough. Call for details!

**PREDICT
AND WIN!**

