

# INCREASE YOUR UPS...

**DRIVE MORE TRAFFIC AND REV UP YOUR BOTTOM LINE WITH A GIANT-PRIZE CONTEST FROM ODDS ON PROMOTIONS.**

Want to increase lot traffic, run more effective direct mail campaigns, generate positive publicity, incentivize your sales team or add excitement to your showroom floor? Then look no further than Odds On's winning line up of giant-prize promotions where you can give customers the chance to win a huge down payment, a free lease, or even a brand new vehicle, without the risk of a payout! That's because when you have a winner, we'll be there to pay for the prize.

# TOP TEN AUTO DEALER CONTESTS & PROMOTIONS



## 1

### CRACK THE CODE FOR A CAR

Place the keys to a brand new vehicle, inside the Plexiglas Prize Vault and place it on your showroom floor. Then, advertise the chance to win a free ride for coming in and taking a test drive. If a lucky customer cracks the code, the Prize Vault will open, your customer wins a brand new vehicle, and Odds On will write you the check.



## 2

### VIN MATCH REBATE

Here's a deal clincher ... telling a customer their new vehicle could be free! If the last 5-7 digits of their Social Security or Driver's License number matches the Vehicle Identification Number of a predetermined lucky car, they win and Odds On will pick up the tab.



## 3

### MAIL YOURSELF MORE UPS

During your next direct mail campaign sequentially number your mailers during the printing process, and Odds On will preselect a winning number to post on your showroom wall. If the customer who has that number walks in, they'll drive home a winner, and we'll pay full retail.



## 4

### GET ROLLING

Advertise the chance to win a brand new vehicle for rolling into your store for a test drive. After they've kicked the tires, you'll hand them a set of Odds On's customized 1", 4", 8" or 16" dice for your promotion (L-E-A-S-E, N-E-W-C-A-R, C-H-E-V-Y, V-O-L-V-O, H-U-M-M-E-R, etc., the possibilities are endless) and give 'em a chance to roll their way to a new set of wheels. When someone beats the odds, Odds On will be there to pay the price!



## 5

### BE A HOMETOWN HERO

Want to generate some great publicity? Announce that you're going to refund the purchase of every vehicle sold during the promotional period if the home team hits a grand slam, scores a defensive touchdown or wins the big game. When the condition holds true, you'll reimburse your customers for the cost of the cars, and we'll pick up the tab!



**OddsOn**  
PROMOTIONS

**888.827.2249 www.oddsonpromotions.com**

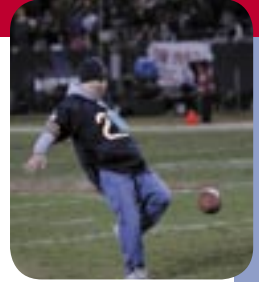
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### REWARD GREAT SKILLS

This season, support a local sports team and give a lucky fan the chance to win a brand new car on game day! Contestants register at your store, online or at the game, for a chance to test their on-field, on-court, on-ice, etc. skills. If someone has the talent of a Hall of Famer, we'll be there to pay for the prize.



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### HOT SPOT/VIDEO SCRATCH & WIN

Turn your dealership into a Hot Spot with Video Scratch & Win! Advertise the chance to uncover huge discounts with every good faith offer. Customers unveil up to six matching symbols on the game's touch screen grid to see how big a discount they'll receive. For example, offer a \$500 discount for one correct selection, \$750 for two, \$1000 for three, \$1500 for four, \$2000 for five and a FREE car for six. You set the discounts and frequency for up to five correct selections and Odds On picks up the tab for six!



8

### RED LIGHT/GREEN LIGHT GAME SHOW

Generate leads and publicity by hosting a prize-awarding game show at a community event, sales promotion, or upcoming auto show. Advertise the chance to WIN a free car by registering for a chance to win or by purchasing a vehicle during the promotional period. At the end of the event, invite all the people who have registered or bought cars back to your dealership for a chance to play Red Light/Green Light for a 100 percent rebate or a brand new car.

9

### START THOSE ENGINES

Working with your direct mail agency, send a real or make believe key or remote to prospective customers, inviting them to your showroom for a chance to win a brand new car. If the key can start the car, we'll pay full retail.



10

### WEATHER PROMOTIONS

Run a sale advertising a \$5,000 rebate for all cars purchased during the promotion if it snows on Christmas Day. Or give a year's worth of payments to the first 100 buyers if it reaches 100 degrees on July 4th. The possibilities are endless and Odds On picks up the tab when the condition holds true.



**Looking for more ways to fill your store with customers?  
Give us a call today and we'll craft a custom promotion  
exclusively for you.**