

CREATE
EXCITEMENT

DRIVE
TRAFFIC

SCORE
MORE
SALES

WITH A GIANT-PRIZE
BASKETBALL
PROMOTION FROM
ODDS ON PROMOTIONS.

Want to make someone a millionaire this March, courtesy of Odds On? Whether you'd like to give away a 4x4 or you'd like to give someone a shot at scoring a brand new house in the ultimate half-court shot contest, Odds On makes it easy to get into the game with our winning line up of basketball promotions! And best of all, when you have a winner, we pay for the prize—up to \$1,000,000!

TOP FIVE COLLEGE MEN'S BASKETBALL TOURNAMENT CONTESTS

1

SINK IT & SCORE HALF COURT SHOOT-OUT

Distribute a drawing ticket with every qualifying purchase made during the Men's College Basketball games. Immediately following the Championship game, draw a name and give this randomly selected patron the chance to make a half-court shot to win a motorcycle, car or giant cash prize, paid for by Odds On.

2

"SCORE" A NEW RIDE

Give patrons a reason to spend game night with you by giving them a shot at winning a brand new car if they can correctly predict the final score of a basketball game of your choice. Simply distribute score prediction forms with every qualifying purchase. Before tip-off randomly choose a select number of finalists. If one of your finalists correctly predicted the score of the game, they'll win a brand new car, truck, or motorcycle—paid for by Odds On.

3

PICK 6 PARTY

Give your patrons a chance to win cash and prizes with Pick 6, Odds On Promotion's basketball-themed Video Scratch + Win Game. Customers approach the table top kiosk and unveil six spots on a touchscreen video grid. If they unveil all six grand prize symbols (basketballs, of course), they'll win the grand prize, and we'll pick up the tab. Offer self-insured secondary prizes for unveiling fewer winning symbols.

4

"EASY MONEY" MARCH

With every qualifying purchase, give your patrons the chance to win up to \$1,000,000, paid for by Odds On Promotions with our Easy Money March Scratch & Win Cards. Every card is a potential winner and if one of your customers unveils the correct number of matching symbols, Odds On will be there to pay for the prize... up to \$1,000,000. For just a few pennies more, you can customize the cards with your logos, a bounce-back offer, discounts, and/or second chance drawings.

5

FINAL FORTUNE

Drive big traffic and sales this March by giving every customer who makes a qualifying purchase at your location the chance to get a full refund on their purchase if you can correctly pick the last four teams of the Men's College Basketball Tournament. We'll send you 16 security envelopes, each containing the names of one of the final 16 teams, if you can pick 'em right, Odds On Promotions will pay for every purchase made during your promotional period.

