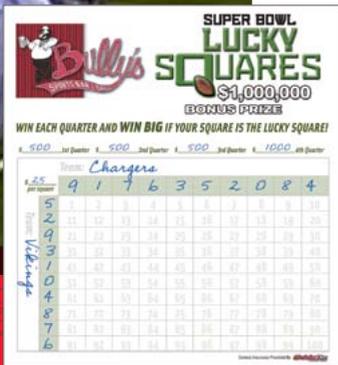
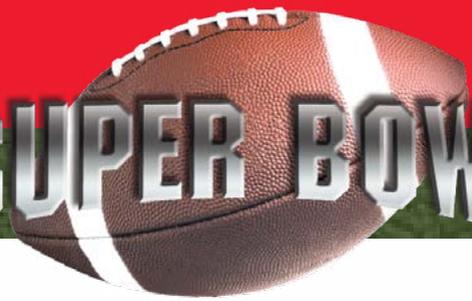


# ULTIMATE SUPER BOWL PROMOTIONS



**Give your customers a million reasons to spend Super Sunday with you!**

Odds On Promotions has every tool you'll need to create the ultimate football party and when you have a winner, we'll be there to pick up the tab.

## SUPER POOL...LUCKY SQUARES

Add the excitement of oversized prizes to your football pool with Lucky Squares. We'll send you a custom football pool grid with a mystery square worth up to \$50,000 or more! If the final score falls on the preselected square, the owner of that square wins the giant prize – paid for by Odds On!



Actual Game Board may vary.

## PLAYS THAT PAY

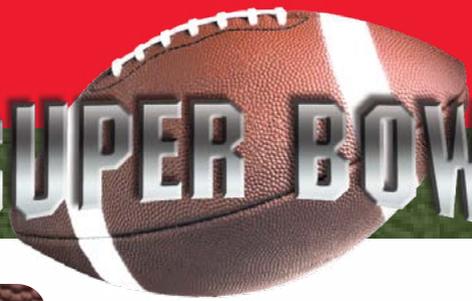
Contestants select five football plays from ten, each representing a series of yards. If they can "make a touchdown" (advance 100 yards) in five plays or less, Odds On will award them with a giant check. Game Board optional.



## RETURN FOR RICHES

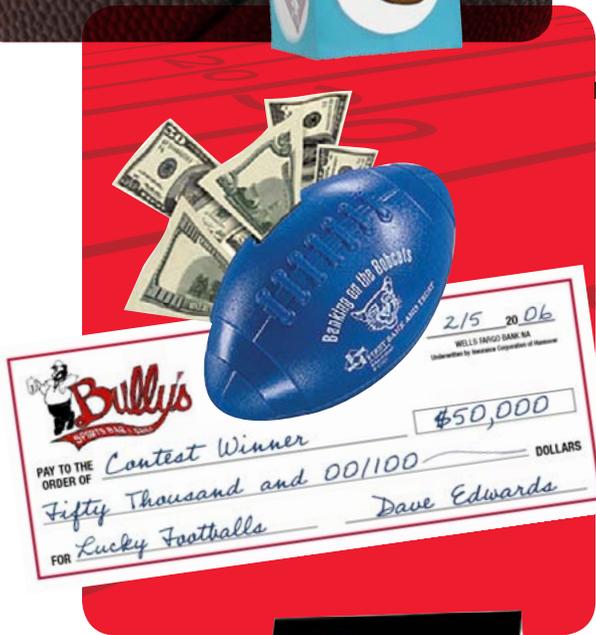
Have patrons register prior to the football game. If either team returns the opening or 2nd half kickoff for a touchdown, a randomly selected patron can take the money and run.

# ULTIMATE SUPER BOWL PROMOTIONS



## SUPER DICE

Fun to watch and even more fun to roll, this one can be held at halftime –or as part of your pregame festivities. Or, even better select contestants to roll with every completed pass, successful run, field goal or touchdown. If your patrons can roll 5 footballs on our 4" dice, they'll be rolling in dough, courtesy of Odds On. Hand out auxiliary prizes based on the other sides rolled.



## LUCKY FOOTBALL PICK

With one of our Lucky Envelope games, you can make every contestant a winner! How does it work? Inside of 20 mini footballs (or whatever container you'd like to use – think helmets, beer bottles or even numbered bobble head dolls) are security envelopes that contain prize symbols. Your finalist picks two and if they find both prize-winning symbols, they'll get a massive game-day bonus.



## PERFECT PASS

Randomly select a few lucky contestants and give 'em a chance to win big by doing their best Johnny Unitas impression. If the can drop back and pass a Nerf football through a custom target template, they take bragging rights and cash prize, courtesy of Odds On.

# ULTIMATE SUPER BOWL PROMOTIONS



## SUPER SUNDAY SCRATCH, MATCH & WIN

Put your customers in the winning mood with our Scratch, Match & Win Scratch Cards. Hand them out to every patron as they arrive and reward them with a prize based on how many symbols they reveal. When they unveil all six winning symbols, they'll take home a field full of green, courtesy of Odds On. Bonus: Each card gives you the ability to offer a second chance drawing or bounce back offer to build a database for follow-up and drive post game traffic.



## SCOREBOARD PAYOFF

Looking for a fast, easy and rewarding way to make everyone feel like a winner during football season? Look no further than Scoreboard Payoff pull tab cards. Players just pull to reveal a set of numbers for each quarter. If the last digit of each teams score matches three quarters, they'll win \$1,000. Match all four, and they'll score up to \$25,000. Both prizes paid for by Odds On Promotions, of course.



## FOOTBALL VIDEO SCRATCH & WIN

Fast and easy, our Football Video Scratch & Win Game will get your customers lining up for a chance to win super-sized cash and prizes. Ideal for awarding discounts and auxiliary prizes that showcase your business (or a variety of businesses), customers use their fingertips to "unveil" footballs on a touchscreen grid. If one of your contestants unveils all six winning symbols, they'll take home the grand prize while Odds On Promotions writes the check!

# ULTIMATE SUPER BOWL PROMOTIONS



## PRIZE PLAYS

Customers will flock to your business for their entry to win BIG BOWL BUCKS! When one of these spectacular plays occurs, a randomly selected finalist wins! Choose from one of our packages and let the games (and excitement) begin.



## \$CORE PREDICTIONS

Keep all your patrons rooting until the end with a Score Prediction Contest. Give everyone the chance to predict the halftime and final score of the big game and win \$50,000! Randomly select your finalists prior to kickoff. Keep your eye on the scoreboard, and if someone correctly predicts the scores, they win big and Odds On pays the price.