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OnTarget ^{2ndQ04}

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

ISSUE 2

Grey Goose "Putt for a Million" is Golden Goose for Golf Channel

The Golf Channel and Grey Goose Vodka stir up some excitement with million dollar putting contest

The Golf Channel and Grey Goose Vodka teamed up with Odds On Promotions to stir up some excitement asking Americans to "put their best putt forward" in a unique promotion giving away a chance to make a \$1,000,000 putt.

Bob Melvin, Managing Director of Strategic Partnerships with The Golf Channel reports the "Putt for a Million" concept was designed to create additional exposure for The Golf Channel's show, *The Grey Goose 19th Hole*.

Advertised in retail locations with shelf-talkers, on television with 30-second spots, in print, and online using pop-up ads, contestants were directed to The Golf Channel's website to register for a chance to win a set of irons and the chance to "Putt for a Million."

"Contestants could enter each day and each week. Every week, one of our participants won a set of golf clubs just for signing up. We announced the winner on air every week during *The Grey Goose 19th Hole*," explained Melvin. "It was great because we were able to drive some tune-in for the show by announcing the winners live."

The promotion generated over 200,000 entries, making it one of the largest promotions The Golf Channel has ever done.

"We have done similar promotions in the past, but not with this amount of exposure over this length of time. The signup portion of the promotion lasted for six weeks, but



Big Putt

DeWayne Gill putting his best putt forward at Shingle Creek Golf Club in Orlando.

"We have done similar promotions in the past, but not with this amount of exposure over this length of time."

Bob Melvin, Managing Director of Strategic Promotions for The Golf Channel

we received a tremendous amount of media coverage on-air, online, and in print for about four months," stated Melvin.

On December 17, 2003, the grand prize contestant was randomly chosen from the entire pool of entries collected during the six-week promotion and announced live on *The Grey Goose 19th Hole-Year in Review* episode. Contestant DeWayne Gill from Hermitage, Tennessee, had only golfed four or five times in his life when he won the chance to "Putt for a Million" at the Shingle Creek Golf Club in Orlando, Florida.

Gill's putt was broadcast live on January 30, 2004, as part of a special hour of programming dedicated to news surrounding the PGA Merchandise Show. Gill, a self-proclaimed non-golfer, took his best shot while America watched. While Gill missed the challenging 60-foot putt, he still left a winner taking home a trip for two to the United Kingdom.

According to Melvin, "Because of the success, The Golf Channel and Grey Goose will be doing 'Putt For A Million II' next year."

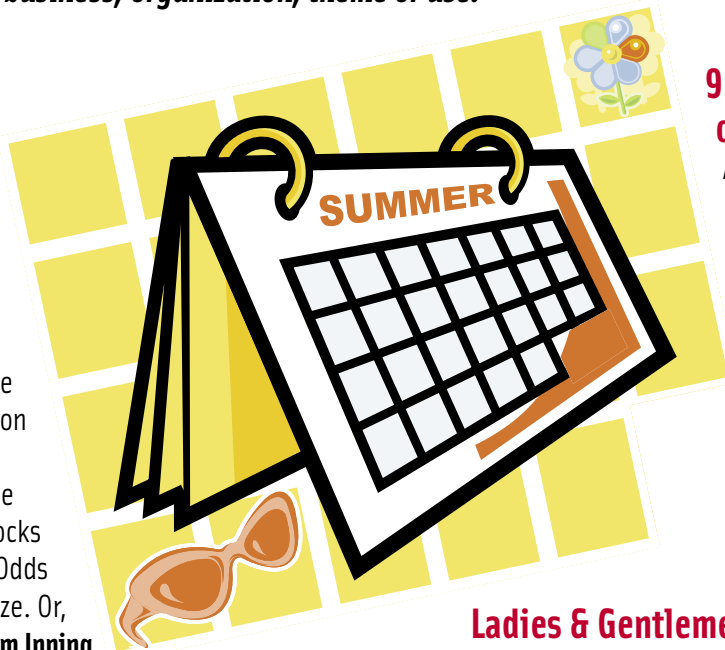
Bright Ideas for Spring and Summer

Odds On has hundreds of promotional products for spring and summer that we can customize to suit any business, organization, theme or use.

Baseball Promotions

Out of the Park Promotions for Teams, Radio and TV Stations, Bars and Automotive Dealers.

Keep fans and customers coming back all season long with a great baseball promotion from Odds On! You can give 'em a shot at winning the big bucks while giving your business or organization great exposure with a **Homer Hole** promotion. Erect a sign beyond the outfield wall and if a big hitter knocks one through the hole in the sign, Odds On Promotions will pay out the prize. Or, load up the bases with a **Grand Slam Inning** contest. Choose your favorite team and pick an inning geared for excitement. If a player from the home team hits a grand slam during that inning, you'll be sending someone home with some major league money courtesy of Odds On Promotions.



Lucky Ducky

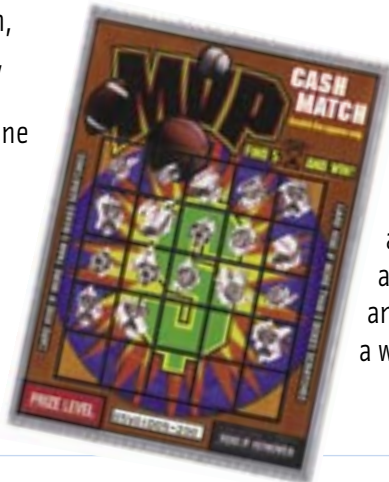
A Fine-Feathered Promotion for Clubs, Associations, and Nonprofit Organizations.

Put more bounce in your rubber Duck Races this season by giving your supporters the chance to feather their nest with \$1,000,000 if the pre-selected lucky duck crosses the finish line first.

Prize Vault

A Quick Casino, Automotive, or Retail Promotion ...

Drive increased foot traffic and add to your customer database without breaking the budget. Put cash, jewelry, or keys to a brand new car, motorcycle, or jet ski into our Prize Vault and place it, along with the prize, in a visible location. Give everyone who visits, makes a purchase or joins your database the chance to crack the code and win the prize, paid for by Odds On Promotions. The possibilities are endless.



99 Bottles of Cerveza on the Wall

A Fun Promotion for Restaurants, Bars, Nightclubs, and Casinos...

Make the most of Cinco De Mayo by giving customers the chance to win some serious dinero! Qualify contestants for a chance to select from 99 lucky bottles, sombreros, or piñatas for the chance to take home up to \$1,000,000! Olé!

Ladies & Gentlemen Start your Engines ...

It's the Prediction Game

A Race-y Promotion for Bars, Nightclubs and Casinos.

Drive in customers with this great auto racing promotion just in time for the Indianapolis 500. Offer a giant cash prize (paid for by Odds On, of course) to the patron who correctly predicts the top five finishers, winning race time, number of pit stops, or the correct number of lead changes.



Scratch Cards

A Simple Promotion that Works in Every Setting!

A perennial favorite! Give customers the chance to go home \$25,000 richer while you build a database for future marketing efforts! Hand out preprinted scratch cards and if they scratch off five (5) winning symbols, they'll be taking home all the cash! Then, collect all the cards given away in a drawing barrel or box and give everyone a reason to come back for a grand prize drawing for another chance to win money and fabulous prizes with a wheel spin or money bags promotion.

Eagle Scoreboard Scores Big Leads at Orlando Tradeshow

Zoom Ball a Big Hit at the PGA Merchandise Show

In January, Gene Creech, owner of Eagle Scoreboard Systems, quite possibly met every single attendee at the PGA Merchandise tradeshow in Orlando, Florida, thanks to Zoom Ball, a new promotional concept from Odds On Promotions.

Creech contacted Odds On in search of a unique way to drive attendees to his booth. Zoom Ball's interactive, attention-grabbing, traffic-stopping features were just the ticket. "People were lined up all over the place to get a chance to play," stated Creech.

To participate, attendees simply pressed a button to activate the ball blower and rooted for the orange balls to fill the "Zoom Zone."

By taking full advantage of Zoom Ball's multiple prize level capabilities, Creech gave each booth visitor the chance to take home a prize. If two or three orange balls were captured



A Winning Combination

\$100 bills and Zoom Ball pack the booth at the PGA Show.

"People were lined up all over the place to get a chance to play."

Gene Creech, owner of Eagle Scoreboard Systems

in the "Zoom Zone," they won a Sharpie pen or a key chain divot repair tool. If four, five or six balls were in the "Zone" they could take home \$100, a trip to Hawaii or the grand prize, a brand new Buick SUV.

"It worked exactly as you all told me it would. We had a helluvalotta traffic during the show. It was fun and exciting," explained Creech. Creech accumulated over 5,000 leads during the four-day show and handed out over

3,800 prizes to lucky winners, including multiple \$100 prizes insured by Odds On.

Money Bags Pays Off For Dealership and Lucky Winner!

As part of their 20th Anniversary Celebration, Greg Lair's Pontiac-Buick-Oldsmobile-GMC ran a 30-day Money Bags promotion and gave away \$20,000, courtesy of Odds On. According to General Sales Manager Tommy Tucker, it was the most exciting promotion Greg Lair has ever conducted. The promotion generated hundreds of entries during the 30-day period as well as packing the showroom on the final day.

Using the back of a truck, the dealership displayed 100 Money Bags on the showroom floor. Advertising directed people to the dealership to register for a chance to win \$20,000. At the end of the 30-day registration period customers returned for the Grand Prize drawing in which one lucky entrant received the chance to choose from the 100 Money Bags.

Texas resident Kevin Mitchell's name was drawn at the Grand Prize event. Mitchell selected just the right bag from the back of the



truck, landing himself \$20,000 in cash, courtesy of Odds On! According to Tucker, "When Mitchell selected the money bag and opened up the winning grand prize of \$20,000, everyone went crazy. It doesn't get any better than that."

VIN Match Drives a 3X Increase in Sales for Auto Dealer

Robert Westall with Amp Advertising reports dealerships from Hawaii to Washington are having tremendous success pairing a traditional VIN (vehicle identification number) Match with television commercials offering viewers the chance to win a brand new car. The ads direct viewers to visit the dealerships to see if the last seven digits of their driver's license number matches the last seven digits of the selected vehicle's VIN. If there is a match, Odds On Promotions covers the prize.

Of course, the big winners are the dealerships. "Our dealer in Washington sold three times as many cars this February as last," reported Westall.



Quick Look

What's Hot at Odds On Promotions

Direct Mail Posted Number

Increase response rates and drive more traffic! On your next direct mail campaign offer recipients the chance to score a big prize just for stopping by your location to see if they are the lucky winner.

YOUR WINNING
NUMBER IS:

121977

All you need to do is sequentially number each mailer during the print process and Odds On will preselect a potential winner (or winners) that you'll post at your business on a wall during the redemption period. If that person stops by, they go home a winner, paid for by Odds On Promotions.

Born To Win

Here's a fast, easy to administer promotion that's perfect for radio and television stations. During a designated time slot, have on-air talent announce that someone has been "Born To Win." Then, open the lines and select a caller. If the selected caller's birthday matches the preselected day, month, and year your winner will be taking home cash, courtesy of Odds On.



You can really sweeten the viewer's or listener's day by offering secondary prizes, in conjunction with advertisers and sponsors, for contestants who match the day, month, year or any combination thereof! While every sponsor will love this promotion, it's a perfect fit for a florist, bakery, stationary, or retail store tie-in.



Hole In One
INTERNATIONAL®

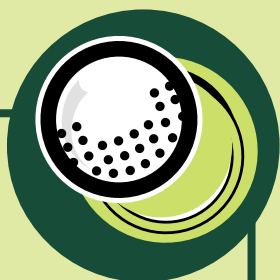
Tee To Green

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT



Millionaire!

Shane Bohan is all smiles after winning \$1,000,000.



Million Dollar Man!

"Shock—I was totally shocked. I ran around and hooted and hollered," states Shane Bohan, the latest member of the Hole in One International's Millionaires Club.

Bohan, who works in real estate sales in Pleasanton, California, won \$1,000,000 at the Friends of Jeremy Brigham Make a Difference Celebrity Golf Tournament, held on July 14, 2003. Bohan took home the million dollar prize after acing the 173-yard 3rd hole at the Ruby Hill Golf Course in Pleasanton, California. It was Bohan's first hole in one.

"The kids can go anywhere they want to go for college."

Shane Bohan,
Million Dollar Hole In One Winner

While Bohan has decided to continue working, he and his wife have purchased a new house. When asked about how winning has affected his twin one-year-old boys Bohan quipped, "the kids can go anywhere they want to go for college."

The Jeremy Brigham Tournament is a fundraiser to benefit the Mental Research Institute and the Make a Difference Foundation. In addition to featuring the million dollar hole in one, this Northern

California-based tournament also offered a Mercedes Benz and a Hummer in two other hole in one contests.

What are the Odds?

Back-to-Back Ace Maker Takes Home Another \$5,000!

According to one of his playing partners, Richard Corley "isn't that great of a golfer." However, on January 24, 2004, Corley must have felt like the best golfer in Florida because, for the second year in a row, Corley took home \$5,000 courtesy of Hole in One International during the 17th Annual Eagle Invitational at the Island Country Club in Marco Island, Florida. Each of the 144 tournament participants had a chance to win \$5,000 on four different holes.

Florida Youth Wins Big

Winter Haven Warrior Wins \$12,000 Yamaha Motorcycle

"It was pretty ironic. Here we are raising money to send the kids to the Camporee and one of the kids gets a hole in one and wins a motorcycle!" stated Jim Lynch, Tournament Director of the 3rd Annual Winter Haven SDA Pathfinders Youth Group Benefit Golf Tournament.

This year's SDA Tournament featured two hole in one contest prizes, one for a \$12,000 Yamaha motorcycle and the other for \$1,000,000. The event raised 15% more money for the Winter Haven Warriors Youth Group ensuring they will be able to attend the SDA's International Camporee in Oshkosh, Wisconsin this year.

Yet, it was 15-year-old Adam Lacek who really made the news when he aced the 185-yard 11th hole at the Grenelefe Golf and Country Club in Davenport, Florida, on February 8, 2004, to win the Yamaha motorcycle.

Winning Warrior

Adam Lacek astride his new ride.



Got Golf?

We review the top two golf promotions just in time for the summer!

Been approached to be a sponsor or organize a golf tournament? Golf tournaments present a great marketing opportunity for your business or organization. And using a golf promotion from Hole in One International is a great way to get additional promotional value, drive greater attendance, and really attract attention without breaking your budget.

Hole In One Contest

If you're new to golf promotions, a great place to start is with a **hole in one contest**. A hole in one contest allows you or a sponsor to offer an exciting, valuable prize without the risk of a payout. To set it up all you'll need to know are the number of players you expect, the length of the hole you want to insure (we recommend 135 or more yards) and the cash value of the prize you want to offer, up to \$1,000,000. The possibilities are endless. And, when you have a winner, Hole in One International pays the prize.

Along with the prize coverage, Hole in One International also provides you with free tee markers and a free tee sign announcing your sponsor for the target hole. And, because we're golfers, we're not going to let a great shot go unrewarded. We offer any player aching a non-target par three during your tournament an exciting auxiliary prize like a Bose®



Wave® Radio/CD, Dell Computer System, or name-brand golf equipment. We even include all the necessary signage for free!

Million Dollar Shoot-Out

If your event already has a hole in one contest, you might want to consider adding a **million dollar shoot-out**. The only thing you'll need to do differently is set up a system for selecting your qualifiers. While the possibilities are endless, you can consider raffles, longest drives, putting contests, or anything else you dream up. Add consolation prizes for those who get closest to the hole or to all who qualify and you'll generate additional excitement for everyone.

For a **free, no-obligation quote** as well as help selecting the optimal golf promotion for your upcoming event, give Hole in One International a call today at 800-827-2249.

> FREE STUFF

Plan a more successful golf event this season! For a complimentary copy of **"How to Run A Successful Golf Tournament"** or **"How to Run a Successful Million Dollar Shoot-Out"** visit our website at www.holeinoneinternational.com and click on the Hole in One Insurance or Million Dollar Shootout image!



How to Make a Good Tournament Great!

Save Money with our High-Quality Sponsor Signs

We understand that sponsorship fees should go to the charity or the prize package, not to the logistics of running a tournament. Hole in One International offers affordable, high-quality sponsor signage for your event at a fraction of the price of conventional sign shops. For more information, call us at 800-827-2249.

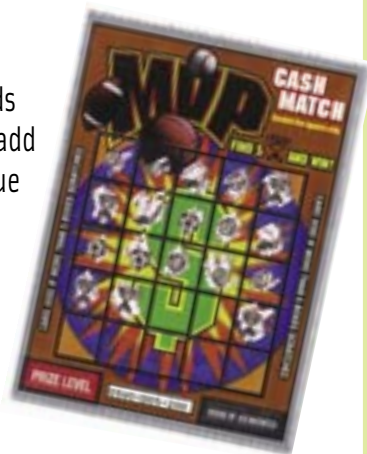
Don't Let Mother Nature Rain on Your Parade, Promotion or Tournament...

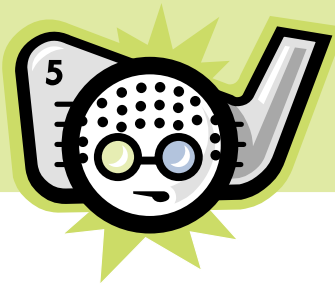
If the weather doesn't cooperate, you can lose a pile of money in advertising and other costs. Call us at 888-827-2249 for **weather insurance** for your next tournament, event, or promotion.



Tee Prizes

Looking for a unique gift for your tournament participants. Scratch Cards are an affordable way to add excitement and extra value to your tournament. You can give everyone a shot at winning \$10,000 for as little as 50¢ per person.





Quick Tip Putting Contests

A putting contest is a great way to create excitement for all of your tournament participants. Hole in One International offers two types of putting contests. The **single putt** is designed to give a select number of finalists the chance to one-putt for all the dough. The **three-putt combo** gives everyone in your tournament a chance to win a new car or anything else you dream up by making a 10, 30, and 50-foot putt. To set up a putting contest, all you'll need to know is how many finalists (single putt) or players (combo putt) you expect, the length of the prize putt, and the cash value of your prize.



Summer FUN-draisers

Give them a million reasons to support your cause this summer.

Rodeo Dice

Produce an arena full of fun with our Rodeo Dice. Qualify participants and give them the chance to roll the giant dice for cash, cars, or anything else you want to give away. We will customize the dice and when your qualifier rolls the winning word or symbols, they'll take home the giant prize courtesy of Odds On.

Poker Run

A high-stakes Poker Run is a great fundraising promotion that your sponsors and participants will love. Participants drive, walk, run or even boat to 5-7 locations to build a poker hand. If a royal flush is drawn, someone will be taking home a winning handful of cash.

May

- 1 Kentucky Derby
- 5 Cinco De Mayo
- 9 Mother's Day
- 15 Preakness Stakes
- 20 WNBA Season Opener
- 30 Indianapolis 500
- 31 Memorial Day



Keep Them Dice A Rollin'

A big toss is big fun for everyone.

June

- 5 Belmont Stakes
- 6 NBA Finals Begin
- 14 Flag Day
- 17-20 US Open
- 18-28 College World Series: Baseball
- 20 Father's Day
- US Grand Prix (F1)
- 21 First Day of Summer
- 21 Wimbledon Begins (thru July 4)
- 24 NBA Draft

July

- 3-25 Tour de France
- 4 Independence Day



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