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OnTarget

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

Oddson
PROMOTIONS

3rdQ04

ISSUE 3

Rolling In Million Dollar Radio Success

99.9 KISS Country radio listeners get million dollar opportunity

According to Jeff Davis, with Clear Channel Asheville, successful radio promotions are about planning, good consolation prizes, and what he affectionately calls ear candy – a large attention-grabbing prize.

Starting in late 2003, Davis sat down with his station's GM and sales manager to brainstorm promotions. Then, they picked up the phone and called Odds On Promotions to arrange for the ear candy – a million dollar dice roll.

"We decided what we wanted to give away and then identified a target list of clients that matched our promotional needs," explained Davis.

For ten weeks, between 6 a.m. and noon, listener's waited for their chance to be the designated numbered caller to the station's contest line for an opportunity to guess the "Million Dollar Mystery Voice." If the caller correctly identified the voice, they won \$99 and received an invitation to attend a lavish listener appreciation party where attendees would receive a chance to roll 6 dice for a million dollar prize.

Listeners could also get a chance to win the cash and attend the party by registering at live remotes. The station had



Million Dollar Roll
99 Listeners roll for \$1,000,000 in Asheville.

80 on-air qualifiers and 19 remote qualifiers at the million dollar dice roll listener appreciation party in June.

"The party was amazing. In addition to the 99 qualifiers who each brought three guests, we had roughly 100 staff and clients so there were about 400 people there. We had a huge buffet and our staff dressed up in tuxedos. For our listeners, this was a real night on the town," Davis noted.

While no one rolled the million-dollar grand prize combination of station logos, every qualifier walked away with \$99 in cash. And, the station awarded a hefty \$40,000 in sponsored consolation prizes including: \$5,000 in exercise equipment provided by Arby's promoting their new "Low Carbys" campaign, \$5,000 in camping equipment, \$7,000 in Harley merchandise, and \$9,000 in his and hers rings.

According to Davis, "This was a win, win, win for the station, the listeners, and the sponsors. And, being able to advertise a \$1,000,000 promotion for 10 weeks was worth every penny we invested."

"This was a win, win, win for the station, the listeners and the sponsors."

Jeff Davis, Operations Manager,
Clear Channel Asheville

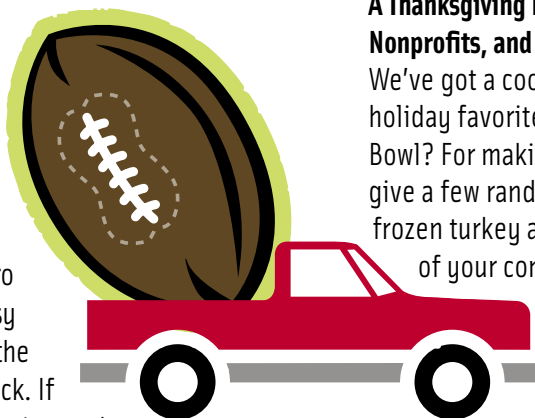
Gridiron Games, Rolling Turkeys, Flying Bears, and Super Stocking Stuffers

A barrel full of promotion ideas for Fall

Time to Huddle Up!

Football promotions for everyone...

Have a "would be" Sebastian Janikowski or Joe Montana in your town? Here's a chance to find out. Randomly select a patron to take their best shot at completing a winning pass with a Nerf or regulation football through a template. Ace it and your hometown hero could go home a whole lot richer courtesy of Odds On. Or, give 'em a shot to make the perfect kick into the back of a pickup truck. If the score is good, they'll take home the prize, and Odds On will pay full price.



Raining Turkeys and Trucks

Attention Retailers, Non-Profits, and Autodealers:

Have some fun with Mother Nature

How'd you like to give away 10 tons of turkey or a bunch of free trucks if the weather turns "fowl"? A weather promotion is a great tool for driving increased sales and donations during the fall season. Offer a rebate on the purchase of a vehicle if it snows on Christmas day, or give every customer who makes a purchase or who donates to your cause during the promotional period a free turkey if it rains on Thanksgiving, courtesy of Odds On.

Sock It To Me Slots

A December Promo for Tradeshows, Retailers, and Autodealers!

Boost foot traffic this season with our 3-foot tall promotional slot machine. With attention-grabbing sound effects and three independent spinning reels that can be customized to suit your holiday or promotional theme, this promotion is sure to captivate your customers. Customers simply approach the machine and pull the handle. When the winning combination of symbols

appear on the payline, Odds On will play Santa and fill your customer's stocking with cash!



Frozen Bird Bowling

A Thanksgiving Promo for Bars, Restaurants, Nonprofits, and Casinos...

We've got a coop-full of creative ways to have fun with that holiday favorite, turkey. How about holding a Frozen Bird Bowl? For making a purchase or for donating to a local charity, give a few randomly selected contestants the chance to roll a frozen turkey at bowling pins to win \$25,000 in cash. If one of your contestant's rolls a strike, they'll take home a giant nest egg of cash or a lifetime supply of Thanksgiving birds, paid for by Odds On.

Toss a Toy or Chuck-A-Puck

Two great ways to get fans digging deeper to support a cause.

If you run a toy drive at a sports arena, here's a great way to get more fans involved and raise more funds and toys. As patrons enter the arena, hand out numbered two-part tickets and attach one half to the toy that will get tossed to center court. At the half or end of the period, have the patrons toss their toys onto the court or ice. Give five fans who land their toy closest to a designated location a chance to win the big bucks by making a half court basketball shot or take their best shot from the red line for a big cash prize, courtesy of Odds On.

Or, consider a chuck-a-puck promotion! It's simple and fun! Simply sell numbered pucks prior to the game, log the numbers, and mark off a "lucky landing zone." If one of the pucks that lands in the zone on center ice matches our preselected "pucky" number, your winner will take home a giant cash prize and Odds On will pick up the tab.





Hole In One INTERNATIONAL®

Tee To Green

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT



165 Yard Hole In One Winner
ESPN Golf School Winner Bill Colvin with his new Lexus.

ESPN, Lexus and Hole In One International Winning Combination for Louisiana Man

With three golf clubs and a goal of improving his drive, Bill Colvin arrived at Lakewood Country Club outside of New Orleans to participate in the 3-Club Tour—one of two ESPN Golf Schools Presented by Lexus.

Launched in January 2003, ESPN Golf Schools offer both three-day resort schools and one-day touring schools at over 64 premier golf courses nationwide. As the presenting sponsor, Lexus gives every participant the chance to win a new Lexus, courtesy of Hole in One International, in the Lexus Hole in One Challenge.

“Partnering with Lexus definitely has brought more excitement to the ESPN Golf Schools,” said Rick Alessandri, senior vice president and general manager, ESPN Enterprises. “The excitement of making a hole in one is special for any golfer, but to also win a Lexus makes it very special. Just ask Bill Colvin.”

“The excitement of making a hole in one is special for any golfer, but to also win a Lexus makes it very special.”

Rick Alessandri, Senior VP and GM,
ESPN Enterprises

Colvin, who hails from Ferriday, Louisiana was the first golf school participant to win a car by making a hole in one.

“The school focused on wedge, driver, and putter, so that was the only three clubs I brought. The instructor asked me where the rest of my clubs were and I told him that’s all I thought we were working on,” said Colvin.

On the advice of his instructor, Colvin borrowed a few more clubs to get the most out of his lesson. So it was with a borrowed 5 Iron that Colvin hit a 165 yard shot that hit a rise on the green, took a turn to the right and rolled into the cup netting him bragging rights and a brand new Lexus ES sedan paid for by Hole In One International.

“Everybody went nuts. It was just kind of a surreal moment,” explained Colvin.

“Lexus is happy to present Mr. Colvin with a car that is as perfect and memorable as his hole in one shot,” stated Keith Dhal, national event marketing manager for Lexus.



Las Vegas Charity Event Ace
Ed Giefer with his new Mercedes at Southern Highlands in Las Vegas.

A Win-Win at Las Vegas Charity Event

Record-breaking fundraising tournament also has acemaker

In March, the Southern Highlands Golf Club in Las Vegas hosted the 4th Annual Governor’s Black-Tie Charity Invitational Golf Tournament. The event raised over \$350,000 for local charities benefiting women, children, and teens.

In addition to breaking previous fundraising records, one lucky acemaker, Ed Giefer, won a brand new Mercedes, courtesy of Fletcher Jones Imports and paid for by Hole in One International.

“Unlike other tournaments, this tournament offered a chance to win a Mercedes on each of the four

par three holes. That’s not your average hole in one prize,” explained Shelley Caiazzo, Marketing Director for Southern Highlands. “This year’s tournament, our fourth, was hugely successful!”

According to playing partner Dee Cowton, Giefer’s shot on the 152 yard 12th hole narrowly cleared the water, landed on the fringe, rolled to the lip, paused, and dropped in, netting Geifer a new ride.

The proceeds from this spring event bring the total of Southern Highlands’ contributions to nearly \$1.2 million.

Raising More than Funds In Florida... Oneighty Youth Group Increases Attendance

This winter, the Victory Church in Lakeland, Fla., contacted Odds On Promotions with three goals: increase awareness of their Oneighty youth group, increase meeting attendance, and provide an exciting half-time experience at their annual Oneighty All-Star Basketball Game.

Odds On's 25-Second Basketball Series Shoot-Out was just the ticket. Every week for a month, the church gave each pre-teen and teen who attended their weekly Oneighty meetings a drawing ticket for the chance to shoot for the \$10,000 at the All-Star Game.

The church advertised the promotion via flyers, as well as in church bulletins and during services. At the All-Star Game, three lucky contestant's names were drawn and they were given the chance to win the \$10,000. The series shootout made for great half-time entertainment as randomly selected contestants attempted to make all of the required shots in just 25 seconds to win the \$10,000 prize.

During the month long promotion there was over a 25% increase in meeting attendance. And, while the three teens who were selected didn't win the prize, Heather Holland with Victory Church reported, "It was a fun and exciting event and it brought out about 400 kids from around Lakeland."



Lucky Student
Oneighty Youth Group Member Shoots for \$10,000.

Basketball Shoot-Out Part of \$53,000 Fundraiser at Wake Forest University

Since 1980, students at Wake Forest University have worked together through a series of fun and creative events to raise funds for the Brian Piccolo Cancer Fund Drive.

This spring, as part of the annual, multi-event fundraising drive, Wake Forest held a \$10,000 basketball shoot-out. Promoted campus wide, students purchased raffle tickets for the chance to be randomly selected to make a half-court basketball shot.

With roughly 100 students in attendance, Daniel Rose, a Wake Forest student from New Lenox, Ill., won \$10,000, paid for by Odds On, when his half-court shot got nothing but net.

"Obviously this unusual achievement was a huge thrill for Dan and a great promotional boost to the service efforts of the hundreds of students working on the Brian Piccolo Cancer Drive. We want to thank Odds On for partnering with Wake Forest and the Brian Piccolo Cancer Drive for this successful and exciting promotion," stated Mike Ford, director of student development.

The Wake Forest Basketball Shoot-Out added over \$5000 towards the Brian Piccolo Cancer Fund Drive, which raised over \$53,000 this year.



Winning Fund Drive!
Annual Piccolo Check Presentation at Wake Forest.

Get in the Game!

For a complete roster of winning football and basketball promotions, visit our website at www.odds promotions.com and click on the sports icon.

The Shot Heard 'Round the Bay

\$100,000 Pumpkin Shoot Increases Foot Traffic at Dell'Osso Farms

In Lathrop, California, home of the largest pumpkin patch in the United States, owner Susan Dell'Osso held a most unique promotion: a \$100,000 Pumpkin Shoot.

"Our main goals were to build name recognition and increase foot traffic," explained Susan Dell'Osso. Dell'Osso's worked with three radio stations to qualify 30 contestants using designated number call-ins. Using a customized air cannon, contestants shot three-inch pumpkins at targets placed in a corral in an attempt to send the squash flying through a target to win a \$100,000 grand prize.

According to Dell'Osso, "We received a tremendous response because the three radio stations were competing against each other. The stations benefited because listeners had to call in for a chance to become a contestant, and we benefited through free radio advertising. While we

"While we did not have a winner, we were very very pleased with the flexibility and service we received from Odds On Promtions."

Susan Dell'Osso, Dell'Osso Farms

did not have a winner, we were very, very pleased with the flexibility and service we received from Odds On Promtions."

Don't have an air cannon? No problem! Consider a "Lucky Pumpkin Apple Bob." Sell your pumpkins as usual and invite purchasers to return on a designated day. Select three contestants and give them the chance to bob for apples worth big cash. If they pick a ripe one, they could take home a \$25,000 prize, courtesy of Odds On.



A Real Blast

Dell'Osso Farm's
Pumpkin Shoot

Steering To Success in Texas ... Unusual Fundraiser

Take a Longhorn, a field, and some Texas dads out to prove that raising serious money can be a whole lot of fun and you get the Country Day School of Arlington's Bovine Bingo Ball.

"Down here in West Texas it's pretty popular," states John Cottraux who heads up the event. "The head of the school had talked about it for awhile and the Dad's Club picked it up."

"It's simple really. We create a grid of squares, like you have with a football pool, on the soccer field. Then, we sell the squares. On the day of the event we release the Longhorn," explained Cottraux. "At the beginning the wives were pretty skeptical. You know they do most of the fundraising for the school. But it's become one

of the most popular and effective fundraisers we do ... and it doesn't require a whole lot of work. You set it up and let the steer go."

All jokes aside, Cottraux's team made the event exceptionally rewarding for participants by contacting Odds On to set up a "lucky square" promotion. If the steer dropped his patty on a pre-selected square the owner could take home \$25,000 – paid for by Odds On. As a consolation prize, \$1,000 was awarded to the owner of the square wherever the chip fell.

This unusual family-friendly event was no bum-steer. In addition to the grand prize of \$25,000 and the consolation prize of \$1,000, it featured a huge prize raffle, a country music band, a cook-out, and activities for the kids.

"This was our second year. It has now become a school tradition. We couldn't have done this without our friends at Odds On Promotions. We look forward to working with you again next year," stated Cottraux. While no one won the grand prize of \$25,000, the day-long event was a big success raising over \$6,000 for the school.



A Big Cow Patty Bingo Howdy

Longhorn leads To
fundraising success in
west Texas.

Quick Look

What's Hot at Odds On Promotions



Direct Mail Campaign Key to 300 New Customers and Lucky Winner



This winter Diane Ghiglietti with Angels Media Production, Inc. called on Odds On Promotion's Mike Maloy to help her amp up a direct mail campaign for Classic Lincoln Ford Mercury in Benton Hills, Michigan. Each tube mailer contained a potential winning key and invited customers to cruise into the dealership's March sale to test the key in the ignition of a 2004 Ford Focus ZX3.

Along with the chance to win the car, the dealership gave away a free basketball to everyone who came into the dealership and a free chance to win a portable basketball system at an end of month drawing for anyone who made a purchase during the four-day sales event.

The promotion drove 300 additional customers into the dealership over four days. But, the promotion really revved up when Gary Conover showed up and won the car.

Conover, who had received the mail piece and was in the market for a new car, stopped by the dealership on Friday, March 17, inserted his key into the ignition and won himself a shiny new Ford Focus—paid for by Odds On Promotions.

"You guys do a great job. I love working with Mike Maloy," said Ghiglietti.



Mike Maloy
One of our Automotive
Direct Mail Specialists.



Swiping Customers & Winning Profits in Sparks, Nevada

When Lisa Rahme, marketing director of the Rail City Casino in Sparks, Nev. was "itching" to increase incremental revenue and drive additional player visits, she called Odds On.

Using "Video Scratch & Win," a **Swipe, Play and Win!** game, Rail City launched "Itchin' To Win." The promotion gave qualifying club members a daily chance to win \$100,000 plus smaller cash prizes and comps.

To qualify, club members had to earn 50 points on their card and return the following day to play.

Qualifiers approached the booth and after swiping their club card, the interactive touchscreen presented a 6 x 6 grid of squares. Using their fingertips, players unveiled winning symbols to win cash and prizes.

"Itchin' to Win" generated a 17% increase in slot play. While no one won \$100,000, several thousand in consolation prizes were awarded.

When asked what made it so successful, Rahme explained, "With the Swipe, Play and Win! game, players were able to come in, play and win on their schedule, rather than needing to be here at a set time for a drawing."



"Itched" and Won!
\$3,500 winner
Laurette Fisher.



For more details, download the Case Study in the GAMING category on www.oddsonpromotions.com.

Improve Traffic and Make the Most of any Fall Event

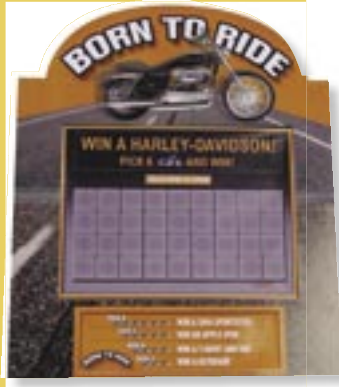
Video Scratch and Win will get them to your booth, store or showroom floor

Generate more qualified leads, boost sales, and make your organization the talk of the show with Odds On Promotion's new Video Scratch and Win games.

Attendees approach the tabletop touchscreen monitor and unveil matching symbols on a 6x6 matrix of squares to win up to 6 different prizes.

Packages for everything from Harleys to Hummers are available so you can offer a huge prize – risk-free and for a fraction of the actual cost.

If an attendee unveils all 6 symbols, they'll walk away with the grand prize, courtesy of Odds On. For more information on any of our traffic-driving tradeshow promotions, give us a call today at 888-827-2249.



August

NFL Preseason
PGA Championship
Summer Olympics
NCAA Football
US Open

September

Labor Day
NFL Season Begins
Ryder Cup
Emmy Awards
Fall Arbitron

October

Major and Minor League Hockey
NBA
World Series
Columbus Day
Breeder's Cup
Halloween

November

NCAA Hockey Season
NCAA Midnight Madness
Election Day
Veteran's Day
Thanksgiving

December

Chanukkah
Christmas Day
New Year's Eve



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