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# **OnTarget** 4thQ04

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

ISSUE **4**

**Odds On**  
PROMOTIONS

## **Mucho Dinero!**

**Texas Woman Wins \$10,000 in Telemundo 47's Watch & Win Game**

L 65386719 P. That was just one of the 85 serial numbers on Sonia Bautista's list, but it was the only one she needed in KTMD Houston's million-dollar watch and win promotion, the Dollar Bill Game.

Art Sobarzo, director of creative services, and Dominic Fails, general sales manager of Telemundo-affiliate KTMD Houston, contacted Odds On in order to develop the promotion. Sobarzo and Fails wanted a promotion that would increase "lead in to access" (3-5pm) and "prime time" (7-10pm) viewership while providing advertising value for Burger King, a key sponsor. The result: *Ve a Y Gana Dos Millones De Dolares* (Watch and Win Millions of Dollars).

The twenty-day promotion began when Odds On placed forty winning one-dollar bills into circulation in Houston, Texas. Daily, from 3-5pm and again from 7-10pm, the station broadcasted a winning serial number. For having the right bill at the right time, viewers could win from \$10,000 to \$1,000,000. Viewers had fifteen minutes after the number was announced to phone the station and claim the grand prize.

Sonia Bautista had been collecting the serial numbers of every dollar bill she had come across since the beginning of



### **Serial Number Leads to Big Win**

Sonia Bautista wins \$10,000 in the Dollar Bill Game in Houston, TX.

the promotion. After realizing that one of her bills had a winning serial number, Sonia picked up the phone and called the station.

Bautista won \$10,000, courtesy of KTMD and paid for by Odds On.

**"It was phenomenal!"**

Art Sobarzo,  
Director of Creative Services,  
KTMD Houston, Texas

Sonia was delighted at having won, but KTMD's Art Sobarzo was even more excited about viewer response to the Dollar Bill Game. "It was phenomenal," explained Sobarzo. "During this period, we generally see a drop in viewership, but not this year. Our response to this promotion was huge. We loved it. We're hoping to do another one."

In addition to giving away the chance to win giant grand prizes, KTMD also awarded viewers with smaller cash consolation prizes. While viewers could win the grand prize for calling in during the first fifteen minutes, anyone who came close by having fewer "matching numbers" could call in during the following advertising blocks to win between \$250 and \$500.

"While the Dollar Bill Game is a real winner for television stations," stated Mike Maloy, the promotions specialist who worked with Fails and Sobarzo, "it also makes for a really exciting radio contest."

# Bigger Bowls, Golden Statues, Sparkling Hearts, Orange Basketballs and Green Clovers

*A rainbow of ideas for January, February and March*

## Super Size Super Bowl

**Attention Bars & Casinos**

Attract record crowds and generate giant excitement at your sports parties with a super sized prize promotion. Kick off the party with **Lucky Squares**. We'll send you a grid with a mystery square worth \$10,000 or more. If the ending quarter, halftime or final score falls on the preselected square, the owner will win a big bonus, paid for by Odds On. Or, make every play worth big money with Prize Play. Select the game and a big play, like a fumble recovery for a touchdown, then register your contestants for a chance to win. If the big play happens during the game, we'll give your preselected contestant a really big prize!



## Net More Foot Traffic

**Attention Retailers, Auto Dealers, TV and Radio Stations**

Here's a great promotion to create foot traffic: **Pick the Champions!**

Advertise the chance to win up to \$1,000,000 by coming to your (or your sponsor's) location and picking the final four NCAA basketball champions. Then, during the final game, draw a select number of finalists at halftime. If one of those finalists has correctly predicted the four champions, they win big and Odds On writes the check!

## Have Fun with Phil!

**Attention Retailers, Auto Dealers and Casinos**

Here's a great weather promotion that won't require you to know how to spell Punxsutawney. Give everyone who makes a purchase with you in January a full refund if Phil, the weather predicting ground hog, sees his shadow and the temperature drops to -10° or if no shadow is seen and the temperature soars to 50°. For more information on how you can use Mother Nature to increase traffic and drive sales, give us a call.



## Make the Diamond Mine Or Pluck from the Pot o' Gold

**Radio Stations, Retailers, Casinos... Here's two for you.**

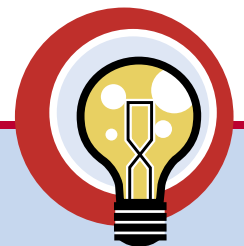
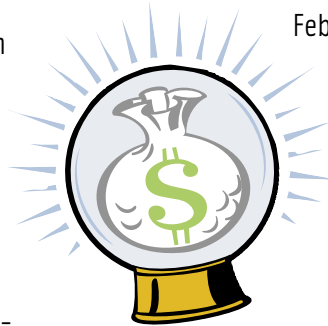


Give customers the chance to win a diamond or a lot o'green! Here's a gem for Valentine's Day. Qualify participants by having them come to your store and guess the value of a selection of jewels on display. Give the contestant who came closest to the actual value the chance to select from 100 numbered "jewelry boxes" to win a giant diamond ring, paid for by Odds On. Or, let us be your leprechaun! Before St. Patrick's Day, qualify contestants by having them guess how many golden coins are displayed in a giant pot of gold. Give the participants who came the closest the chance to reach into a giant barrel full of lucky coins. If they can draw the preselected lucky coin, they'll leave with lots o'loot, courtesy of Odds On.

## And the Award Goes To ...

**Attention Casinos, Bars, Nightclubs and Retailers of every kind...**

January, February and March are packed with opportunities for prediction contests. In January, if your customers can predict the **Bowl Game** winners, Odds On will pay big cash. In February, it's the **Academy Awards** and the kick-off of the **NASCAR** season. If your best customers can predict the right number of winning statues or the order in which the drivers cross the finish line, Odds On will sign the check.



### Get Great Ideas Weekly!

Visit [odds promotions.com](http://odds promotions.com) to sign up for our Winning Promotion of the week emails. Each week we'll send you an email chock full of seasonal business boosters and promotional ideas!

*AOL users, don't forget to add us to your address book!*



Hole In One  
INTERNATIONAL®

# Tee To Green

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

## Putt Fore Cash *CPA has \$5,000 putting contest winner!*

Diane Hayden, Director of Development for Community Partners in Action, added big excitement to her organization's golf tournament this year with some help from Hole in One International.

The 7th Annual John P. Mahoney Golf Tournament was held at the Tunxis Plantation Country Club. What set this year's event apart was that Hayden added a \$5,000 putting contest to the mix. The "Putt Fore Cash" putting contest gave all entrants three chances to sink a qualification putt on a practice green. Those who succeeded advanced to the semi-final round, a "putt-off", which took place immediately after the tournament on another practice green.

The "putt-off" narrowed the field down to one finalist, Linday Urso, who received the chance to sink a 50-foot putt on the 18th green. Urso sunk the uphill putt and won \$5,000 in cash, which was paid for by Hole in One International.

"The putt made our golf tournament that much more exciting and we look forward to next year—perhaps raising the prize money for even more excitement! Thanks again to your staff for being so great to work with and so efficient," explained Hayden. The tournament and putting contest raised over \$17,000 for the organization this year.



**Putting for \$5,000 Cash**  
Linday Urso wins big!



**"The putt made our golf tournament that much more exciting..."**

Diane Hayden, Director of Development,  
Community Partners in Action

## Bidding, Boats and Building Relationships

### *Minnesota Man Wins Boat at Mannheim Tournament*

While it's competitive bidding that drives the wholesale automobile auction process, it's a friendly game of golf that plays an important role in building the business of Mannheim's Minneapolis Auto Auction.

According to Marketing Manager Dustin Swan, the Minneapolis Auto Auction has been using golf tournaments as customer appreciation events for the past few years. However, at this year's 7th Annual Dealers' Invitational, held at the Rush Creek Golf Course, the Auction really showed some appreciation, giving every tournament participant the chance to win a twenty-foot Sea Ray boat and trailer for making a hole in one. That was just the incentive needed for Blake Angleton from Chanhassen, Minnesota who won

the boat for acing the 168-yard 12th hole at Rush Creek. And of course, when he aced the shot, Hole in One International was there to pay for the prize. However, this shot was also special for the folks at Rush Creek. According to head golf professional, Derek Stendahl, Angleton was the first amateur to make a hole in one for a significant prize at the course.



**What incentivizes auto dealers? A boat of course!**

## Rose City Radio & Bi-Mart: A \$25,000 Party at PGE Park

When the Seattle Seahawks traveled to Oregon to participate in "Seahawks Live", an intra-squad scrimmage at PGE Park, some attendees had an extra incentive to be there ...the chance to win \$25,000, courtesy of Bi-Mart and paid for by Odds On.

Rose City Radio's Promotions Manager, Steve Scott, contacted Odds On to build a promotion that would capture Bi-Mart's attention, and more importantly, advertising revenue. Odds On helped Scott build a field goal kick contest for the Seahawks' event. "Bi-Mart likes event-related marketing. This promotion allowed us to capture a new client and generate advertising revenue by tying into an event," explained Scott.

To participate in the \$25,000 Bi-Mart Kick-Off, contestants registered at Bi-Mart stores. The promotion also featured two live remotes.

Ten semi-finalists were chosen from the entry pool. Each received two tickets to the sold out "Seahawks Live" event. On the day of the scrimmage, four of the ten semi-finalists were randomly selected and given the chance to make a 50-yard field goal kick for \$25,000.

Despite the fact that Seahawks' Coach Mike Holmgren was down on the field giving every participant tips for success, no one managed to split the uprights. However, as consolation prizes, the station awarded Seahawks' merchandise.

According to Scott, "The promotion was great. It worked very well and our client was very happy. It was definitely a unique way to generate revenue for us and traffic for our client."



**Kicking for Big Cash at PGE Park**  
Bi-Mart's \$25,000 Field Goal Promotion

## Office Depot Gets Groovy

### Half-Court for Half-a-Million at Zo's Summer Groove



As title sponsor for Zo's Summer Groove All-Star Block Party, a weekend long fundraising event for the Alonzo Mourning Foundation, Office Depot needed an attention-getting basketball promotion.

The contest, a \$500,000 half-court basketball shot, was executed by The Marketing Arm, an experiential marketing company. The basketball shot was promoted via radio spots, posters, counter cards and "enter to win" boxes. The promotional materials directed contestants to the 31 Office Depot stores in the greater Miami area to register for the chance to make a half-court basketball shot and win \$500,000.

The promotion included an additional incentive to get customers into Office Depot to make a purchase. According to Amy Monsees, with The Marketing Arm, "There was one in-store appearance with Alonzo at the Coral Gables Office Depot store on July 10.

That weekend Office Depot ran a special in all their Miami stores where any customer who spent \$20 or more got a free voucher for 2 tickets to the game. This opportunity was supported by bag stuffers reminding shoppers about the special and the appearance."

The event was a success on many fronts. Office Depot received over 900 entries to the contest, well more than they had initially expected. While the contestant who was selected to make the half-million shot didn't win the big prize, Office Depot didn't send him home empty handed. Office Depot gave him \$1,000 and made a donation of \$1,000 to the Overtown Youth Center. "All in all it was a very fun and successful weekend. We were pleased with the results," commented Monsees.



**Half-Court for Half-A-Million**  
Office Depot and Alonzo Mourning Foundation

# Don't Just Show Up...Show Off!

## Effective Promotions for Trade Shows, Fairs and Festivals

If you want bigger traffic, more leads and increased sales, then you've got to get attendees making a beeline to your booth. Our traffic-driving trade show promotions will give you the best call to action known to man...the chance to win a giant prize. And when you have a big winner, Odds On will be there to sign the check!

### Zoom Ball



Fast paced and action packed, Zoom Ball will get patrons lining up for the chance to win fabulous prizes. Attendees press the button to activate the ball blower and root for the orange balls to fill the Zoom Zone. If someone draws five or six orange balls, they walk away a winner – paid for by Odds On.

### Video Scratch and Win



Create fun and excitement with our interactive touch screen games. With captivating video and engaging sound effects, this promotion works in every setting. When your customer unveils all six winning symbols, they'll walk away with the grand prize, courtesy of Odds On.

### Super 7's Slot Machine



Complete with bells, buzzers, lights and 3 spinning reels, you'll think you're in Vegas or Reno when you pull the handle on our Super 7's Slot Machine. This promotional slot machine arrives completely customized to suit your company's needs. Insurable for up to \$100,000, this super slot allows you to give away multiple prizes in a variety of frequencies. Attendees will flock for the chance to pull the handle and go home a winner!

### Prize Vault



Proven effective time and again, the Prize Vault gets attendees lining up for the chance to crack the code and win the giant prize (or replica) that's placed inside this Plexiglas strongbox. Complete with custom signage, it's great for high-dollar prizes that are small in size, such as the keys to a brand new car, jewelry or even a check for a million bucks!



**Show Off in 2005 and Get \$200 off!**

Reserve any of our hot trade show promotions and get \$200\* off

\* Offer available on any trade show promotion of \$1000 or greater. While trade show product promotion can take place any time during 2005, promotion must be contracted and paid for prior to December 31, 2004.

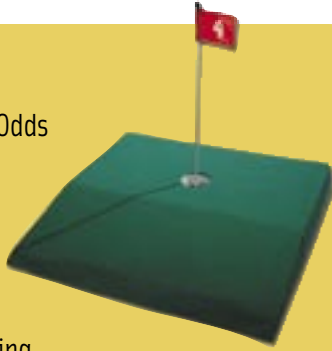


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# Put Some Putting into Your Store!

## Putting For Profits!

With a putting ramp from Odds On, you can run a putting contest ANYTIME or ANYWHERE. For example, the Downtown Galesburg Business Association put some putting in a bank parking lot during their "Sports Emporium" festival, giving attendees the chance to sink a putt for \$10,000!



And then there's Westates Automotive Promotions; they put some putting inside Foothill Ranch Chevrolet. A direct mailer invited folks to the dealership to sink a putt that could win them a brand new car! (And, when George Welsh came into the dealership and won the car, Odds On Promotions was there to pick up the tab!) If you'd like to get putting for bigger profits, give Odds On a call!

## November

Fall TV Sweeps  
CMA Awards  
MLS Cup 2004  
End of NASCAR Season  
Thanksgiving  
Start of the "Shopping Season"

## December

Heisman Trophy  
PGA Grand Slam  
Bowl Game Season  
Hannukah  
Christmas

## January

New Year's Day  
Rose Bowl  
Radio Winter Book  
Chinese New Year

## February

Miss USA Pageant  
Groundhog Day  
Winter TV Sweeps  
Super Bowl  
Mardi Gras  
NASCAR Starts  
NFL Pro Bowl  
Valentine's Day  
Daytona 500  
NBA All-Stars  
President's Day  
Academy Awards  
Grammys

## March

Indy Racing League  
March Madness  
St. Patrick's Day  
Easter



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# Check Look What's Hot at Odds On Promotions



## Five Star Delta Dodge Dealer Drives Donations



When Mark Robinette, General Manager of James Ceranti Motors in Greenville, learned Mississippi Blood Services was short on donations, he picked up the phone and called Odds On for a promotion that would incentivize donors while showcasing the dealership.

Ceranti Motors offered everyone who made a blood donation to Mississippi Blood Services (MBS) the chance to roll five one-inch dice to win a fire engine red 2004 Dodge Ram, paid for by Odds On.

The two-day event was a great success. Over 260 people attended the event in an attempt to donate blood. "We were very happy with the turn out," stated Rayetta Serio, operations manager with Mississippi Blood Services.

For Robinette, the event was part of Ceranti's marketing strategy. "This promotion helps us to get recognition in the community. We feel it is important to be civic minded. Odds On made it very easy for us to help out MBS."

While no one won the Dodge truck, the event featured a great consolation prize drawing; an all-expenses paid trip for two to New Orleans.



If you'd like to get truckin' for a good cause in your community, Odds On has hundreds of turn-key promotions designed to drive traffic and increase your visibility in your town.

### "Truckin' For Blood"

Dodge dealer supports blood drive.

## Trade Show Tip: Presentation Counts!



You've booked your booth, you've chosen a great traffic-driving promotion, plus you've planned and placed your advertising. Now, don't forget your signage!

Look at the pictures below.

These companies have spent a great deal to ship their booth, samples, gifts, staff and collateral materials to the show. Each is running a promotion to increase traffic and generate sales. But we think the top photo simply looks more professional.

No matter what promotion you're running, a professional presentation counts. To order a customized 22" w x 28" h promotional sign, presentation check or key to promote your product and big prize promotion to attract even more participants, give us a call today at 888-827-2249.

### DO:



### DON'T:

