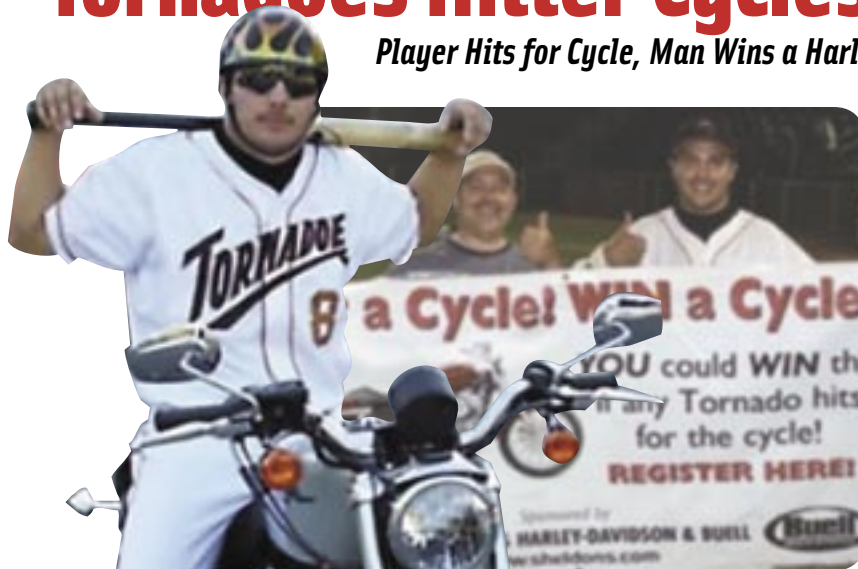


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## Tornadoes Hitter Cycles for a Cycle!

*Player Hits for Cycle, Man Wins a Harley!*



### Hitter Astride the Winning Ride!

Josh Beaugard's Cycle Wins Man New Harley

Worcester, Mass. - When John Ritchotte arrived at Hanover Insurance Park at Fitton Field to watch his first ever Worcester Tornadoes baseball game, he didn't expect to ride home a winner; however, thanks to hitter Josh Beaugard, LB Images and Sheldon's Harley-Davidson (with a little help from Odds On), that's exactly what happened.

To ensure big excitement and even bigger crowds in their inaugural season, the Can-Am League Championship Series winning Worcester Tornadoes ran a [Hit for the Cycle](#) contest. The promotion, which ran the entire season, gave one lucky fan at every game, the chance to win a \$20,000 Harley-Davidson motorcycle, paid for by Odds On, if any team member hit for the cycle.

According to Brian Jakusik, Vice President of LB Images, the company that developed the promotion for the team, the event tied together game broadcasting radio station WCRN and local advertisers. The promotion was designed to provide greater visibility, increased excitement and an additional incentive to

come to the ballpark. Jakusik noted, "These kinds of promotions make an already exciting game even more exciting."

After registering for his chance to win the Harley, Ritchotte's name was drawn. He watched eagerly as Beaugard managed one of the more challenging feats in baseball, becoming the first player in franchise history to hit a single, double, triple and a home run in the same game. After the game, Ritchotte had a chance to meet Beaugard who asked him, "Do you ride?" to which

Ritchotte responded, "I do now!"

The promotion was a big hit with Jakusik as well, "Our Odds On Promotions Sales Rep, Linda Thomson, was just amazing to work with. She turned our quotes

**"These kinds of promotions make an already exciting game even more exciting."**

Brian Jakusik,  
Vice president of LB Images

around quickly and everything went so smoothly. You know some people think, 'insurance policy' and get concerned that there'll be a lot of paperwork. Frankly, it was a simple process. Everything was done in just a week to 10 days. We're looking at running some promotions for the radio station and additional promotions for next season."

Looking for a [sports promotion](#) that is as easy to arrange as it is exciting to watch? Then give us a call and we'll help you hit one out of the park!

