

case study: Germain Toyota HOMERUN DERBY

BASEBALL

GERMAIN TOYOTA



WHO: Germain Toyota

WHAT: Homerun Derby

WHERE: City of Palms Park,
Fort Myers, Fla.

OBJECTIVE: Fundraiser

RESULTS: Big Turnout,
Great Visibility

When Germain Toyota wants to take a swing at supporting a great cause they know just who to call, Odds On Promotions.

Soxs and Swingers

After capturing their first World Series title since 1918, the Boston Red Sox took the Trophy on "tour" visiting various cities throughout the eastern seaboard including their Spring Training home, in Fort Meyers, Florida.

Batter Up...

On the final day of the touring trophy event known as "Championship Week", Germain Toyota sponsored a fundraising "Batting Practice" for the Red Sox Foundation at the City of Palms Park using Odds On Promotions, **Home Run Derby Contest**.

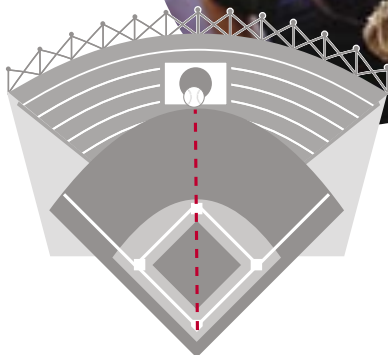
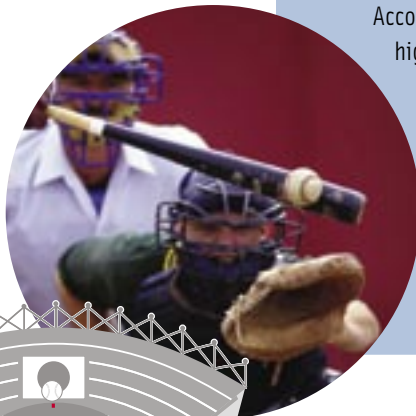
For just \$5, fans could step up to the plate and take five shots at winning a two-year lease on a 2005 Toyota Corolla CE. If any of the participants could find the sweet spot and hit a ball thrown by the pitching machine through a target, they'd drive home a winner, courtesy of Odds On.

"We had the vehicle in front of the park. Even while we were positioning the car people were already lined-up and talking about the contest," stated Jennifer Picheco, Director of E-Commerce for Germain Toyota. "All the way around it was a great opportunity for us," she continued.

Great Fund Raiser, Great Visibility...

According to Picheco, the event was a success with turnout and visibility much higher than anticipated. Over 300 people lined up to take a swing at winning the two-year lease! And, while no one took home the grand prize, participants who got close received great consolation prizes including 2005 Red Sox Spring Training tickets and Red Sox World Series merchandise.

If you'd like to get into the swing of enhancing your visibility while raising funds for a great cause, give Odds On a call.



Hey Batter, Batter ...

Germain Toyota sponsored a home run of a fundraiser for the World Champion Red Sox!



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