



MAXIMIZE SPONSOR VISIBILITY

COLLEGE & PRO SPORTS

\$20,000 RED LINE SHOOT-OUT WINNER

With the goal of increasing brand and consumer awareness, State Farm Insurance sponsored a Red Line Shoot-Out and Teddy Bear Toss at a Green Bay Gamblers' hockey game.

Shoot It and Score The Big Bucks

For the past few years, Nate McHargue with State Farm Insurance has sponsored a charity Teddy Bear Toss and a \$20,000 Red Line Shoot-Out during a Green Bay Gambler's hockey game.

However, McHargue recently got more than he bargained for when 48-year-old hockey mom, Karen Davis, stepped out to center ice after she was randomly selected to make the giant-prize shot from the 500 fans who had registered prior to the game.

Davis shot a regulation puck 89-feet down the ice and through a target template placed at the goal line, winning \$20,000, paid for by Odds On.



// It was extremely smooth. It went so quickly.

We had our contract reviewed and signed in 24 hours. //

Nate McHargue, State Farm Insurance

OVERVIEW

Who:

State Farm Insurance & Green Bay Gamblers

What:

\$20,000 Red Line Shoot-Out

Where:

Resch Center, Madison, Wis.

Objective:

Increase Brand and Consumer Awareness

Results:

1,500 Teddy Bears and a Winning Promotion

HOT TIP

Tie your promotion to a worthy cause to get even bigger bang for your sponsorship buck.



Watch Karen Davis make her amazing shot on our website at www.oddsonpromotions.com

CONTINUED >>



CALL 888.827.2249 OR CLICK www.oddsonpromotions.com



||| CASE STUDY

MAXIMIZE SPONSOR VISIBILITY
COLLEGE & PRO SPORTS

\$20,000 RED LINE SHOOT-OUT WINNER (cont.)

That's Amazing

According to McHargue, what made the 2nd period intermission shot even more amazing wasn't that Davis was wearing high heels – or even the length of the shot, but that she scored the \$20,000 prize-winning goal on uncleaned ice.

More Than a Winning Shot

While having a big winner was certainly a thrill for all in attendance, Davis wasn't the evening's only winner. According to McHargue, over 1,500 bears were collected for local hospitals during the Teddy Bear Toss.

Insuring Success

For McHargue, the key to a successful promotion starts with pre-event advertising and consistency, "It's essential to be there every year." As for the process of working with Odds On, McHargue noted, "It was extremely smooth. It went so quickly. We had our contract reviewed and signed in 24 hours."



**Ready to get into the game of hockey sponsorships?
GIVE ODDS ON A CALL TODAY AT 888-827-2249.**



CALL 888.827.2249 OR CLICK www.oddsonpromotions.com