

case study: Super 8 Motel

INDOOR PUTTING CONTEST

SPORTS



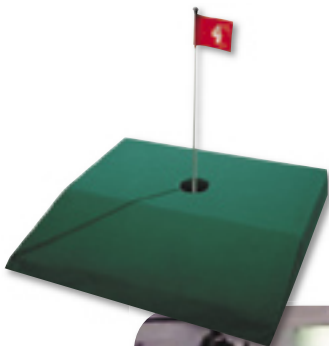
WHO: Super 8 Motel

WHAT: Indoor Putting Contest

WHERE: Havre, Mont.

OBJECTIVE: Maximize Sponsorship Opportunity

RESULTS: Winning Promotion



"Putting Perfection"

Jensen sinks one from 94 feet.

A seasons worth of great visibility and publicity is enough to make any business owner celebrate. However, when you have a big winner and Odds On Promotions pays for the prize... that's a recipe for a winning promotion.

The Promotion

For the past five years, the Super 8 Motel in Havre has been sponsoring a unique half-time promotion at Montana State University-Northern basketball games: an indoor putting contest.

The fundraising contest, which features a \$5,000 prize, gets MSU-Northern fans buying raffle tickets, for \$1 a piece for a chance to win prizes. At halftime three lucky contestants are drawn, and they take turns hitting a badminton birdie. Whoever hits the badminton birdie the furthest gets the opportunity to make a 94-foot putt for the \$5,000 grand prize, paid for by Odds On Promotions. The remaining contestants also get a chance to win prizes. For making smaller putts, the runner-ups can win free night stays as well as prize baskets, while tee-shirts are handed out as consolation prizes.

Why Be A Sponsor?

According to Matt Hencz, General Manager of the Super 8 Motel in Havre, it's important to support the home team – not only because it generates great PR and is good for business when other teams come to town, "But really," Hencz point out, "it's just the right thing to do." But this time around, Hencz got more than he bargained for in the publicity department when a lucky contestant made the grand-prize winning \$5,000 putt.

Winning Promotion!

At half time during a big Friday night game, Jeff Jensen from Havre stroked the putter sending the ball across the gymnasium floor, directly through the template, winning himself \$5,000, paid for by Odds On Promotions! "It was pretty exciting," stated Hencz, "Jeff just absolutely drilled it."

Supporting the Team Makes Dollars and Sense...

Hencz, who credits MSU-Northern's Men's Basketball Coach, Shawn Huse with keeping him involved and for coming up with the putting concept, points out, "You gotta support 'em so why not make it fun. It's great publicity for the property and it supports the team." Hencz noted, "I highly recommend that any property call Odds On. Mike Maloy, Odds On Rep, was just great to work with."



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