

SPONSORS:



PROMOTION: **30 SECOND SERIES SHOOT-OUT**



Last Spring, the Minnesota Timberwolves and Pulte Homes gave fans the chance to win a brand new home, paid for by Odds On, in the Pulte Homes Spring for Cash Dreamstakes.





## "SPRING FOR CASH DREAMSTAKES"

**Minneapolis, Minn.** - Last Spring, the Minnesota Timberwolves and Pulte Homes gave fans the chance to win a brand new home, paid for by Odds On, in the Pulte Homes **Spring for Cash Dreamstakes.**

### The Contests

Featuring a marketing plan designed to drive traffic to Pulte's 10 metro locations and draw attention to the Timberwolves, the

contest featured a chance to take home free Timberwolves' tickets, win a \$25,000 guaranteed prize, and the chance to win a \$450,000 house.



### OVERVIEW

**Who:**

Pulte Homes & Minnesota Timberwolves

**What:**

Pulte Homes Spring for Cash Dreamstakes

**Where:**

Target Center, Minneapolis, MN

**Objective:**

Enhance Sponsorship, Drive Traffic for Home Developer, Entertain Fans

**Results:**

635 leads for Pulte Homes!

**HOT TIP:**

Consolation prizes ensure a winning experience.



Watch this successful promotion in action!

**“The Pulte Homes Spring For Cash Dreamstakes promotion was absolutely a success for Pulte Homes and the Minnesota Timberwolves!**

**We enjoyed working with Odds On Promotions and their representative, Linda Thomson, to implement this exciting promotion!”**

Lisa Bennett, Timberwolves Corporate Account Executive

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## **"SPRING FOR CASH DREAMSTAKES" (cont.)**

### **How the Promotion Worked**

For five weeks leading up to the grand finale event, advertising directed home buyers and basketball fans to Pulte Homes locations to register for a chance to win \$25,000 or a free house. In the days leading up to the game, a total of 50 semi-finalists were selected and invited to a pre-game reception. Once at the reception, the names of five finalists were randomly drawn.

Then, between the first and second periods, the five finalists were given an envelope that corresponded to an envelope held by a dancer. While four envelopes were blank, one contained the \$25,000 guaranteed prize – and the chance to win a free home for successfully completing a 30-second series shoot-out.

### **A Winning Experience for Everyone.**

While the lucky contestant didn't quite have the on-court skills to sink a lay-up, free throw, three pointer and a half-court shot in under 30 seconds in order to win the free home, the contest was still an effective and fun event that generated 635 leads for Pulte Homes. According to Lisa Bennett, Corporate Account Executive with the Timberwolves, **"The Pulte Homes Spring For Cash Dreamstakes promotion was absolutely a success for Pulte Homes and the Minnesota Timberwolves! We enjoyed working with Odds On Promotions and their representative, Linda Thomson, to implement this exciting promotion!"**



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