

# contests and promotions

# RETAIL



**Build brand awareness, motivate action, regulate redemption and increase revenues for a fixed fee. With Odds On, you can offer a super-sized prize without the risk of payout – because when you have a winner, we'll be there to write the check.**



## BUILD BRAND AWARENESS

Launching a new product? Targeting a new market? Hungry for media attention or want to maximize your sponsorship opportunities? Odds On will help you create a buzz – all at our risk, not yours. And when you have a winner, we'll pay for the prize!

Conditional Rebates	In-Pack/On-Pack Contests	Premium Offer Protection	Scratch & Win Promotions
Collect and Win Contests	Instant Win Games	Product Launch Promotions	Sports Promotions
Database Building Promotions	Over Redemption Protection	Rebate Protection	Trade Show Promotions
Direct Mail Promotions	Performance Incentives	Restrictive Excess Promotions	Weather Insurance
Gift With Purchase Protection	Prediction Contests	Sales Incentives	Weather Promotions



## MOTIVATE ACTION

Drive trial and traffic with a wallet-fattening prize, courtesy of Odds On. Whether you want to increase response rates, incentivize consumer behavior, motivate performance or close more sales, Odds On has just the right kind of big prize promotion that will engage your target audience. And when there's a winner, we'll pick up the tab!

1-800 Telephone Promotions	Gift With Purchase Protection	Performance Incentives	Scratch & Win Promotions
Collect and Win Games	In-Pack/On-Pack Contests	Prediction Contests	Sports Promotions
Conditional Rebates	Instant Win Games	Premium Offer Protection	Trade Show Promotions
Database Building Promotions	Over Redemption Protection	Rebate Protection	Weather Insurance
Direct Mail Promotions		Sales Incentives	Weather Promotions



**TURN OVER FOR MORE IDEAS >>**



**888.827.2249**

**www.oddsonpromotions.com**

6195 Ridgeview Court, Suite A | Reno, NV 89519



### REGULATE REDEMPTION

Offer your customers the giant prize, the outrageous rebate or the fabulous free gift without risk! For a flat, fixed-fee Odds On will eliminate the risk associated with your next redemption-based promotion. And when you have a winner, you'll still rest easy knowing you're on-budget regardless of the redemption rate!

- |                               |                            |                          |
|-------------------------------|----------------------------|--------------------------|
| 1-800 Telephone Promotions    | In-Pack/On-Pack Contests   | Premium Offer Protection |
| Collect and Win Games         | Instant Win Games          | Rebate Protection        |
| Gift With Purchase Protection | Over Redemption Protection |                          |



### INCREASE REVENUES

Grow volume, traffic and share of wallet without adding to your bottom line! Make your advertising work overtime and ensure every event is a success with a giant prize promotion that won't break your budget. Offer a giant prize or a massive incentive for a fraction of the cost, because when it's time to pay-out, Odds On will pick up the tab!

- |                              |                        |                          |                       |
|------------------------------|------------------------|--------------------------|-----------------------|
| Conditional Rebates          | Protection             | Protection               | Sports Promotions     |
| Database Building Promotions | Performance Incentives | Rebate Protection        | Trade Show Promotions |
| Direct Mail Promotions       | Prediction Contests    | Sales Incentives         | Weather Insurance     |
| Over Redemption              | Premium Offer          | Scratch & Win Promotions | Weather Promotions    |



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