

dice roll GAMING

Get rolling towards increased traffic,
play and excitement with a Dice Roll!



A WINNING COMBINATION

A Dice Roll promotion is an affordable, action-packed, interactive way to drive increased traffic and play or add excitement to any special event. Fun for participants and spectators alike, your players simply roll their way to fabulous prizes using Odds On's customizable 1", 4" or 8" dice. And when someone rolls the grand prize winning combination of symbols, Odds On will send you a check for the prize!

Talk about easy money!

HIGHLIGHTS:

Attention Grabbing - Visually appealing dice and giant prizes are a traffic (and revenue) driving combination!

Fast Paced - It takes just seconds to step up and win!

Easy to Play - Players just roll the dice to win prizes.

Versatile - Useful for driving traffic, increasing membership, rewarding play or adding increased excitement to your next tournament or special event.

Flexible - Can be used indoors or out and works well on nearly every surface.

Customizable - Our 1", 4" and 8" dice can be customized at your request.

Affordable - Offer up to \$1,000,000 without the risk of a payout.

Cost Effective - Your costs are predetermined and fixed.

Risk Free - When you have a winner, Odds On pays for the prize.

Reusable - Durable dice can be used for multiple promotions.

EASY AS 1 2 3

- 1 Choose your grand prize, the number of contestants and customized symbols for each side of the dice. Then advertise the chance to win big at your location.
- 2 Contestants roll your customized 1", 4" or 8" dice for a chance to win the giant prize.
- 3 When your contestant rolls the grand prize winning combination of symbols, they'll take home the giant prize and Odds On will write the check.



Dice Roll packages start at \$540 and include FREE shipping and a complimentary custom 11" x 17" promotional sign.

FREE CONTEST SIGN >>

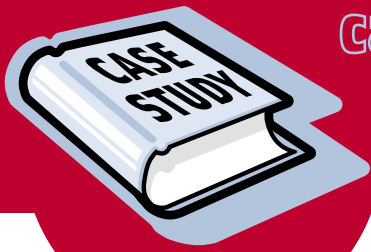
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Odds On
PROMOTIONS

888.827.2249

www.oddsonpromotions.com

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case study: crestwood off-track betting DICE ROLL

GAMING



WHO: Crestwood Off-Track Betting

WHAT: Dice Roll

WHERE: Crestwood, Ill.

OBJECTIVE: Increase Traffic and Sales

RESULTS: 175 New Members

Crestwood, Ill.- When a radio station, an off-track betting facility and a Harley-Davidson dealership get together for a dice roll, great things happen with a little help from Odds On of course.

Affinity Promo

WREN Radio Account Executive, Brandon Kane, who was on the search for an effective affinity promotion for two good clients, contacted Odds On with the goal of increasing visibility for a Harley-Davidson dealership and increasing traffic, sales and value for advertiser Crestwood OTB, a division of Illinois OTB (Off-Track Betting).

Get Rollin'

The results? A prize-packed Dice Roll where WZZN station listeners and Crestwood's players could step up, roll the dice and win a brand new \$20,000 Harley-Davidson motorcycle, paid for by Odds On.

Marketing Build Up

To bring attention to the big roll, the Harley-Davidson dealer not only posted and handed out flyers to customers, they parked the \$20,000 motorcycle right in the middle of Crestwood OTB for several weeks leading up to the promotional event. This added in-store visibility for Crestwood OTB to the on-air schedule and related web-based radio contest executed by WZZN.

Big Night

On the big night, using Odds On Promotions 1" dice, a craps table provided by Crestwood OTB, and some on-air talent acting as a host, selected listeners who had won the web-based contest, dealership customers and lucky players from Crestwood OTB got the chance to roll H-A-R-L-E-Y.

While no one won the very cool set of wheels, Crestwood OTB and WZZN made sure no one who rolled went away empty handed offering participants everything from coupons for free food to credit towards future wagers.

Great Results

According to Kane, this was one very hot promotion noting that Crestwood added 175 new members to their bettors club. And, not only was the corporate office happy with the results, a Kentucky Derby-themed promotion is in the works.



Roll for a Harley

Harley Dice Roll boosted membership and traffic!



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