



WHO: The Volunteer Center of Owensboro

WHAT: \$100,000 Duck Race

WHERE: Owensboro, Kentucky

OBJECTIVE: Fundraising

RESULT: \$38,000 Raised

For the past few years The Volunteer Center of Owensboro has turned to Odds On Promotions to add excitement to their annual fundraiser, the KenDucky Derby Duck Race.

Lots of Ducks

Every July the residents of Owensboro, Kentucky have their own derby: the \$100,000 KenDucky Derby Duck Race. This unique fundraiser, which benefits 16 different local nonprofit agencies in the greater Owensboro area, consists of selling over 9,000 yellow rubber ducks then racing them downstream in the mighty Ohio River.

The "Golden Duck"

Dan Douglas, Executive Director of The Volunteer Center, contacted Odds On in order to make the Annual KenDucky Derby an even bigger draw for sponsors, media and residents by offering a \$100,000 prize. Odds On preselected several "lucky ducks." If one of the preselected ducks was first to cross the finish line, the owner of that "golden duck" would go home \$100,000 richer, courtesy of Odds On Promotions.

Ducky Deals for Sponsors

In addition to attracting Southern Star Gas Pipeline as a title sponsor and both television and radio stations as event sponsors, The Volunteer Center also partnered up with some very big corporations including Pepsi, Papa Johns, Home Depot and Kroger. These strategic partnerships made it possible for The Volunteer Center to build value-added "duck packages" to encourage large volume sales. For example, donors who gave \$100 not only received 25 potentially winning ducks (the package featured 6 bonus ducks), they also received a free Papa Johns pizza and a six pack of Pepsi.

Big Prize Duck Race Nets Big Nest Egg

The race raised over \$38,000 dollars for The Volunteer Center and the other nonprofit organizations that participated. And, while no one won the \$100,000, Seth Allen whose duck came in first won a five-day, four-night vacation, including airfare, at the Ka'anapali Beach Hotel in Maui, Hawaii. Other winners received \$1200 in free groceries from Kroger, athletic club memberships, barbeque grills and Home Depot gift cards.

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