



customizable

SCRATCH & WIN CARDS

Customization...it's in the Cards!



EVERYONE'S A WINNER...

Odds On Promotion's customizable Scratch & Win Cards are an easy, effective and affordable tool for increasing traffic, sales, and excitement at malls, casinos, sports events, tradeshow, bars, restaurants... any live appearance, for just pennies per card. Simply choose an attention-grabbing prize and select a theme from one of our customizable designs. We'll print the cards, complete with your station and participating sponsors four-color logos. Simply distribute the cards at your next remote broadcast! If someone unveils the correct number of matching symbols, Odds On will be there to pay for the prize, up to \$1,000,000. Every card is a potential winner and includes a registration form on the reverse. Better still, there's plenty of room to incorporate a second-chance drawing offer or a bounceback coupon to ensure even bigger ROI for your station and sponsors.

HIGHLIGHTS...

Affordable – Offer up to a \$1,000,000 prize for just pennies per card.

Efficient – Each card features a registration form to build your database.

Easy to Run – Simply choose your prize and hand out the cards.

Fast – Customizable cards are ready to ship days after logos are approved.

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

Easy to Play – Card holders simply scratch and match the allotted number of squares.

Cost Effective – Your expenses are predetermined and fixed.

Customizable – Every card can be customized to feature the participating sponsor and station



EASY AS 1 2 3

- 1 Choose a scratch card design and insured grand prize to best fit your promotion goals. Then advertise the chance to win big at your next radio remote or sponsor's location.
- 2 We'll ship the customized cards, featuring your bounce-back coupon or second-chance drawing offer, and your station and participating sponsors four-color logos, to distribute at your next live appearance or at your sponsor's location.
- 3 Players simply scratch off six squares to reveal symbols. When someone unveils all six grand prize matching symbols, they'll take home your grand prize and Odds On Promotions will pick up the tab!



CUSTOMIZABLE CARDS

Odds On can help you from start to finish in designing a customizable card exclusively for your event. Call for details.



TURN OVER FOR MORE >>



888.827.2249 www.oddsonpromotions.com

6195 Ridgeview Court, Suite D | Reno, NV 89519



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IMPRINTING YOUR SCRATCH CARDS

Customizable Scratch Cards can be imprinted with almost anything you can dream up including coupons, bounceback promotions, second touch offers and second chance drawings. Imprints are full color* and you can include up to two logos.

Minimum Order Quantity: 960

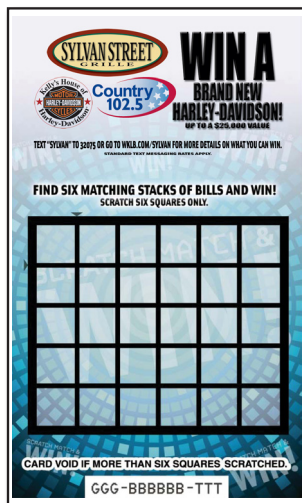
Imprint Colors: Full Color

Maximum Imprint Area: 2.85" w x 1.5" h

Maximum Number of Logos: 2

Minimum Font Size for Small Copy: 6 pt

*Any artwork containing white as a color will print transparent and the background will show through.



NAME		
ADDRESS		
CITY	STATE	ZIP
PHONE (WITH AREA CODE)	E-MAIL ADDRESS	
SIGNATURE		
SCRATCH, MATCH & WIN SUMMARY OF OFFICIAL RULES AND HOW TO PLAY		
<ol style="list-style-type: none"> 1. NO PURCHASE NECESSARY TO PLAY. Void where prohibited by law. This card is non-transferable and may only be played by the person to whom it was distributed by Sponsor. 2. See "Official Rules" for promotion dates and details. By participating, you agree to be bound by the "Official Rules." 3. Sponsor's "Official Rules" are available at the Sponsor's place of business, or card distribution locations, or by requesting a copy, in writing, from Sponsor, attention: Official "Scratch, Match & Win" Rules. 4. How to play - Scratch off any SIX (6) squares. If all the symbols revealed are MATCHING STACKS OF BILLS, you are an Instant Prize Winner, subject to verification. 5. See "Official Rules" for a complete list of potential prizes. 6. All cards presented for prize redemption are subject to verification by Odds On Promotions and/or an Odds On Promotions designated independent judging organization whose decisions are final. 7. SCRATCH CARD IS VOID IF MORE THAN SIX (6) SQUARES ARE REVEALED IN WHOLE OR IN PART. IF THERE ARE ANY ADDITIONAL MARKS OR SCRATCHES ON THE CARD, OTHER THAN THE SIX (6) REVEALED SQUARES, THE CARD WILL BE CONSIDERED VOID AND WILL NOT BE ELIGIBLE FOR PRIZE REDEMPTION. 8. Cards that are manipulated, altered, forged, hand printed, water damaged, mutilated, tampered with in any way, or which contain any computer programming, printing, mechanical or typographical errors, will be considered void and will not be eligible for prize redemption. 9. If you are a winner, complete the information above and see "Official Rules" for details regarding prize redemption and limitations on number of prizes available. UNCLAIMED PRIZES WILL NOT BE AWARDED. Taxes, if any, are the sole responsibility of the winner. 10. Odds of scratching the SIX (6) correct squares are 1:593,775. Any act, omission, or method of playing that changes these odds or the random chance of winning will render this card void. 		
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