



golf ball drop NON-PROFIT

Grab headlines, increase giving and make your organization the talk of the town with a Golf Ball Drop.



AIM HIGH

Think you can't get anywhere by dropping the ball? Think again! Increase donations and grab more media attention with a Golf Ball Drop. Donors simply stop by your designated sponsor locations and make a donation for numbered golf balls. On the appointed day, the balls are dropped from the sky onto a target. If one of the balls falling closest to the target appears on a list of preselected balls, Odds On hands over the big prize.

HIGHLIGHTS:

Increases Giving - Giant prizes provide additional incentive for donations.

Headline-Grabbing - High-visibility promotion captures media attention.

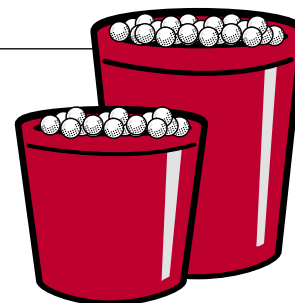
Flexible - "Drop" can be adjusted to suit any theme or location.

Easy to Promote - Participants stop by sponsor's location and receive numbered balls for donating to your cause.

Cost-Effective - Your expenses are predetermined and fixed.

Affordable - Offer up to a million dollar prize for a fraction of the cost.

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



EASY AS 1-2-3

1. Select your grand prize package, then advertise the chance to win big for supporting your cause!
2. Participants go to designated locations and make a donation for numbered golf balls. On the day of the event the golf balls are dropped onto a target from the sky.
3. When one of the golf balls falling closed to the target hole appears on a preselected list of numbered balls, Odds On covers the cost of the prize!

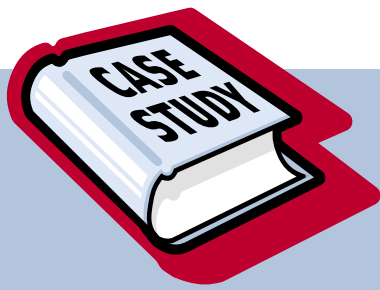
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WHO: Rochester Chapter,
Cystic Fibrosis Foundation

WHAT: Golf Ball Drop

WHERE: Country Club of Mendon

OBJECTIVE: Press Coverage/Fundraising

RESULTS: \$45,000 Event!



In a crazy twist, a golf ball drop promotion recently left the Rochester Chapter of the Cystic Fibrosis Foundation \$25,000 richer, courtesy of Odds On.

Publicity and Funds Needed

Grant Fletcher, Director of Special Events, contacted Odds On with the goal of generating extra donations and generating additional publicity for the organization's two summer golf events by holding a golf ball drop.

How it Works

In a helicopter drop, a non-profit organization sells numbered golf balls, and on an appointed day, drops them onto a target hole at a golf course. When one of the balls that falls closest to the hole appears on a preselected list of "lucky balls", Odds On hands over a giant check.

The Event

The CFF sold 350 golf balls for \$10 each at a local pro shop and during their two golf events. Then, on Labor Day weekend, with a local news station and group of spectators looking on, they dropped the golf balls from a helicopter onto a green at the Country Club of Mendon.

The Outcome

According to Fletcher, the CFF was "pleased with the response rates in the first year of this event." But, that wasn't the big story. It turns out that one of the five balls that fell closest to the hole was one of the few that hadn't been sold. The CFF ended up winning the \$25,000 grand prize, which was paid for by Odds On.

"Odds On provided fantastic service. It was definitely worth the investment. It turned our \$25,000 golf event into a \$45,000 golf event," stated Fletcher.

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Grant Fletcher,
Director Special Events,
Cystic Fibrosis Foundation

