

PROMOTION PACKAGES

NET MORE TRAFFIC!

Five weeks, sixty-four teams and millions of basketball fans add up to one very big marketing opportunity! Take advantage of all the hoopla surrounding the NCAA Men's Basketball Tournament this year by offering your customers a shot at up to \$1,000,000 for correctly predicting a select number of the NCAA tournament winners. Championship Challenge is an exciting, cost-effective way to drive foot or web traffic from mid-March right on through April. And don't worry, when a lucky contestant picks them all right, Odds On will be there to pay the prize!

HIGHLIGHTS:

- Effective** – Drives traffic and adds excitement in every venue!
- Affordable** – Offer up to \$1,000,000 for a fraction of the cost.
- Easy to Play** – Contestants predict which teams will advance and ultimately win the NCAA tournament.
- Fan Friendly** – Built-in consolation prize keeps contestants involved until the end of the tournament!
- Flexible** – Championship Challenge can be run online or off.
- Cost Effective** – Your costs are predetermined and fixed.
- Risk Free** – When you have a winner, Odds On pays for the prize.



**PREMIUMS
START
AS LOW AS
\$600!**

CHAMPIONSHIP CHALLENGE PRIZE PACKAGES:

\$50,000 PRIZE PACKAGE

- Up to 5,000 Entries
- Predict 55-56 games and win \$500
- Predict 57-59 games and win \$5,000
- Predict 60+ games and win \$50,000

\$1000

\$100,000 PRIZE PACKAGE

- Up to 5,000 Entries
- Predict 55-56 games and win \$1,000
- Predict 57-59 games and win \$25,000
- Predict 60+ games and win \$100,000

\$2000

\$1,000,000 PRIZE PACKAGE*

- Up to 5,000 Entries
- Predict 55-56 games and win \$2,500
- Predict 57-59 games and win \$25,000
- Predict 60+ games and win \$1,000,000

\$5750

*\$1,000,000 prize paid as a 40-year annuity.



EASY AS



- 1 Decide how many participants you'd like to have and choose a prize package geared for excitement.
- 2 Advertise the chance to win big for predicting the winners of the NCAA Men's Basketball tournament and begin enrolling your contestants.
- 3 When one of your contestants picks the winners, Odds On will deliver their prize!

CALL 888.827.2249 OR CLICK www.oddsonpromotions.com

**INCREASE REVENUES. GENERATE EXCITEMENT.
ATTRACT RECORD CROWDS.**