



LUCKY ENVELOPES

Build awareness, motivate action and reward both customers and staff with Lucky Envelopes!



WHEN IT COMES TO PROMOTIONS, IT'S EASY TO PICK A WINNER!

Easy, effective and infinitely adaptable—Lucky Envelopes work everywhere!

Whether you want contestants to pick once or pick until they win, Lucky Envelopes will get everyone rooting for a big winner! Simply select the prize you want to give away, up to \$1,000,000, put your Lucky Envelopes on display and give your contestants the chance to pick up a fabulous prize, courtesy of Odds On.

HIGHLIGHTS:

Effective - Use Lucky Envelopes to drive traffic, encourage sales, reward customers or incentivize employees.

Adaptable - Lucky Envelopes can be used in every setting for a variety of promotions.

Affordable - Offer up to a \$1,000,000 prize for a fraction of the cost.

Visually-Appealing - Place the Lucky Envelopes on display or enhance the staging of your promotion by placing them in Money Bags, bottles, balls, hats, horns...the possibilities are endless.

Entertaining - Lucky Envelopes gets the whole crowd rooting for a big winner.

Cost-Effective - Your promotional costs are predetermined and fixed.

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

Easy to Run - Contestants select and open "envelopes" to win a fabulous prize.

Two Ways to Play - Choose from either Pick The Winner or Pick 'til You Win.

TWO WAYS TO PLAY: EASY AS 1-2-3



PICK THE WINNER!

- 1) Select a grand prize and several self-insured consolation prizes geared for excitement to fill the remaining envelopes. Then, advertise the chance to win big at your location.
- 2) We'll send you security envelopes, each containing the names of your prizes. Place the envelopes on display in the container of your choice then qualify your contestants.
- 3) When your finalist selects the envelope containing the grand prize, Odds On will be there to pay for the prize!



PICK 'TIL YOU WIN!

- 1) Select a grand prize and two self-insured consolation prizes then advertise the chance to win big!
- 2) We'll send you the Lucky Envelopes, each containing a symbol representing one of the prizes. Place the envelopes on display in the container of your choice then qualify your contestants.
- 3) Your finalists then pick from the envelopes until they've collected five matching symbols to win the indicated prize! When they gather the five symbols representing the grand prize, Odds On will reward them with big cash!



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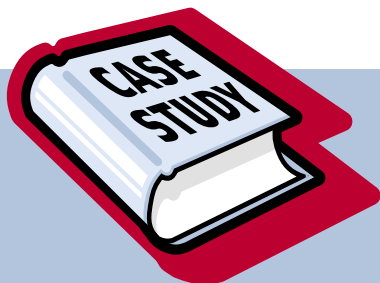
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LUCKY ENVELOPES



WHO: Greg Lair's
Pontiac-Buick-Oldsmobile-GMC

WHAT: Pick The Winner

WHERE: Automotive Dealer – Texas

OBJECTIVE: Increase Lot Traffic

RESULT: Hundreds of Entries and
One \$20,000 Winner!

Bag a New Car

As part of their 20th Anniversary Celebration, Greg Lair's Pontiac-Buick-Oldsmobile-GMC dealership ran a 30-day promotion utilizing Lucky Envelopes and Money Bags giving away the chance to win \$20,000, courtesy of Odds On.

Great Display

Using the back of a pick-up truck, the dealership displayed 100 Money Bags on the showroom floor. Advertising spots directed people to come into the dealership and register for a chance to win the \$20,000 truck. At the end of the 30-day registration period, customers returned for the Grand Prize drawing in which one lucky entrant received the chance to choose one of the Money Bags in the back of the pick-up truck.

Winning Bag

Texas resident Kevin Mitchell's name was drawn at the Grand Prize event. He selected the right bag landing him the \$20,000 truck, courtesy of Odds On!

Big Results

According to General Sales Manager, Tommy Tucker, it was the most exciting promotion Greg Lair has ever conducted generating hundreds of entries during the 30-day period and packing the showroom on the final day. "When Mitchell selected the Money Bag and opened up the winning grand prize \$20,000 truck, everyone went crazy. It doesn't get any better than that," stated Tucker.

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Tommy Tucker,
General Sales Manager

