

# DRIVE TRAFFIC WITH

# SCRATCH CARDS

Scratch Cards are a sure bet to meet all your marketing objectives – drive traffic, reward customers and build your customer database. Every card is a potential winner, giving you the opportunity to give away up to \$1,000,000 during your next promotion for as little as pennies a head.



**>>> Scratch Cards are the ideal way to drive traffic to:**

- Remote Broadcasts
- Conventions & Tradeshows
- Automobile Dealerships
- Casinos
- Retail Stores
- Bars & Nightclubs
- Grand Openings
- Fundraisers
- Banks
- Grocery Stores & Supermarkets
- Festivals & Fairs
- Corporate Events
- Civic Events
- Colleges & Universities
- Sporting Events

## HOW IT WORKS:

- 1** Choose the Scratch Card that best suits your promotion or we can customize one especially for you.
- 2** Determine the number of cards you will need and the value of the prizes you would like to give away.
- 3** Advertise the opportunity to stop by your event for a chance to win valuable prizes. Patrons simply scratch off a pre-determined number of surfaces to reveal the underlying symbols. Unveil the winning symbols and go home a winner! The number of dollar signs in the prize level box determines the payout – covered by Odds On Promotions.



### **HOLLYWOOD CASINO'S "STACK OF CASH" INCREASES FOOT TRAFFIC**

Hollywood Casino in Shreveport, La., ran a six-month custom scratch card promotion through Odds On. Simply by signing up for their Hollywood Marquee Card, customers were given a Scratch Card with a chance to win \$1,000, \$10,000, \$50,000 or the grand prize of \$100,000.

The casino not only increased their player's club membership two-fold, but also awarded several cash prizes paid for by Odds On – a win-win situation for all!

**OddsOn**  
PROMOTIONS

888.827.2249 [www.oddsonpromotions.com](http://www.oddsonpromotions.com)

GOLF SPORTS GAMING RETAIL MEDIA AUTOMOTIVE TRADE SHOWS NON-PROFIT



# SCRATCH CARDS

## EFFECTIVE.

- Increase club membership, foot traffic, product visibility and customer awareness
- Appeals to any demographic or market
- Great for any co-branded marketing event
- Opportunity for publicity and media plugs in numerous outlets
- Costs are predetermined and fixed – and Odds On takes all the risk
- Insure up to \$1,000,000 for pennies per card

## FUN.

- Adds excitement to your special event
- Gives patrons a reason to return day after day

## EASY.

- Simple to play – just scratch & match the allotted number of squares
- Each card is secure, giving you a worry-free promotion

## Features

- Preprinted cards are ready to ship, giving you an instant promotion
- Cards measure 4" L x 3" W
- Five unique themes offered
- Scratch-five and scratch-six of twenty-five options available
- Up to four different prize levels
- Each card is a potential winner
- Back of card contains data-building options
- Custom Scratch Cards are available upon request

Custom scratch card for Saturn of Fremont >>>



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