



COUPLE WINS \$50,000 DREAM GARAGE

ONLINE INSTANT WIN PROMOTION ACHIEVES AN 8% RESPONSE RATE

Valcourt, Quebec, Canada – What could giving away a \$50,000 prize, paid for by Odds On Promotions, do for your next direct mail, email, trade show or print campaign? How about helping you achieve up to an 8% response rate!

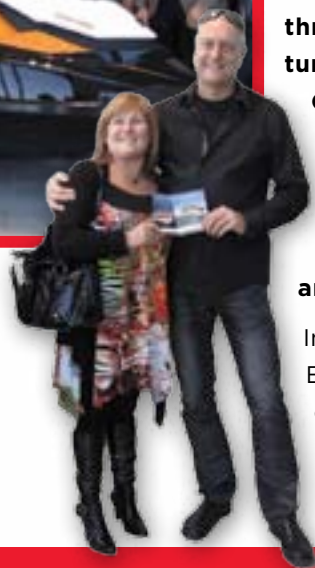
That's the kind of results achieved by the Canadian-based Bombardier Recreational Products Inc. (BRP) who have been giving Canadians and Americans the chance to instantly win their choice of \$50,000 in BRP products in a multi-year, multi-channel \$50,000 Dream Garage Sweepstakes promotion.

After achieving a 7% success rate using the Dream Sweepstakes promotion to drive direct mail and email campaigns, BRP modified the promotion to drive online traffic from customers visiting their booths at consumer trade shows. BRP distributed flyers featuring unique codes, which instructed visitors to go to a dedicated webpage and enter the code to find out if they were the \$50,000 Dream

Garage winner. And that's exactly what happened to Joan Bouret and Michel Rocheleau.

The couple, who received a flyer at the Quebec City Boat Show, won a brand new 23-foot Sea-Doo, courtesy of BRP, and paid for by Odds On Promotions. According to Jennifer Walker, Event Marketing Coordinator with BRP, **“It was amazing. Here it is the last show of the year, having run this promotion throughout the US and Canada - it turns out, the winner came from Quebec City...right here in our backyard. This is our second year working with Odds On. The claims process was great. We just submitted our paper work and that was it.”**

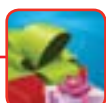
Interested in motivating a crowd? Email Odds On Promotions at oopinfo@odds promotions.com, or give us a call today at 888-827-2249.



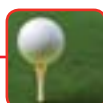
DEMO AN ONLINE PROMOTION AT ODDSONPROMOTIONS.COM/ONLINE/INSTANT-WIN

OR CALL ODDS ON PROMOTIONS TODAY AT 888.827.2249 TO LEARN ABOUT OUR ONLINE PROMOTIONS.

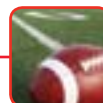
inside



Winning Wonderland



TeeToGreen



Plays That Pay



Text 2 Win



Hockey Winner



QUICK PROMOTIONS for Q4

SMALL BUCKS. BIG BUZZ.

WRAP UP MORE SALES THIS QUARTER.

Looking to drive more revenue this Fall? From giant-prize sports promotions that will help you score more customers, to attention-grabbing holiday promotions that will help you stand out from the crowd, Odds On can help you make the most of your marketing budget. Check out a few of our most popular promotions below, then give us a call today at 888-827-2249 for a custom consultation!



LUCKY ORNAMENT, SOCK OR PRESENT PICK

Here's a fun and easy holiday promotion that's easy to customize for any business or location! We'll send you 20 Lucky Envelopes, each of which contains a prize-winning symbol. You'll place the

envelopes inside 20 wrapped boxes, holiday socks or ornaments and display them at your location. If a lucky contestant can find the two matching grand prize symbols, Odds On will play Santa and pay for the prize... up to \$1,000,000.

PICK PRESENTS, WIN PRIZES!

Winning Winter Wonderland, Odds On's holiday-themed Video Scratch & Win game, is perfect for handing out holiday-themed prizes, coupons and bounce-back offers at



any high-traffic venue from late November until December 25th (or beyond). Contestants simply unveil present symbols on a touchscreen grid. If one of your contestants can unveil all six winning symbols, they'll take home the grand prize, paid for by Odds On. In addition to awarding grand prizes worth up to \$100,000, you can select up to five consolation prizes (and the total quantity that you'd like to giveaway), and this prize-awarding machine will do the rest! It even plays a catchy holiday tune!

LUCKY GIFT CARD GUESS

Give your customers the chance to win the Ultimate Holiday Shopping Spree, paid for by Odds On Promotions! If a lucky customer can guess the winning combination of digits on a "mystery gift card", they'll score the big bucks, and Odds On Promotions will write the check!

SCOREBOARD PAYOFF

Give fans at your bar, restaurant or retail outlet the chance to score big prizes with Scoreboard Payoff pull tab cards. Just select a game, distribute the cards and get ready to have some fun. Fans pull the tabs to reveal a set of lucky numbers for each quarter. If the last digit of each team's scores matches three quarters, they'll win \$1,000. Match all four, and they'll score up to \$25,000 and both prizes will be paid for by Odds On Promotions.



HOLI-DICE

Advertise the chance to win a \$100,000 holiday shopping spree, paid for by Odds On Promotions, with just a roll of the dice! Just hand your lucky qualifiers a set of our 1", 4", 8" or 16" dice and get ready for fun. If they can roll a winning combination of your logo or letters (i.e. M-O-N-E-Y, S-H-O-P-P-E-R, H-O-L-I-D-A-Y), they'll score the ultimate shopping experience, and Odds On will pay for the prize.



SINK IT & SCORE PRIZES

Sponsoring a giant-prize half-court shot contest at a basketball game is a great way to promote your business in front of a captive audience! If a lucky fan gets nothin' but net, Odds On will write the check for your grand prize!

Download our Top Ten Basketball Promotions at oddsongpromotions.com/basketball.

BIG BUZZ

SMALL BUCKS

YOUNG LADY WINS \$10K IN LAST CHANCE TOURNEY

BANK AND INSURANCE COMPANY TEAM UP TO SPONSOR BIG CASH PRIZES

Madison, Minn. – Getting a hole in one is pretty amazing but getting a hole in one that nets you a \$10,000 prize is even better. And that’s what happened to Brianna Pillatzki, who recently won \$10,000, courtesy of Klein Bank and Klein Insurance, and paid for by Hole In One International, during the Madison Country Club’s annual Last Chance Weekend Golf Tournament.

Pillatzki landed the giant cash prize when she aced the 150-yard Hole 6 with a 3 wood. It was her first hole in one.

According to Klein Insurance’s

General Manager Gary Omland, who not only put the hole in one insurance package together, but ended up witnessing the shot, “It was pretty exciting. I was camped out on the hole. It bounced a couple times and then disappeared. I just couldn’t believe it. We’ve been working with Hole In One International for many years – this was our first winner – and the claims process went smoothly.”

Interested in dressing up your last or first tournament of the season? Give Hole In One International a call today at 800-827-2249.



DIAMONDS FOR AN ACE

MAN WINS NECKLACE VALUED AT \$35,000



Grand Rapids, Mich. – Richard Ross recently won a \$35,000 diamond necklace, courtesy of Thomas S. Fox Diamond Jewelers, and paid for by Hole in One International, during the Cascade Hills Country Club’s Crystal Invitational.

Ross won the 18k white gold diamond necklace, which features a stunning 4.01-carat pear shaped diamond, after he aced the 150-yard Hole 11 using a hybrid club. It was Ross’ fifth hole in one.

According to John Turrentine, President of Thomas S. Fox Diamond

Jewelers, who sponsored the hole in one prize, “We have been using Hole In One International for about seven years now to assist us in the sponsorship of this tournament and have loved doing it. It brings so much excitement to the event, especially for the wives at the cocktail parties.” Turrentine continued, “This is the first time that anyone has gotten a hole in one; we have had several close calls, but this was very exciting. It made the rounds through the event field very quickly and the store received more publicity than I could have imagined. This is a venue idea that jewelers should take advantage of.”

Turrentine further explained, “The golf market is also the jewelry market and sponsoring a hole is a great way to get your name in front of a captive audience. Hole in One International was a wonderful partner to have for our event, and I will continue to use them in the future – they made the process very easy, and were truly happy for the success of the event.”

Ready to give your tournament players the chance to win silver, gold, platinum, diamonds or some serious cash? Give Hole In One International a call today at 800-827-2249.

NORTHVILLE DOWNS HAS \$100,000 WINNER

PLAYS THAT PAY FOOTBALL PROMOTION PAYS OFF



Northville, Mich. – Chris Rogers of South Lyon won \$100,000, courtesy of Northville Downs, and paid for by Odds On Promotions, after selecting four “winning” plays in the Northville Downs “Plays that Pay” football promotion.

Every Saturday night patrons at Northville Downs could fill out an entry form and deposit it into a barrel for a chance to win up to \$100,000, insured by Odds On. Following the 10th harness race of the night, five lucky contestants were randomly selected from the barrel. Each of the qualifiers then selected a playing card. While four guests each walked away with a crisp \$10 bill, the lucky qualifier who drew the “Ace” got the chance to step up to the “Plays that Pay” game board and select four “plays” (aka Lucky Envelopes) out of 15 on display.

If the “yardage” inside added up to 95 yards, the contestant would take home \$25,000, while 90 yards would net them \$1,000. If the yardage added up to exactly 100 yards, the contestant would win \$100,000, paid for by Odds On! Rogers selected exactly the right combination of envelopes adding up to 100 yards and scored the grand prize.

Looking for a rewarding football promotion for Super Sunday or the NFL Playoffs? Need a few ideas for driving increased traffic during any football game? Give Odds On Promotions a call today for a copy of our [Top Ten Football Promotions](#) or our [Super Sunday Planning Guide](#) at 888-827-2249.

Watch Rogers win \$100,000! Visit odds promotions.com/sports/football/lucky-envelopes.

A FASHIONABLE IDEA FOR DRIVING TRAFFIC

MALL AND RADIO STATION TEAM UP FOR ONLINE TO IN-STORE PROMOTION

Boston, Mass. – This Spring, twenty lucky ladies got the chance to win \$10,000, paid for by Odds On Promotions. Designed to build a buzz around a fashion show at Burlington Mall, Magic 106.7 and Simon Malls teamed up for an online to in-store promotion where listeners got the chance to participate in a lucky list contest for a shot at winning the big bucks.

The “Simon Fashion Now puts \$10,000 in Your Bag” contest started on the station’s website, where listeners first needed to join the Magic 106.7 Workforce. Next, contestants played an engaging online match game called the Simon Malls Scramble, which featured a collection of logos from various Burlington Mall stores. After playing the game, contestants were entered for a chance to be selected for the grand prize “\$10,000 in Your Bag” Lucky List contest.

On the day of the fashion show, the twenty lucky qualifiers each got the chance to take their best guess as to the winning order of six numbered shopping bags, which were placed on display at the mall.

While no one went home a big winner, according to Rob Hogan, Marketing Director at Greater Media Boston, “This Lucky List promotion was great. The participants thought it was cool, there was lots of interest from the crowd watching the promotion set up, and people thought it was a fun game to play. We gave all 20 participants gift cards from the mall so everyone left with something.”

Want to run a fashionable promotion at your location this holiday season? Email Odds On at oopinfo@odds promotions.com or give us a call today at 888-827-2249.

Check out the Simon Mall’s Scramble in action at our website: odds promotions.com/media/radio/lucky-list



\$100,000 MATCH FOR CASH!

PHOENIX TV STATION RUNS TEXT, WATCH & WIN PROMOTION

To drive tune in this Spring, AZ TV 7 Phoenix in conjunction with Pat Pattison of Incentive Plus Network, gave viewers the chance win \$100,000 in an innovative Text, Watch & Win Promotion, insured by Odds On Promotions.

To participate in the promotion, viewers needed to register at the station's website and watch AZ TV 7 for the cue to "text". During each daily entry period, the first 500 viewers to text "WIN" to that day's short code would get a unique list of 6 shows and/or stars appearing on the AZ TV 7 line-up.

At the appointed time, the station would reveal a randomly drawn list of shows and stars. If any viewer's "line-up" matched the station's "winning line-up", they would score cash, and Odds On Promotions would pick up the tab.

While there was no cash prize winner, the promotion was a winner for the station. According to Eric Cohen, Marketing and Programming Specialist with the station, "AZ TV 7 Phoenix could not be more thrilled with the success of our Match for Cash mobile contest! Daily signups have been at least five to ten times that of our normal contests. Thanks again for an awesome and successful promotion!"



According to Damien Anderson, Internet Business Development Manager with Odds On Promotions, "This is one of my favorite promotions because it is so flexible. You can run different versions of this contest in any venue...from sports arenas and concert halls, to your customer's favorite social media platform."

Ready to get your fans tuning in for a chance to score prizes? Give us a call today at 888-827-2249.

Want to learn more? Check out on-air clips, sample promo messages and more at <http://www.youtube.com/OddsOnPromotions>.



WOMAN WINS \$10K DURING HISTORIC IRON BOWL RETURN

KICKOFF PAYS OFF FOR STATION, SPONSOR & CONTESTANT

Montgomery, Ala. – Ginny Calloway of Millbrook won \$10,000, paid for by Odds On Promotions, during the SportsRadio 740 and Bama Budweiser's \$10,000 Kickoff Payoff. Calloway won the big bucks during the Iron Bowl, when Auburn's Onterio McCalebb returned the second-half kickoff for an 83-yard touchdown against Alabama.

To participate in the promotion, radio listeners needed to visit the station's website each week during the football season, locate and click on the Bama Budweiser and enter their contact information into the contest registration form. Then, each Thursday prior to an Auburn University game, one lucky listener was chosen as the "Player of the Week" who was eligible to score the big bucks if Auburn returned the opening or second-half kickoff for a touchdown.

According to Bill Hardin, Marketing and Promotions Manager with SportsRadio 740, "We have had great success with the Kickoff Payoff promotion over the past two years. It sounds great on-air and its exciting and interactive with the audience.

To actually have a winner going into this year makes it even better."

According to Donna Headley, Account Manager with SportsRadio 740,

"I have been working with Odds On promotions for over 10 years now in several different markets. The claims process was seamless and the turnaround was quick and easy."

Interested in creating a Return for Riches promotion to support your sales and marketing efforts this fall? Email Odds On at oopinfo@odds promotions.com, or give us a call today at 888-827-2249.



STEAL THESE IDEAS...

Check out these innovative uses of promotions and prize insurance that will get you thinking.

Door Hanger Traffic Driver

To drive traffic this June, Arrowhead Honda in Peoria, Arizona, working in conjunction with Republic Direct, gave 10,000 residents a shot at winning a 2012 Honda Civic valued at \$25,000 in an innovative lucky numbered “door hanger” promotion, insured by Odds On. The first 200 people to visit the dealership with their door hanger got to enter their lucky number into Odds On’s hand held verification machine to see if their piece was a winner.



Guess the Dollars, Win the Wheels

Looking for a great way to make the most of an off-site fair, festival, event or sale? Mid State Auto Group, recently gave Boston country music fans the chance to win a brand new truck if they could guess, down to the penny, the amount of “money” hidden inside a collection of Money Bags, in the back of the truck.



“This was an effective and fun way to showcase the dealership’s product while giving festival goer’s the chance to win a truck,” explains Chris Gardiner, Odds On’s Northwest & Mideast Business Development Manager.

For more information on this promotion, give Odds On a call today at 888-827-2249.

Want more? Get innovative sales driving ideas daily at <http://www.oddsonpromotions.com/blog>!

WATCH THE WINNING SHOTS ON OUR NEW WEBSITE!

\$15K NHL INTERMISSION WINNER

Man Scores Two-Year Lease on a VW!

Mike Eyester of Gaithersburg, Maryland won a \$15,000 2-year lease on a 2012 Volkswagen Beetle, courtesy of Volkswagen, and paid for by Odds On Promotions, after he successfully netted a blue-line shot during the 2nd intermission of a Washington Capitals game.



The "VW Shoot. Score. Drive Challenge.", which was designed to generate excitement and increase brand awareness, gave randomly selected Capitals fans the chance shoot and win

prizes during various games throughout the season. According to Mark Thompson, Senior Account Executive with Deutsch, Inc., "This promotion was effective and absolutely helped us achieve our objectives. The claims process went very smoothly and working with Linda Thomson is awesome...she's just fantastic."

Watch Eyester's winning shot at odds promotions.com/sports/hockey/blue-line-shootout then give us a call at 888-827-2249 today for your copy of our Top Five Hockey Contests and Promotions flyer.

MAN NETS \$5K VACATION

Shoots and Scores Spring Break in South Beach!

Bryan Wollenweber of Harrison Township, Michigan recently won a \$5,000 vacation to South Beach, courtesy of 98.7 AMP radio and paid for by Odds On Promotions, after he successfully made a half-court shot during half time at a University of Detroit - Mercy



basketball game. After taking a few practice dribbles, and joking with the contest emcee that his hands weren't sweating at all, Wollenweber released the ball and caught nothing but net. **Watch Wollenweber's winning shot at odds promotions.com/sports/basketball/half-court-shot then give us a call today at 888-827-2249 for our Top Ten Basketball Promotions flyer.**

FLORIDA MAN WINS NEW NISSAN SENTRA

MAILER GENERATES 2.8% RESPONSE RATE

St. Augustine, Fla. – Joe and Regina Cesario recently won a brand new Nissan Sentra, courtesy of Nissan of St. Augustine and United Wholesale, Inc., and paid for by Odds On Promotions.

The mail piece, which was sent in conjunction with a five-day sales promotion, gave recipients the chance to win cash prizes and a brand new Sentra if the numbers on their mail piece matched numbers posted at the dealership.



The Cesarios went to Nissan of St. Augustine to see if they had a winning mailer. Mrs. Cesario stated, **“I had a feeling that I would win something. I told my husband that we were going down to the dealership to pick up my new car.”** As it turned out, she was right. Their piece was a winner. The promotion was a winner for the dealership as well, according to General Manager at Nissan of St. Augustine Todd Brillis, the sequentially numbered mail piece, which was sent to 25,000 residents in conjunction with a five-day sales promotion, brought roughly 700 people into the dealership.

Want to give your customers a compelling reason to visit your location? Email Odds On at oopinfo@oddsonpromotions.com, or give us a call at 888-827-2249 to learn more about all of our traffic and sales driving promotions.

Make Someone a Millionaire this Holiday Season...See Inside for Details.



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