

# case study: **Hometown Tire** **TWO OF THREE FROM HALF COURT**

BASKETBALL

## **HOMETOWN TIRE AND AUTOMOTIVE CENTER**

**WHO:** Hometown Tire

**WHAT:** Two of Three from  
Half Court

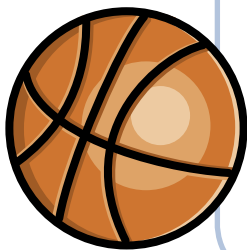
**WHERE:** Russell Springs, Ky.

**OBJECTIVE:** Fundraiser

**RESULTS:** Winning Promotion

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proved to be the only  
difficult part of the whole  
promotion. Odds On  
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and efficient manner.”**

Hiram Smith  
Hometown Tire and Automotive Center



**Looking for great visibility and great publicity while supporting the home team? Take a tip from Hometown Tire and give Odds On a call for a winning basketball promotion.**

### **The Promotion**

When Hiram Smith, Co-Owner of Hometown Tire, wanted to support the local high school basketball team, the Lakers, he called on Odds On for a promotion that would help the booster’s club raise funds while adding fun and excitement to the game. The result? A \$25,000 Two of Three from Half Court Contest.

### **The Process**

At halftime during a game between the Russell and Adair County boys basketball teams, the Two of Three From Half Court contest gave contestants the chance to make two out of three shots from half court to win \$25,000, paid for by Odds On. But in order to get the chance to win, contestants had to have purchased a numbered game program, sold as a fundraiser for the booster club.

Luke Stephens purchased seven game programs with an eye towards increasing his odds to be selected as one of the contest participants. After the first contestant missed making the shots from half court, Stephens program number was called giving him a once-in-a-lifetime opportunity to win big cash with just two baskets.

Stephens made his initial shot, which got the crowd going. He missed the second and the crowd held their breath. But as his third and final shot went in, the crowd went wild and so did Stephens...he had hit two of the three shots from half court winning \$25,000, paid for by Odds On.

### **The Winning Shot**

According to Smith, who sponsored the once-in-a-lifetime opportunity, “We have done various things to support the school and this was a way to help them sell more tickets and programs as well as a little publicity for us. I never thought anyone would make it, but I am tickled that somebody did. Hitting the shots proved to be the only difficult part of the whole promotion. Odds On handled the winning claim in a prompt, courteous and efficient manner. The contestant was pleased with the speed in which he received his money, and I was pleased with the speed and professionalism that Odds On exhibited throughout the entire process,” said Smith.

“We got great publicity throughout the state and even national coverage. Russell Springs is rural, but we got coverage on the stations in Louisville and Lexington, and at least three people in town have told me they saw the shot on ESPN’s top ten plays of the week,” continued Smith.

Ready to increase your visibility while supporting the home team? Give Odds On a call.

### **“Guess What Mom and Dad?”**

Stephens calls his parents after his big win!



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