

# FOOTBALL PLAYBOOK

SCORE TRAFFIC AND REVENUES WITH A GIANT-PRIZE FOOTBALL PROMOTION FROM ODDS ON PROMOTIONS.

## PRO FOOTBALL CHALLENGE

Pro Football Challenge is an affordable and easy way to drive player visits every day, all season long!

Players just swipe their club card, make their picks, and collect a receipt reflecting their picks for the week and their current standings.

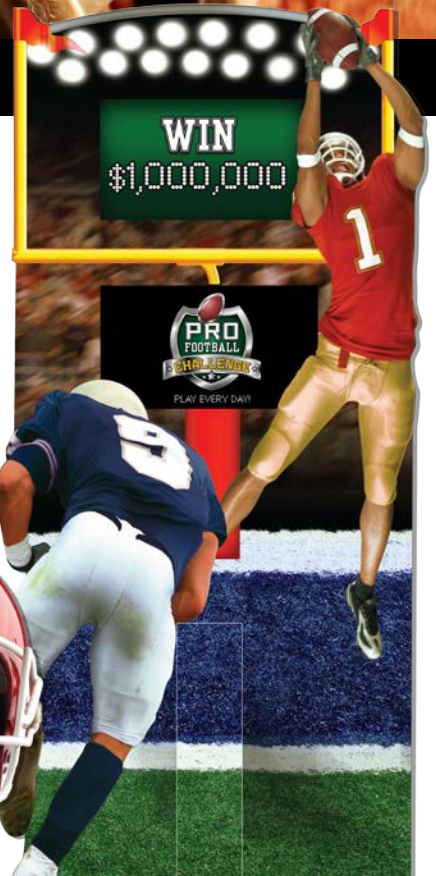
Draft a better  
"pick the pros" promotion!

What keeps them coming back? . . . . .

The chance to win up to **\$1,000,000**, paid for by Odds On Promotions, for picking a winning number of games during the regular season.

Pro Football Challenge promotions start from as little as **\$700 per week**.

Available for lease or purchase on your choice of free-standing deluxe or countertop Kiosk.



## COLLEGE FOOTBALL CHALLENGE

Just like the Pro version, but now choose the NCAA conference/colleges that are most likely to engage your casino audience.

## THE PLAYOFF EDITION

Extend your Pro Football Challenge daily traffic all the way through Super Sunday! Customers get one free chance to pick the winners of the playoff games along with various prop and fantasy type questions applicable to those games.



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## FOOTBALL FURY

Incentivize club membership, increase trips and drive daily play with Football Fury, Odds On's easy-to-play Swipe, Play & Win game where picking the right player could land your player up to \$1,000,000, paid for by Odds On! This fully-automated football-themed game features instant win prizing (based on player's theoretical win), a rewarding collection game and a customizable drawing ticket/bounce-back coupon.

## FOOTBALL HOT SEAT TABLET

Give your players a chance to win cash and prizes with Pick 6, a football-themed Video Scratch + Win Game. Customers unveil six spots on the game's touchscreen video grid. If they unveil all six grand prize symbols (footballs or customized helmets, of course), they'll win the grand prize, and we'll pick up the tab. Offer self-insured secondary prizes for unveiling fewer winning symbols, and you'll have a rewarding promo that's a simple but effective tool for driving traffic and play. Ideal for use as a Hot Seat promotion during Monday Night Football.



## ZOOM BALL BLITZ

Give every carded player that visits your location the chance to win big during the Big Game with Zoom Ball Blitz! Fast-paced and action-packed, Zoom Ball Blitz will get everyone lining up for a chance to win up to \$1,000,000, paid for by Odds On! To play, contestants simply press a button activating the ball blower and start rooting for a winning combination of balls to fill the Zoom Zone. If someone draws five or six winning balls, they walk away a winner, and Odds On Promotions will pick up the tab!

## PIGSKIN SPIN

Want to put a whole new spin on your football marketing? Drive traffic and play this football season with Pigskin Spin. Qualified players just spin our football-themed Super Prize Wheel to see how many yards they can move "downfield". If a lucky player advances exactly 100 yards or more in 4 spins, they'll score a TOUCHDOWN and win your grand prize—paid for by Odds On!





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## LUCKY SQUARES

Add the excitement of oversized prizes to your football pool with Lucky Squares. We'll send you a custom football pool grid with a mystery square worth up to \$50,000 or more! If the final score falls on the preselected square, the owner of that square wins the giant prize – paid for by Odds On!



## GAME DAY GAME BOARDS

Want to spike play on Sunday mornings and Monday nights? Check out Plays that Pay and Rushing for Riches, Odds On Promotions' larger-than-life game board contests. With every winning "play" selected on the game board, your contestant gets to "rush" down field towards a pile of cash and prizes! If they can take it to the house, they'll win the house...or whatever it is you'd like to give away! Even better, these promotions are now offered on our new electronic-Game Board platform, which features an eye-popping 80" screen.

## SCOREBOARD PAYOFF

Make every customer feel like a winner with Scoreboard Payoff, Odds On Promotions' football-themed pull tabs. Hand out the cards during the football games of your choice. Players simply pull to reveal a set of numbers for each quarter. If the last digit of each teams score matches three quarters, they'll win \$1,000. Match all four, they'll score up to \$25,000! Either way, Odds On Promotions will foot the bill.



## RETURN FOR RICHES

Generate buzz and drive traffic to your website, with an Online Football Promotion where fans can win amazing prizes, if the home team returns the opening or second-half kickoff for a touchdown! With Return for Riches, you'll simply select your prize, and Odds On will create a custom contest registration page and post it for you. When the home team scores, a lucky randomly selected contestant will score, and Odds On will be there to pay for the prize!

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## MASCOT MATCH-UP

Odds On's Mascot Match-Up is a fan-friendly giant-prize promotion that can be run in-store, on-air, or even online! Simply select 8 of your favorite team mascots and an attention-grabbing grand prize, then qualify contestants in any manner you choose. If your lucky contestants can place the teams in the same winning order as the one predetermined by Odds On, they'll score your grand prize and we will pick up the tab!



## SCRATCH MATCH & SCORE NEW PLAYERS

Does your casino sponsor a sports team? Maximize your investment by putting the chance to win in every fan's hand with Odds On's Scratch, Match & Win video board promotion. Odds On will customize a 3" x 4" scratch card featuring your prize, your logo, and a custom bounce-back offer. Distribute cards at the venue prior to game time, instructing fans to "scratch" off their cards and watch the video board. If the numbers on the fan's card match the ones revealed on the customized video playback that Odds On will create for you, a lucky fan will win the big bucks, and Odds On will write the check.

## ARMCHAIR QUARTERBACK

Take the action to your casino floor with an Armchair Quarterback promotion. Offer randomly selected players the chance to win up to \$50,000 and a brand new recliner if they can send a Nerf Ball flying through a target. If your lucky qualifier has the perfect spiral, they'll win the big bucks and Odds On will pick up the tab. Award the recliner as a weekly prize or at the end of the season as a consolation prize.

**DON'T SEE WHAT YOU NEED? WE'VE GOT GAME!**

Give our team a call if your looking for assistance for an in-stadium promotion or sports team sponsorship idea.



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

6195 Ridgeview Court, Suite D | Reno, NV 89519