

**CREATE
EXCITEMENT.
INCREASE
TRAFFIC.**

**DRIVE INCREMENTAL
REVENUE WITH A
GIANT PRIZE CASINO
PROMOTION
FROM ODDS ON!**

Ready to hit the revenue
jackpot? Odds On Promotions
has attention-grabbing
promotions designed to drive
traffic and trial. Best of all,
when you have a big winner,
Odds On Promotions will be
there to pay for the prizes ...
up to \$1,000,000! Here's a
few of our most popular and
effective giant-prize promotions
designed specifically for tracks
and Racinos.

TOP FIVE RACINO

contests & promotions



1

LUCKY PICK 7

Give bettors the chance to score up to a \$1,000,000 bonus with Odds On's Lucky Pick 7 promotion. Prior to the race, randomly select a predetermined number of players and give them the chance to predict the finishing order of a designated live race. If one of your lucky contestants correctly predicts the top five, six or seven finishers in order, they'll win the prize bonus and Odds On will write the check.



2

PLACE, SHOW & WIN THE DOUGH

Give a lucky customer the chance to win up to \$1,000,000 in a race-themed game show. Choose three prizes – one giant insured prize and two secondary prizes, each represented by a different horse. Your contestant selects and opens envelopes advancing the horses down the track. The first "horse" to reach the finish line is the prize they win! If the insured prize horse finishes first, Odds On will pay the purse!



3

SCRATCH & WIN

Looking for instant results? Odds On's Customizable and Stock Scratch & Win Cards are a fast and affordable way to expand your database, incentivize play, and add some giant prize 'sizzle' to your next special event. Hand out cards based on any criteria you choose. Each card features a register to win form to hold a second-chance drawing. If one of your players unveils a winning number of designated symbols, they'll win the grand prize—up to \$1,000,000 and Odds On Promotions will write the check.



4

INFIELD OF DREAMS

Imagine the attention you'll get when you drop hundreds or thousands of numbered golf balls—one or more being worth up to \$1,000,000, onto your infield! Have players qualify based on any criteria you'd like, assigning them lucky numbered golf balls. On the big day, drop the balls from a helicopter, hot air balloon or cherry picker onto a target. If one of the balls falling closest to the target appears on a list of preselected balls, Odds On will hand over the big prize while you enjoy tons of publicity!



5

FOOTBALL FUN

Pro Football Challenge is a fun, easy and fully automated "pick 'em" style football promotion that allows you to award prizes based upon how well their customers can pick the weeks' NFL winners all season long! Your customers simply swipe their club card, make their picks, and collect a receipt featuring their own weekly picks, prior week's results and year-to-date standings. Optional season long \$1,000,000 prize coverage is available, and you can connect the game to your database to include your player's name on their receipt.



OddsOn
PROMOTIONS

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www.OddsOnPromotions.com/gaming

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