

# FOOTBALL PLAYBOOK

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

## 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 increase traffic and revenue? 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! And no worries, Odds On Promotions will be there to pick up the tab!

## SCOREBOARD PAYOFF

Looking for a fast and easy way to make everyone feel like a winner during football season? Look no further than Odds On Promotions' Scoreboard Payoff pull tab cards. Players just 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, and they'll score up to \$25,000. Both prizes paid for by Odds On Promotions, of course.



## 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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## PICK 6 FOOTBALL

Give your players a chance to win cash and prizes with Pick 6, Odds On Promotions' 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.

## SCORE PREDICTION

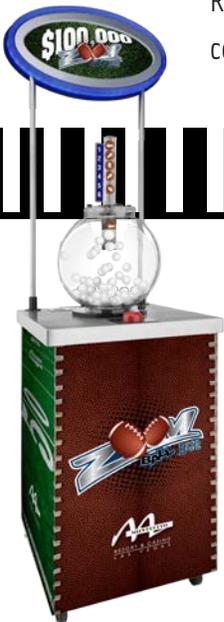
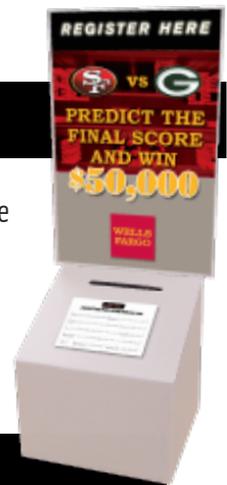
Keep all your patrons rooting until the end with a Score Prediction Contest. Give everyone the chance to predict the halftime and final score of the big game and win a large insured prize, up to \$100,000. Randomly select your finalists prior to kickoff. Keep your eye on the scoreboard, and if someone correctly predicts the scores, they win big and Odds On pays the price.

## 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! Contestants simply press a button activating the ball blower and start rooting for the balls to fill the Zoom Zone. If someone draws a winning combination of balls, they walk away a winner, and Odds On Promotions will pick up the tab!

## PIGSKIN SPIN

Put a whole new "spin" on your next marketing campaign. Qualify contestants and invite them to spin the wheel. If a lucky player advances exactly 100 yards in just 4 spins, they'll score a TOUCHDOWN and win your grand prize—paid for by Odds On! The Super Prize Wheel offers customizable prize panels, a crowd-pleasing 40" LCD display, LED lights, and a tidy 3' W x 4' D x 9' H footprint.



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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 eight 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 & WIN



Put the chance to win in every football fan's hand, while giving your sponsors incredible exposure before, during and after every game with Odds On's Scratch, Match and Win video board promotion. Odds On will customize a scratch card featuring your insured prize, your sponsor's logos and a custom coupon offer. Distribute the cards prior to kick-off, instructing fans to "scratch" off their cards and watch the video board during halftime or immediately following the game. If the numbers on the fan's card match the ones revealed on a customized video playback, a lucky spectator will win the big bucks, and Odds On will be there to pay for the prize. Or, distribute these cards at your store/location and have fans visit your website or social media outlets to see if they win!

## ARMCHAIR QUARTERBACK

Here's a quirky addition to any big game party. Partner with a local retailer and give your 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 at the end of the game 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.



**Odds On**  
PROMOTIONS

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

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