



## LOYAL PATRON WINS \$50,000 AT BAR

### BAR DRIVES 7% INCREASE IN SALES, ODDS ON PICKS UP THE TAB

**Huntington Beach, Calif.** – Last fall, Kerry Lovett, General Manager of Hurricane's Bar & Grill, reached out to Odds On Promotions looking for a way to re-energize the bar's football marketing. Turns out, Lovett not only brought in more traffic, he got to hand a loyal and lucky patron a check for \$50,000, courtesy of Odds On Promotions.

For the past several years Hurricane's Bar & Grill has been offering patrons the chance to win a cruise or trip to Vegas during a season-long football promotion. Having sensed the program was going, as

he put it "stale", Lovett called Odds On for help to bring the program back to life.

As they had in prior years, during regular season NFL games, Hurricane's distributed drawing tickets, which patrons deposited into a giant drum. Then, on December 28th following the Denver - Cincinnati game, the Bar & Grill drew the

name of lucky patron, Chris Patapoff, who got the chance to select from 50 Lucky Envelopes, each filled with a cash prize. While 49 of the envelopes featured self-insured prizes ranging from \$500 to \$1,500—Patapoff selected the Lucky Envelope, which held the \$50,000 grand prize that was insured by Odds On!

"One of our owners said the promotion would never work, but we saw a 7% increase in sales. And then he said, 'No one ever wins these things.' And then, Chris won. Then he said, 'We'll never see that check.' And of course, you guys paid us right away. This promotion was easier than I even hoped for."

— Kerry Lovett,  
General Manager, Hurricane's Bar & Grill



Interested in running a giant-prize lucky envelopes promotion? Looking for creative ways to drive traffic and sales at your business?

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## FOOTBALL PROMOTIONS TO BOOST REVENUE & EXPOSURE



### Scoreboard Payoff Pull Tabs

Reward shoppers with Scoreboard Payoff! Select two teams and if the score on the card matches the final game score, your fan wins \$25,000.



### Pass, Punt & Kick

Choose a lucky contestant and give them the chance to pass, punt, and kick their way to cash and prizes!



### Plays That Pay Webgame

With Plays that Pay, fans register online and put a list of plays in order. Get all 10 correct and they score your grand prize.

Download the 2016/2017 Football Promotions Playbook at [www.OddsOnPromotions.com/football-playbook](http://www.OddsOnPromotions.com/football-playbook)

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## MAN ACES TRIP TO HAWAII IN GOLF BLING EVENT HOLE IN ONE INTERNATIONAL WRITES THE CHECK

**Pittsburg, Penn.** – Congratulations to Rob Priebe of Gibsonia, who recently won a seven-night Hawaiian vacation, including airfare, paid for by Hole in One International.

Priebe won the prize, after he aced the 3rd hole, which was sponsored by Triangle Tech, during the 2nd Annual Casa D'Oro Jewelers' Charity Golf "Bling" Event played at the Tressdale Country Club. This was Priebe's 2nd hole in one.

The tournament, which is hosted and organized by Casa D'Oro Jewelers, is a fundraiser for the Ronald McDonald House of Pittsburgh. Billed as a "bling" golf event, the tournament lived up to its name featuring high-end prizes - including trips to Jamaica, Las Vegas and Hawaii, a \$10,000 jewelry spree, a \$5,000 television, \$5,000 lighting package, and several elegant time pieces ranging from \$13,900 to over \$20,000, on every hole.



### WANT TO ADD A LOT OF BLING TO YOUR TOURNAMENT THIS YEAR?

You can offer a Hawaiian trip prize at your golf event for as little as \$150. Contact Hole In One International today for details.

Visit: [www.HoleInOneInternational.com](http://www.HoleInOneInternational.com)

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2ND ANNUAL CHARITY  
**GOLF**  
"BLING" EVENT  
AT TREESDALE COUNTRY CLUB  
Win Up To \$20,000  
In Prizes Per Hole!



## TENT EVENT DIRECT MAIL DRIVES 4% RESPONSE RATE WOMAN WINS NEW CAR, ODDS ON PROMOTIONS WRITES THE CHECK



**Chicago, Ill.** – Joanne McCarty of Enola, Penn. recently won her choice of a 2016 Jeep Cherokee or \$25,000 cash, courtesy of Brenner Chrysler Jeep, and paid for by Odds On Promotions, after she presented a lucky direct mail piece at an off-site sales event.

The promotion, executed by United Wholesale, was designed to drive traffic and create awareness for a large charity Tent Sale event that took place in a Walmart parking lot. In addition to highlighting selected inventory and the PA Breast Cancer Coalition charity, who would receive a portion of the proceeds from the sale, the mailer also held a lucky key, a scratcher, and a lucky number. If the number on the mailer matched one of the numbers posted at the sales event, the person would

win a prize of a Walmart Gift Card (various amounts ranging up to \$500), \$2,500 in cash, or the grand prize: a choice of \$25,000 or a brand new Jeep Cherokee.

McCarty, who had been to the dealership before but not in several years, headed down to the event after a few of her neighbors told her about it. As it turned out, she had the grand prize mailer. McCarty opted for the cash prize.

Along with having a big winner, the mailer, which was sent to roughly 35,000 households, generated a 4% response rate.

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# HOT IDEAS & PROMOTIONS FOR EVERY BUSINESS

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SALES & TRAFFIC DRIVING PROMOTIONS FROM ODDS ON**

## PRO FOOTBALL PICK EM' MOBILE APP

Drive traffic to your location and collect data with Odds On Promotions' Pro Football Challenge - Mobile Edition! The PFC mobile app is a fun, easy and fully-automated "pick 'em" style football promotion. A geo-fencing option requires players be onsite to make their picks, driving traffic to your location for 17 weeks! Players have the chance to win \$10,000 for just downloading the app, \$1,000 for a perfect week and \$100,000 for scoring 205 correct predictions for the season.

For more ideas to market your business with a Football Promotion visit:  
[www.OddsOnPromotions.com/football-playbook](http://www.OddsOnPromotions.com/football-playbook)



## PRIZE SLOT

Create a buzz, increase traffic and boost sales with the chance to win a jumbo jackpot using Odds On's customizable Prize Slot! Give everyone who stops by your store, tradeshow booth or sales event, the chance to win prizes worth up to \$100,000—paid for by Odds On, or take home one of five self-sponsored consolation prizes. When the pay table says you've got a grand prize winner, Odds On will be there to write the check! Multiple themes available.

Heading to a tradeshow?  
Download our Tradeshow Planning Guide at:  
[www.OddsOnPromotions.com/events](http://www.OddsOnPromotions.com/events)



## SUNNY MONEY SCRATCH & WIN

Here's a hot summer promotion idea: give everyone who visits your location the chance to score some serious cash with one of Odds On's standard or customizable Scratch and Win cards! If a lucky customer unveils a winning combination of symbols, they'll score your grand prize - up to \$1,000,000, and Odds On will pick up the tab!



## RUN IT BACK REBATES; SUPER HOT SALES

Give shoppers the chance to get a 100% rebate on every purchase made if your local college or NFL team returns the opening or second-half kickoff for a touchdown, or if there is a record-breaking high (or low) temperature on Labor Day weekend! If the mercury rises or the home team makes it happen, your lucky shoppers will get a big rebate, and Odds On will write a check for every purchase made.

View sample ads and learn more:  
[www.OddsOnPromotions.com/conditional-rebate-ideas](http://www.OddsOnPromotions.com/conditional-rebate-ideas)

## RAISE MORE \$\$\$ WITH BONUS PRIZE BINGO

Want to raise more money for charity? Looking to increase traffic and revenues in your bingo hall? Turn your next pattern game into a giant prize party with Odds On's Bonus Prize Bingo. Charge whatever you'd like for the Bonus Prize cards, and when a lucky player gets your selected pattern on a Bonus Prize card in a pre-determined number of calls, he or she will score your grand prize, and Odds On Promotions will write the check - up to \$1,000,000! Best of all, you'll pay only for the cards you sell!



## MILLIONTH FAN GETS SHOT AT A MILLION BUCKS

### GOODYEAR FIELD CELEBRATES AN ATTENDANCE MILESTONE

Goodyear, Ariz. - Need a fresh new way to celebrate a major attendance or ticket sales milestone? Need a way to boost loyalty club membership or increase foot-traffic? Fan and customer appreciation celebration promotions are just the ticket!

This year during Spring Training, the team at Goodyear Ballpark gave a Lucky Fan the chance to win \$1,000,000—paid for by Odds On Promotions in a Millionth Fan Lucky Envelopes Promotion.

The promotion, which was tied to a lucky seat number, started in the 1st inning when they announced what side of the ballpark the Millionth Fan was seated in. The build-up continued in the 3rd inning when the team announced the lucky section before finally revealing who the Millionth Fan was in the 4th inning. Jean Wilson who was seated in Section 117, Row S, Seat #2 was randomly selected to become Goodyear Ballpark's Millionth Fan and was showered with confetti, silly string, beads, and party hats before being presented with the "Golden Fan" trophy.

Post-game, the Millionth Fan celebration continued as Wilson got the chance to win \$1,000,000, \$10,000, or a Vegas Prize Pack in a Pick 'til You Win Lucky Envelopes promotion where 35 envelopes were placed on a table at home plate, each containing a symbol of one of the three prizes. Wilson selected and opened envelopes until she collected five matching prize symbols, winning the indicated prize. Wilson tallied up the symbols to win the Vegas Prize Pack, and the ballpark presented her with a variety of other prizes including a commemorative Goodyear Ballpark jersey. According to the team at the ballpark, Wilson was thrilled, saying "This was the best day of my life!"



# FEATURED PROMOTION

## CRACKING THE CASH CODE RADIO GROUP DRIVES TRAFFIC AND SALES FOR METROPCS

**Philadelphia, Penn.** – This spring, Greater Media Philadelphia assisted their client, MetroPCS in promoting a special \$30 rate plan, creating a marketing database, and driving traffic to retail locations throughout Philadelphia by giving listeners the chance to win up to \$30,000, paid for by Odds On Promotions.



The contest was advertised on-air and via web banners, and gave listeners the chance to win \$3,000 in a guaranteed sweepstakes contest as well as a chance to win up to \$30,000, playing a customized, handheld tablet version of Odds On's Video Scratch & Win game.

To register for the sweepstakes, listeners visited any of the media group's radio station websites and clicked on the contest banner, which brought them to a dedicated contest registration page. After completing this guaranteed \$3,000 sweepstakes entry, fans got access to a list of appearance dates, times, and locations where they could "Crack the Code for \$30,000 Cash" at more than 20 MetroPCS locations.

At each of the live appearances, listeners got to play Odds On's handheld Video Scratch & Win tablet. If the listener located all six matching "stacks of cash" symbols, they'd be an instant \$30,000 winner, and Odds On would pay for the prize!

While there was no \$30,000 winner,

Greater Media Philadelphia and MetroPCS awarded smaller, self-sponsored prizes (concert and game tickets, gift cards, and t-shirts), for locating fewer winning symbols, and at each MetroPCS location, one lucky individual won \$30 every 15 minutes, and a \$300 prize was awarded at the end of each live broadcast event, giving tons of people the chance to take home cash.



“Our client, MetroPCS was extremely happy with the results. This promotion successfully drove traffic and created a buzz in the market. The online registration generated roughly 3,000 registrants and several hundred people turned out for each live appearance. It was a very successful promotion.”

– Matt Cowper,  
Director of National Sales, Greater Media Philadelphia

Are you interested in creating a successful online-to-instore promotion?

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