

## NET MORE TRAFFIC AND BUILD YOUR MARKETING DATABASE!

Six weeks, sixty-four teams and millions of basketball fans add up to one very big marketing opportunity! Take advantage of the hoopla surrounding the NCAA Basketball tournament this year by offering your customers a shot at winning up to \$1,000,000 for correctly predicting a select number of the NCAA tournament winners with a custom online Championship Challenge promotion from Odds On. And don't worry, when a lucky contestant picks them all right, we'll be there to pay the prize!

### WHY DO IT!

**Great Database Builder** – A custom registration page, collects demographic and customer information for future marketing efforts.

**Drives Heavy Repeat Traffic** – for six weeks customers visit your website to make their picks and check their standing giving you maximum exposure.

**Viral Marketing Opportunity** – “Tell A Friend” and “Buddy Tracker” features allow you to further build your database for future marketing efforts.

**Generate Additional Ad Revenue** – team up with your suppliers with ad sponsoring to generate additional revenue.

### WHAT YOU GET!

**Customized Contest Site** – your name and logo are prominently displayed on all pages.

**Free Sweet 16 Pool**– every participant (and latecomers), gets a second chance to win a self-sponsored prize, driving traffic to your website all tournament long.

**“Excellent” Rated Prize Insurance** – all our prize packages are backed with A- (excellent) rated underwriting ensuring that when you have a big winner, we'll be there to pay for the prize!

**24-Hour Customer Service** – if anything goes wrong, we'll be there to fix it.



[VIEW DEMO](#)

## ONLINE CHAMPIONSHIP CHALLENGE PRIZE PACKAGES:

### \$50,000 PRIZE PACKAGE

Up to 5,000 entries

Predict 60+ games and win \$50,000

Predict 57-59 games and win \$5,000

Predict 55-56 games and win \$500

**CALL FOR QUOTE**

### \$100,000 PRIZE PACKAGE

Up to 5,000 entries

Predict 60+ games and win \$100,000

Predict 57-59 games and win \$2,500

Predict 55-56 games and win \$1,000

**CALL FOR QUOTE**

### \$1,000,000 PRIZE PACKAGE\*

Up to 5,000 entries

Predict 60+ games and win \$1,000,000\*

Predict 57-59 games and win \$25,000

Predict 55-56 games and win \$2,500

**CALL FOR QUOTE**

\*40-year annuity