



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 Bracket 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 Website Traffic – for six weeks customers visit your website to make their picks and check their standing giving you maximum exposure.

WHAT YOU GET!

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

Optional Sweet 16 Pool– participants (and latecomers) can have a second chance to win a self-sponsored prizes, driving traffic to your website all tournament long.

“Excellent” Rated Prize Insurance – all our prize packages are backed with A+ (Superior) 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.



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

\$100,000 PRIZE PACKAGE

Up to 5,000 entries

Predict 60+ games and win \$100,000

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

\$1,000,000 PRIZE PACKAGE*

Up to 5,000 entries

Predict 63 games and win \$1,000,000*

Predict 62-61 games and win \$25,000

Predict 60 games and win \$2,500

*40-year annuity