

# OnTarget <sup>4thQ05</sup>

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

**Oddson**  
PROMOTIONS

ISSUE 8

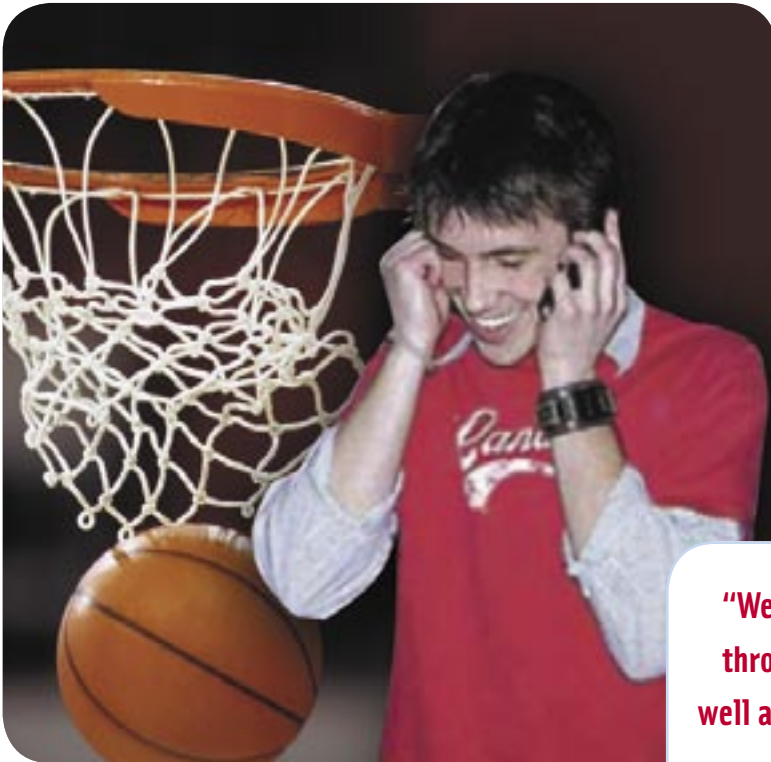
## In This Issue

- >Hoop It Up
- >The Key to Success!
- >VIN 2 Win
- >Acemakers & Big Putters
- >Winners, Winners, Winners

## \$25,000 Winner Seen on ESPN

*Hometown Tire Gets Big TV Coverage!*

Russell Springs, Ky. - When Hiram Smith, Co-Owner of Hometown Tire, wanted to support the local high school basketball team, the Lakers, he called on Odds On for a



**"Guess What Mom and Dad?"**

Stephens calls his parents after his big win!

promotion that would help the booster club raise funds while adding fun and excitement to the game. The result? **A \$25,000 Two Out of Three from Half Court Contest.**

At halftime during a game between the Russell and Adair County boy's basketball teams, contestants got the chance to make two out of three shots from half court to win \$25,000, paid for by Odds On. But, in order to get the chance to win,

contestants had to purchase a numbered game program, sold as a fundraiser for the booster club.

Luke Stephens purchased seven game programs with an eye towards increasing his odds to be selected as one of the contest participants. After the first contestant missed two of three shots, Stephens' program number was called, giving him a once-in-a-lifetime opportunity to win big cash with just two baskets.

Stephens made his initial shot, which got the crowd going. He missed the second and the crowd held their breath. But, when his third and final shot went in, the crowd went wild. And so did Stephens. His two out of three shots from half court won him \$25,000, paid for by Odds On.

According to Smith, who sponsored the once-in-a-lifetime opportunity, "We have done various things to support the school and this was a way to help them sell more tickets and programs as well as generate a little publicity for us. I never thought anyone would make it, but I am tickled that somebody did!"

**"We got great publicity throughout the state as well as national coverage!"**

Hiram Smith,  
Co-Owner, Hometown Tire

"And we got great publicity throughout the state and even national coverage. Russell Springs is rural, but we got coverage on the stations in Louisville and Lexington. At least three people in town have told me they saw the shot on ESPN's top ten plays of the week," continued Smith.

Are you looking for increased visibility and great publicity while supporting the home team? Take a tip from Hometown Tire and give Odds On a call for a winning basketball promotion.

## Plumbers & Chuck-ers?

### **Great for Auto Dealers, Retailers and Sponsors**

Grab the attention of hockey fans by giving them the chance to win brand new cars, brand new houses or even a million bucks! Park a car or truck at center ice, distribute foam rubber pucks and give everyone in attendance the chance to **Chuck-a-Puck** through the sunroof! Or, number the pucks and use the center face-off circle as the target and if the preselected numbered puck lands in the circle, Odds On will pay for the prize! Want a promotion perfect for the entire season? Consider a **Blue Line Shoot-Out** where you can give a contestant a chance to take their best shot from the opposite blue line. While a template will require a "plumber-worthy" shot, a great prize, paid for by Odds On will reward the future NHL star!

## Plays That Pay...

### **Perfect for Bars, Nightclubs and Casinos**

Are you ready for the ultimate football promotion? **Plays that Pay** is a sizzling new football-themed, TV-style game show that will add the thrill of a giant-prize promotion to any football themed event from Monday Night Football to Super Bowl Weekend, easily and affordably. Contestants select five football plays from the game show board, each representing a series of yards. If they can "make a touchdown" (advance 100 yards) in exactly five plays, Odds On will award them with a giant check.



## Lumpy Gravy? Bad. Lumpy Mail? Good!

### **Direct Mail Marketers, Auto Dealers and More**

A recent study by the Direct Marketing Association found dimensional mail, aka lumpy mail, an effective method of eliciting a response from recipients with response rates generally 2-3% higher! Now imagine how your response rates will soar when that "lump" is the **Lucky Remote** that starts a brand new car or truck. Or, even better, if it's the **Lucky Key** that opens the door to a brand new house, or a treasure chest stuffed with million dollar bills, paid for by Odds On.

# Great Ideas at Work ...

Fall and Winter Promotions for Everyone!



## Nifty & Gifty!

### **Something for Everyone**

Make your showroom, mall, business or booth a **Winning Winter Wonderland** this holiday season with a business-boosting Video Scratch & Win promotion. With our holiday themed Winter Wonderland game, customers approach the table-top touch screen game and unveil matching "present" symbols on a 9 x 4 matrix of squares in order to win up to six different customized prizes. When someone unveils all six winning symbols, they'll walk away with the grand prize, courtesy of Odds On. Check out all of our Video Scratch & Win Games at [www.odds promotions.com](http://www.odds promotions.com).



## Vault Your Way to a Busier Holiday!

### **Attn: Retailers and Radio Stations**

Looking for a great way to get listeners tuning in and customers showing up? Odds On's **Prize Vault** can help you do exactly that! Just put cash, keys, gift certificates or even a model of the prize you want to give away inside the vault and start advertising the chance to win. Customers simply punch in a combination of numbers from 2 to 12 digits and when someone cracks the code, Odds On will be there to pay for the prize! Even better, the **Vault** can be programmed to award secondary and tertiary prizes.





# Tee To Green

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT



## Ball and Benz

Kevin Mattis with his new Mercedes.

## Golf Outing Raises \$47,000!

*Acemaker kisses new Mercedes!*



Cincinnati, Ohio—According to Tournament Director Steven Juran, this year's Jim Walter Memorial Golf Outing, an important annual fundraiser organized by the Sycamore Athletic Booster Club, was not only a sell-out with 250 attendees, but it raised over \$47,000 for the school's teams.

But more than a successful fundraising event, the tournament featured a big winner: Kevin Mattis.

Mattis aced the 158-yard 6th hole at Heritage Club winning himself a two-year lease on a brand new Mercedes-Benz CLK 320 Coupe—sponsored by Mercedes-Benz of Cincinnati and paid for by Hole In One International.

According to Jude Skove with Mercedes-Benz of Cincinnati, "You just couldn't find a nicer guy to win. Everyone says what a great guy he is and how excited he was to win!" Skove also noted that he was very pleased with the exposure and coverage his company received by insuring the acemaker's winning shot.

Skove, a Hole in One International/Odds On Promotions customer for the past three years, who has insured nearly 50 golf and promotional events also noted, "Everyone at Hole in One International and Odds On is great to speak with, very helpful and efficient. And the claims process went very smoothly!"

## \$20,000 Putt!

*50 foot putt leads to big cash prize.*

Clyde, Minn. - Gina McKillop used to give her husband Bobby a tough time about how much time he spent on the golf course—but not anymore. That's because he recently won \$20,000, paid for by Hole In One International, at the Shawn Burr Foundation's 6th Annual Celebrity Charity Golf Classic.

McKillop earned his chance at the big bucks after successfully sinking a series of qualifying putts in a "putt-putt" contest. The contest, which is sponsored by Foster Blue Water Oil is, according to Foundation Director David Goetz, a "highlight of the day."

**"Hole in One's staff was wonderful. We got everything on time. The staff is well-educated and everyone was very professional!"**

David Goetz,  
Foundation Director



In order to drive additional donations at this annual event, which raised \$50,000 this year for youth-based nonprofit charities, golfers paid \$10 to play in a five hole qualification round of "putt-putt" golf. After tying with another contestant, McKillop participated in a final "putt-off" to decide who would putt for the \$20,000 grand prize and who would putt for the \$5,000 consolation prize (which was also insured by Hole In One International).

McKillop had the touch – and then went on to sink a downhill 50-foot putt using an Odyssey 2-Ball putter, winning himself \$20,000!

What was running through his mind as he took the \$20,000 shot? "Just don't leave it short."

## Hoop It Up This Year ...

Whether it's for **Kelly Tires**, **Allegheny College**, **University of Kansas** or **Papa John's Pizza**, Odds On's **Basketball Series Shoot-Outs** are making headlines from coast to coast! Check out some of the great promotions that had contestants all over the country getting a shot to make a lay-up, a free-throw, a three-pointer and a half-court shot in order to win big prizes, paid for by Odds On.



**Kelly Tires**, a key sponsor of the Conference USA Men's Basketball Tournament, *made the most of their sponsorship* with the **Kelly Tires Make It, Take It Shoot-Out**. For the second year in a row, contestants registered at dealerships for a chance to win a free trip to the Conference USA Men's Basketball Tournament in Memphis, Tenn. and a shot at winning \$100,000. According to Amanda Jones, Account

Manager with Marcus Thomas, LLC,

"We wanted something our dealers could get excited about while maximizing publicity surrounding the Conference Championship. This was a cost-effective method of doing that." Jones continued, "Our dealers loved it! They loved the fact that it was their customers getting a chance to win. The goodwill of this event really gives us a chance to connect with our customers." Jones reported that at least one of the five contestants had never held, let alone thrown, a basketball before, and when she stepped up to shoot, the crowd went crazy, cheering her on—which they did for each of the other contestants as well.

But big name retailers weren't the only ones who got into the game. Colleges and

universities had their fair share

of Series Shoot-Outs as well. At **Allegheny College** in Pennsylvania, the goal was to *increase student attendance* at basketball games all season long. Before the game students registered for a chance to come down at half time and win big! The prize? Free tuition for students who could prove they had the right stuff in a **30-Second Series Shoot-Out**. And restaurant chain **Papa John's Pizza** was a big hoops sponsor as well with three different brand-building **Series Shoot-Outs** featuring \$25,000 prizes at two different arenas.

**PAPA JOHN'S**  
**PIZZA**

## Big Batters And Winners In Stockton

### Grand Slam Nets Teen New Ride

Stockton, Calif. – Vasili Spanos, third baseman with the Oakland A's affiliated Stockton Ports, struck gold for one young fan after hitting a grand slam at Banner Island Ballpark in the Big Valley Ford **Grand Slam Inning** contest.

In this exciting baseball promotion, which can be run for just one inning or for an entire game, a randomly selected fan can win big, paid for by Odds On, if a player hits a grand slam.

With the bases loaded, in the bottom of the fifth, Spanos hit a towering, out-of-the-park Grand Slam, winning 15-year-old Garret Zimmerman of Cincinnati, Ohio a brand new Ford Mustang, paid for by Odds On.

Zimmerman, who was in town visiting his Dad, had switched seats with his father just moments before the start of the inning. And, while he was surprised when they called his seat number to come on down to the field for what he thought was a musical chairs promotion, he was in "total shock" when the team handed him the keys to the brand new car!



**Stockton Slam!**

Zimmerman thanks Spanos for his brand new Mustang.

Looking for a way to get your brand or product in front of an arena full of fans? Odds On has hundreds of winning promotions for every sport available on our website at: [www.oddsonpromotions.com](http://www.oddsonpromotions.com)





## The Key to Success ...

### Magnum Key Mailer Big Winner in Bridgeville

Bridgeville, Pa. – Scott Potter thought his odds were good... and he was right. Potter recently won a 2005 Dodge Magnum, paid for by Odds On Promotions, in a **Direct Mail Promotion**, developed by Sales 360 on behalf of Burgunder Dodge.

Sent to 5,000 homes, the direct mail piece was a tube that

held a key and a flyer inviting the recipient to the dealership to test their luck at winning a 2005 Dodge Magnum, a four-day, three-night Bahamas cruise, or a three-day, two-night get-a-way.

Potter, who liked the looks of the Dodge Magnum, as well as his chances of winning (1 in 5,000), got in his car and drove three miles to the dealership with the key and flyer in hand. After completing a brief registration form, Potter was escorted over to the vehicle where he tried his key in the Magnum's door. It opened, winning him the brand new car.

The contest, which was put together by Sales 360, generated 200 responses over two days, resulting in a 4% response rate.

Looking to drive increased traffic and sales? Why not give Odds On a call for a creative direct mail promotion that will get customers in your doors!

## VIN Match Promotion Doubles Sales!

Carbondale, Ill. – Chris Sievers, Director of Marketing with SIU Credit Union, doubled car sales and drove traffic all over town this spring with a multi-dealership **VIN Match**, insured by Odds On.

In the past, this annual promotion paired great loan rates, provided by SIU Credit Union, with the inventory of several auto dealers in a traditional off-site sale. But this year, things got more complex as the dealers decided to keep their cars on their own lots. To ensure that the event remained an effective tool, Sievers contacted Odds On in search of a multi-dealership prize promotion in order to drive potential customers to each of the dealerships.

Using four VIN Match Contests, Sievers motivated and mobilized auto buyers to visit each of the participating dealerships by giving them the chance to win a brand new car, at each location, if the last seven digits of their driver's license number matched the VIN of a preselected vehicle.

According to Sievers, "We've more than doubled last year's totals. The dealers also are happy with the number of cars sold and the traffic they saw during the three-day sale. We plan on doing another city-wide sale in the fall." No wonder they call it the Big 4 Auto Sale!

**"The promotion was an attractive event for the customers and increased traffic and sales at the participating dealerships."**

Looking to drive more traffic to your next event? Give Odds On a call for a promotion that will get them coming in from all over town!

Chris Sievers,  
Director of Marketing,  
SIU Credit Union





## Quick Look What's Hot at Odds On Promotions

### Fishing to See

In Delray Beach, Fla., anglers had a chance to win up to \$30,000, paid for by Odds On, at the annual fundraising Fishing to See fishing tournament for the nonprofit Foundation Fighting Blindness.

According to Tim Young, Co-Owner of Delray Lincoln Mercury—a key event sponsor, and a national trustee of the foundation, this fundraising event attracted 106 anglers, each vying for amazing cash prizes for a variety of fish.

The Foundation, with a little help from Odds On, offered a \$10,000 bounty to any participant who could catch a world-record breaking King Fish, Dolphin Fish or Wahoo. In addition, to make it even more enticing, if you happened to catch all three, you'd get to take home \$30,000. The event raised over \$50,000 and that's certainly a very good catch!

Looking to catch more anglers at your next fishing tournament?

Give Odds On a call today at

**888-827-2249.**



### What's Hot ?

#### Quick Look at Scratch Cards...

Are you looking for a way to thank your customers for their business this holiday season? Easy to use **Scratch & Win Cards** are an affordable way to give every customer the chance to win up to \$1,000,000, paid for by Odds On, for just pennies per head. Players simply scratch off a predetermined number of surfaces to reveal underlying symbols. When they unveil the winning symbols, Odds On will be there to pay for the prize!

Each card is a potential winner and features a registration section printed on the back, which comes in handy for building a customer database, holding bounce back drawings or running a post-holiday mailing campaign.

You can select from any of our in-stock, ready-to-ship themes, or let us custom design a card exclusively for you.



Scratch Cards are available  
for as little as \$550.  
Call 888-827-2249 today!

## Party Again at the Sands

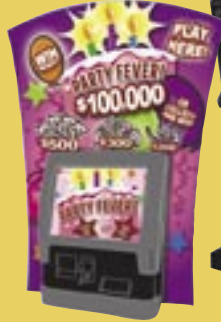
### Casino Launches Another Swipe, Play & Win! Game

Reno, Nev. - The Sands Regency is at it again. Based on the success of their **Lucky Joker Poker** promotion, which doubled local business for the casino this spring, the casino launched a new 12 week **Swipe, Play & Win!** promotion this August.

Since then, customers have been lining up daily to swipe their club card to win

great prizes based on their level of casino play!

Wanna catch some **Party Fever** of your very own? Give us a call at **888-827-2249** today!



**SWIPE**  
**PLAY+WIN**  
THE ULTIMATE PLAYER'S CLUB PROMOTION

## Fall/Winter Promotions Calendar

### November

Fall TV Sweeps  
CMA Awards  
MLS Cup 2005  
End of NASCAR Season  
Thanksgiving  
Start of Shopping Season  
College Basketball

### December

Heisman Trophy  
PGA Grand Slam  
Bowl Game Season  
Hannukah  
Christmas

### January

New Year's Day  
NCAA Bowl Games

Radio Winter Book  
Golden Globes  
Chinese New Year  
Winter X Games

### February

Miss USA Pageant  
Groundhog Day  
Winter TV Sweeps  
Super Bowl  
Mardis Gras  
NASCAR Starts  
NFL Pro Bowl  
Valentine's Day  
Daytona 500  
NBA All Stars  
President's Day  
Academy Awards  
Grammy's

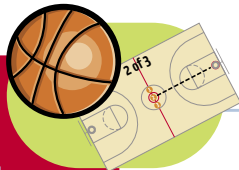


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