



OnTarget

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

Odds On
PROMOTIONS

4thQ06

ISSUE 12

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TWELVE YEAR OLD SCORES \$10,000

Insurance Agency Sponsors Basketball Skills Contest for P.R., Gets Winning Results

Plantsville, Conn. – Looking to generate a little extra visibility and publicity in your local community? It's tough to find a more rewarding venue than your local high school or college basketball court. Just ask the team at Elliott Insurance.

Last season the insurance agency sponsored a season-long "Shoot to Win" fundraising promotion at Southington and Middletown boys and girls basketball games. For a \$1 donation to the Booster Clubs, fans received a raffle ticket for a chance to win up to \$175 in a basketball skills contest. For scoring a shot from the free throw line, the contestant received \$25, a lay-up, \$50 and finally \$100 for a 3-pointer.

However, at the end of the season, the agency took it a step further by adding in a **half-court shot contest**, featuring a \$10,000 grand prize, paid for by Odds On.

At the school to watch his sister's varsity basketball game, 12-year-old Jordan Chapman purchased five raffle tickets in hopes of getting a shot at the giant prize. As it turns out, Chapman has more than just some serious basketball skills, he's also got a way with words. Just listen to him describe what happened when asked what it was like when he won...

"It was pandemonium. When I made the shot, it was totally quiet. You could hear a pin drop. But when it went in, the place went crazy. It was awesome. Everyone was yelling and screaming. Last year a

friend of mine got the shot. He was so nervous he airballed it. Not me though, mine was all net... all nylon. Nothing but nylon."

When asked how he spent his \$10,000 prize, Chapman noted, "My mom put most of it in a 529 College Savings plan, but I did get a Portable Sony Playstation and a couple of games."

According to Rachel Ingreselli, with Elliott Insurance, Chapman and the Booster Clubs weren't the only winners as the promotion resulted in some huge publicity for the agency. As Ingreselli noted, "Word spread like wildfire." This was the second year that Elliott Insurance has run this promotion.



Visit our website at www.oddsonpromotions.com and check out Jordan's winning \$10,000 shot!

"It was pandemonium. When I made the shot, it was totally quiet. You could hear a pin drop. But when it went in, the place went crazy. It was awesome."

Jordan Chapman, Winner



Jordan Chapman wins \$10,000!

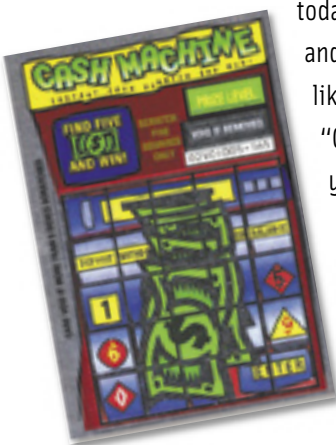
Cool Promotions for Heating Things Up This Winter...

Heat up your business this winter with a cool promotional concept from Odds On Promotions!

Christmas Cash Machine ...

Attention Retailers, Casinos and Everyone Else

Scratch & Win Cards are a fast and easy way to thank your customers today while giving them a reason to come back and see you tomorrow (or whenever you'd like to drive a return trip). Simply distribute "Cash Machine" scratch cards and invite your customers to scratch and win themselves up to \$1,000,000, paid for by Odds On, if they can unveil all of the matching prize symbols and award consolation prizes for getting close. After they've scratched, have them complete the demographic data on the reverse of the card, place it in a drawing box, and hold a bounce back drawing on the date of your choice. Great for rewarding a preholiday purchase and driving traffic to post-holiday sales.



Pucks for Bucks

Terrific Fundraiser & Interactive Arena Fun for All

Here's a great way to raise funds or awareness inside any ice arena. Give everyone in attendance a foam rubber puck (or hand them out for a small donation to your cause) and a chance to "Chuck A Puck" into the sunroof or window of a vehicle parked at center ice. Or, number the pucks and use the center face off circle as the target. If the preselected numbered puck comes to rest within the circle, Odds On pays for the prize.

Give Away a \$1,000,000 Shopping Spree...On Us Perfect for Retailers

This shopping season, why not give all of your customers the chance to win up to a \$1,000,000 shopping spree using their very own credit card. Customers simply enter the last few digits of their credit card number into our hand-held verification unit to see if they've won the \$1,000,000 prize, paid for by Odds On.

Holiday On Dice

Radio Stations Take Note

Add the thrill of giant prizes to any holiday concert or special event with a \$1,000,000 Holiday Dice Roll. If one of your contestants can roll H-O-L-I-D-A-Y, we'll stuff their stockings with some serious holiday cash. Dice

promotions are ideal for handing out consolation prizes from sponsors including gift certificates and logo'd merchandise.



Season of Champions

Attention Bars, Nightclubs, Casinos & Sports Fans

Give your customers a chance at winning up to \$1,000,000 with **Championship Challenge**. Patrons simply try to predict the NCAA Men's Basketball tournament winners. Whether you choose to conduct this promotion on paper or online, it's the ultimate contest for basketball fans. And, when a lucky contestant picks them all correctly, Odds On will be there to pick up the tab!

Super Bowl Planning Guide

Attention Everyone

Are you looking for great ideas to boost traffic and sales on Super Bowl Sunday? From \$1,000,000 football pools to target tosses for trucks and cars, from score predictions to scratch cards, we have hundreds of fun ways to get the party started and keep it going all day long.



Call us at 888-827-2249 for our **Super Sunday Planning Guide** or visit our website at www.oddsonpromotions.com/pdf/MF_SuperPlanningGuide.pdf



TeeToGreen

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

COMBO PUTT WINNER HOLES BALL WITH A TOSS BEFORE SINKING WINNING PUTT!

Perfect Toss Leads to \$10,000

Harlingen, Texas - According to Melissa Boykin, Director of Special Events for the Harlingen Area Chamber of Commerce,



Big putter Abdullah with his big check!

Kareem Abdullah is no longer allowed to call himself a beginner. Abdullah not only sank a 10- and 30-foot putt, at the Chamber's annual golf tournament, he holed an impressive 50 footer, winning himself \$10,000, paid for by Hole In One International.

In a combo putt contest, participants must sink a 10 footer, then a 30 footer and finally, a 50-foot putt to win the grand prize. However, how Abdullah ended up making the prize-winning putt is just as impressive.

While all of the Chamber's 144 tournament golfers got a shot at participating in the contest as part of their tournament entry fee, only Abdullah and one other contestant made the 10-foot putt. Both

men then went on to sink 30 footers. Because the chamber had only one \$10,000 prize to award, the two men decided to toss a golf ball to see who could get the closest to the hole for a shot at winning the \$10,000 grand prize.

That's when Abdullah did something extraordinary. Instead of just getting the golf ball close, he holed it.

"We knew it was destiny," said Boykin, "When he tossed that ball and it landed in the hole, we all thought it was a sign that he'd make the 50-foot putt as well."

And that's exactly what happened. Abdullah went on to sink the 50-foot putt (this time using his putter of course), winning \$10,000.

Boykin added, "Hole in One International has been awesome to work with. I get the bid, I get a fax, I sign it off. Everything is taken care of so quickly. It's such a relief, a load off. I don't have to worry about it."

Harlingen Chamber's 6th Annual Tournament

“Hole in One International has been awesome to work with... Everything is taken care of so quickly.”

Melissa Boykin, Director of Special Events

netted over \$10,000 for the Chamber's educational programs.

Man Wins \$10,000 in First Shot of Day

WINNINGS SPLIT WITH SCHOLARSHIP FUND

Colchester, Vt. - Terry Sheahan knows how to get a tournament started. On what was not only

Sheahan's first shot of the day, but the first shot of the Saint Michael's College Green Mountain Scholarship 21st Annual Golf Classic, Sheahan aced the 150-yard 14th hole at



Terry Sheahan, 50/50 Winner

of Vermont winning \$10,000, paid for by Hole In One International.

Making the shot even sweeter was the fact that this particular hole, sponsored by Hillside Financial Services of Shelburne was a 50/50 hole, which meant that when Sheahan scored the \$10,000 prize, 50% of it went directly to the Saint Michael's College Green Mountain Scholarship, and the acemaker, Sheahan, received 50%.

The Saint Michael's College Golf Classic is one of the most successful tournaments in Vermont. Raising over \$59,000 from sponsors, players, auction donors, a raffle to Cancun, and, of course, half the winnings from Sheahan's \$10,000 hole in one!

\$10,000 Basketball Winner!

Half Court for Carats

Santa Rosa, Calif. - Who says a winning halftime contest can only feature prizes like cash and cars? At Cardinal Newman High School contestants got a shot at winning \$10,000 in jewelry paid for by Odds On. Charlie Dyer purchased several raffle tickets in hopes of having his name drawn for a chance to win a \$10,000 shopping trip, courtesy of E.R. Sawyer Jewelers, in a fundraising **half-court shot contest**. Dyer not only sank the perfect half-court shot, scoring himself \$10,000 in E.R. Sawyer gems, paid for by Odds On, but he's secured himself some serious bragging rights for every future alumni event...ever.



Visit our website at www.oddsonpromotions.com and check out Charlie's winning shot!



Charlie Dyer goes for the gold, literally!



Shooting to win at Hiram.

Pack the Price

Two Promotions Make for a Winning Day at Hiram College

Hiram, Ohio - Why settle for having one halftime promotion? At Hiram College's annual "Pack the Price" event, Associate Director of Alumni Relations and Annual Giving, Jennifer Schuller, ran a series of promotions, two of which, a paper airplane toss and a Three Point Thrills basketball contest, were insured by Odds On. While the

Three Point Thrills contest gave a lucky ticket holder the chance to win big for successfully making five of ten shots from behind the three-point line, it was the \$25,000 **Paper Airplane Toss** that really turned heads.

The toss, which was sponsored by Charles Chevrolet in Garrettsville, got over 350 fans simultaneously launching blue paper airplanes, each bearing the name of its creator, towards a target, placed at center court. The prize for landing the ultimate shot? A brand new Pontiac



Grand Am GT, valued at \$25,000. While none of the aerodynamic designs landed inside the target, many came close, making for a fun promotion that got the whole crowd involved. According to Schuller, "Odds On was an incredible company to partner with. These promotions brought added excitement to Hiram athletics!"



OnTarget: Fans throw paper airplanes in hopes of winning a new car.

Looking for more great basketball contests and promotions? Swing by our website at www.oddsonpromotions.com.





Holiday Toys

Winning December Promotion Drives Traffic and Membership

San Felipe, N.M. – Last year, San Felipe's Casino Hollywood made the most of their November and December shoulder season with "Toys in Hollywood," a holiday-themed promotion designed to drive traffic, incremental gaming revenue and player's club membership.

Using Odds On Promotion's **Video Scratch & Win gaming**, Winning Winter Wonderland, the casino gave players a chance to win up to \$100,000, paid for by Odds On, every day from late November through the end of December.

To participate, customers swiped their club card activating a quick-playing game featuring pictures of presents and holiday-themed music.

Prizes were awarded based on the number of "presents" the player revealed on the game's touch screen. While players unveiling three "presents" received 1,000 club points, four correct symbols received \$10 in match play and the prize for revealing six present symbols was \$100,000, paid for by Odds On.

However, what really set this promotion apart was the prize for those who unveiled five present symbols: a trip to Toyland, a display area located on the casino floor which was full of stuffed animals and other toys.

Players would enter Toyland, select a stuffed animal that had an envelope attached, open it and win whatever "toy" (\$20 in cash, plasma TVs, digital cameras, DVD players and other holiday-friendly gifts) was inside. Players also got to keep the original toy that came with the envelope.

According to Brian Roybal, the casino's Promotions Manager, the promotion was a real win/win for the property because participants had to be player's club members to receive their daily free play and the fact that they could earn additional chances to play with every 100 points earned (maximum of three per day). The promotion drove 1,400 swipes per day and was responsible for the addition of 853 new club members over the 30-day period during the casino's shoulder season. "This was the second year we have run this holiday promotion and our third Video Scratch & Win. Our players love it," added Roybal.

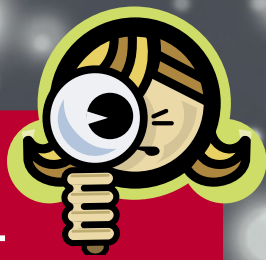
You Too Can Drive Traffic and Sales this Holiday Season!



Put our holiday-themed **Video Scratch & Win game**, Winning Winter Wonderland to work for you. Simply choose a grand prize worth up to \$100,000 and up to six consolation prizes, and let the winning begin. Your contestants simply unveil six squares on the game's touch screen grid using their fingertips. If one of your contestants unveils all six "grand prize" symbols, they'll take home the big bucks, paid for by Odds On. This promotion is ideal for handing out holiday shopping discounts, post-holiday bounce back offers as well as other consolation prizes for revealing fewer prize symbols.

To receive a **FREE quote** or to view more games call 888-827-2249 or visit www.oddsonpromotions.com.





Quick Look

What's Hot at Odds On Promotions

Weather Promotions

What's this season's hottest—or is that coolest—trend? **Weather promotions.**

The reason? Weather-based contests and promotions provide an added incentive for a customer to make a purchase by dangling the opportunity for a full refund or a substantial rebate, paid for by



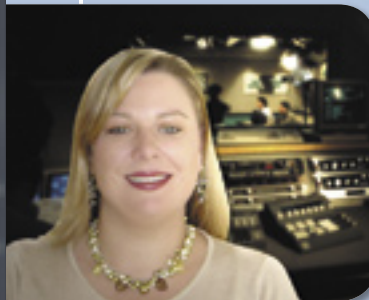
Odds On, if a particular kind of weather occurs (or a particular temperature is reached) on a designated day. While some companies choose to theme their December sales promotion around getting back green if the town has a traditional "White Christmas," another popular option is giving customers a "sizzling start" to their year if there's a record-breaking high temperature recorded on New Year's Day.

For more information on how to use the weather to drive increased traffic and sales, swing by www.oddsonpromotions.com or give us a call at 888-827-2249.

Welcome Tara and Bob...

New Team Members Bring Added Savvy and Experience to Odds On Promotions

This August, Odds On Promotions expanded their Media and Retail Sales divisions and welcomed two new staff



Tara McClure,
Director of Media Sales

members: Tara McClure and Bob Milinkovic. While both have an impressive amount of promotions and marketing experience, it's their depth of industry knowledge, not to mention some killer brainstorming skills, that

make this dynamic duo two perfect additions to the Odds On team.

As the new Director of Media Sales, Tara McClure is responsible for all things media, with a particular emphasis on radio, television and print.

Joining us as the Director of Retail Sales, Bob Milinkovic has extensive program sweepstakes management—from budget to creative to execution to fulfillment—and has executed successful insured prize promotions for many high-profile clients.

Together, Tara and Bob have over 10 years of experience with an impressive client list that includes

Clear Channel Communications, Citadel Broadcasting Corporation, Cumulus Media Inc., Cox Radio, Inc., US Bank, 24 Hour Fitness, Hooters of America, Coca-Cola Enterprises, Heineken USA and Trump Plaza to name a few.

Contact Tara at 800-469-4516 or tmclure@oddsonpromotions.com

Contact Bob at 800-504-4675 or milinkovic@oddsonpromotions.com



Bob Milinkovic,
Director of Retail Sales

- 2 TV Sweeps
- 6 CMA Awards
- 11 Veteran's Day
- 12 MLS Cup
- 23 Thanksgiving
- 24 "Retail Season" Starts



- 16 Hannukah Begins
- 25 Christmas
- 31 New Year's Eve

NCAA Bowl Games

- 1 New Year's Day
- 15 Golden Globes
- 25 Winter X Games Start

Radio Winter Book

NCAA Winter Sports

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IN THE SPOTLIGHT

PLAYS THAT PAY

Hand out up to a \$1,000,000 prize with the football-themed "game show" Plays That Pay.

Your emcee invites your contestant

to step up and choose five "plays," each of which represents a secret number of yards. As each secret envelope is opened, the yardage is revealed and your contestant moves downfield. If they can successfully move 100 yards downfield in five "plays" or less, Odds On will reward them

with your grand prize! One of the best features of this promotion?

You can send everyone home a winner by awarding consolation prizes based upon the number of "yards" the contestant has gained.



FALL/WINTER PROMOTIONS CALENDAR

- 1 TV Sweeps
- 2 Ground Hog Day
- 4 Super Bowl
- 10 NFL Pro Bowl
- 11 Grammy's
- 14 Valentine's Day
- 16 Daytona 500 Starts
- 18 Chinese New Year
- 18 NBA All Stars
- 19 President's Day
- 20 Mardi Gras

FEB



Call one of our promotions specialists today for details and more great ideas.
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**WINTER IS HERE...
LOOK INSIDE FOR
COOL
PROMOTIONS**

Hockey • Super Bowl
New Year's Day • More!

