



TIN CUP CHALICE WINS \$250,000

First Horse to Post the Hat Trick at Big Apple Triple



the Albany Stakes, Tin Cup Chalice became the first horse to sweep the series in its 9-year history.

The Big Apple Triple performance bonus was developed for the New York Racing Association by Walt Knorpp of the Knorpp Insurance Agency. According to Knorpp, "These kinds of promotions keep animals from New York racing in New York, versus traveling out of state. If they can promise a \$250,000 bonus for winning New York

Saratoga Springs, N.Y. - Tin Cup Chalice earned his owners a \$250,000 bonus, courtesy of the New York Racing Association and paid for by Odds On Promotions, after winning New York's unofficial triple crown series, the OTB Big Apple Triple.

While other horses have come close to winning the OTB Triple, which is comprised of the Mike Lee Stakes at Belmont Park, the New York Derby at Finger Lakes and

State Races for New York bred animals, it benefits the whole of the association."

Knorpp, who has been working with Odds On's Zak Woodhead for the past seven years, points out, **"Odds On is wonderful. I've always found Odds On to be very competitive with rates, able to answer my questions and able to provide the type of programs I need."**



inside



Net Big Cash!



Kickoff Return



Lucky Puck



Auto Dealer Success



Promotions Calendar



QUICK PROMOTIONS for Q1

GET BIGGER RESULTS FROM YOUR MARKETING BUDGET WITHOUT BREAKING THE BANK!

Need more customers? Want more sales? Give Odds On Promotions a call for a giant-prize promotion that will capture headlines, get customers into your store and keep them coming back!

Net Big Cash Tonight!

Give your customers the chance to win up to \$1,000,000 during the NCAA Men's Basketball Championships with a basketball contest everyone can play: Net Big Cash!



Register contestants from March 1 until the start of the Big Dance. During the tournament, invite customers to your location and select a few to choose from envelopes posted on the NET BIG CASH game board. If your contestant finds the winning combination, they win the grand prize, and Odds On will hand over the dough. Better yet, assign a cash value to every envelope, so everyone walks away a winner.

- **Sports Bar Tip:** Have contestants register online to build your bar/restaurant email database!
- **Auto Dealer Tip:** Adjust the title of the game to Net a New Car and offer the points earned as a discount on the purchase of a new car.
- **Casino Tip:** Give customers one free entry a day for every 100 points earned, then play the game every Saturday night for the duration of the tournament.

Kentucky Derby: Win, Place, Show for Dough

Bring the thrill of the race track to your customers! **Win, Place, Show for Dough** is a multi-contestant horse-racing themed game that gives contestants the chance to win up to \$1,000,000, paid for by Odds On! Randomly select contestants and assign them each a set of "silks". Next, "jockeys" will take turns selecting envelopes and revealing how far they get to advance around the "track". The first "jockey" across the finish line, opens a lucky prize envelope to reveal what they have won. If theirs was the lucky preselected horse, they'll win the grand prize, worth up to \$1,000,000, and Odds On will pay for the purse!



Rubber Duck Riches Planning a fundraising duck race? Generate increased media interest, capture more sponsorship dollars and sell more ducks by offering the chance to win a lifetime supply of free gas, a brand new house, freedom from credit card bills, or even a million bucks! Odds On will preselect a few "lucky ducks" prior to the start of the race. If one of those ducks crosses the finish line first, we'll reward the "owner" with a giant prize! Make this even more rewarding by splitting the prize 50/50 with the duck owner and your charity!



Fast Cash February Odds On's **Scratch & Win Cards** are an affordable way to drive traffic, build your marketing database and increase sales. Choose from our



in-stock ready to ship cards, or for a few pennies more, customize a card with your logo and your choice of bounce-back or second chance drawing offers. Customers complete the registration form on the back of each card then scratch for a chance to win. If they unveil a winning combination of symbols, Odds On will pay for the prize.

Poker Run Pay-off Rev up your Poker Run revenues by attracting more riders (or boaters) with **Lucky Hand Poker Run!** Select a grand prize, up to \$50,000 and identify five participating sponsor locations. At each stop, contestants randomly draw a playing card. At the final stop contestants enter their "hand" into our verification computer. If their hand matches the preselected winning hand, Odds On will pay for the prize! Best of all, the computer will tally the highest hands for easy administration of self-sponsored prizes.



IDEA: Looking for more great ways to capitalize on the NCAA Men's Basketball Championships?

Email us at oopinfo@odds promotions.com for our top five "MAD CASH MARCH" Basketball Promotions.

MORE CUSTOMERS

MORE SALES



70-YEARS YOUNG GOLFER WINS PORSCHE CAYENNE TOURNAMENT RAISES \$70,000 FOR SCHOLARSHIPS

Murray, Utah – Ray Goodson drove home a big winner from this year's University of Utah Business Open Golf Tournament. Goodson won a Porsche Cayenne, valued at \$55,000, courtesy of Ken Graff Imports and Beehive Insurance, and paid for by Hole In One International, after he used a 5-wood to ace the 195-yard, 16th hole at the Solider Hollow Golf Course in Midway.

According to Tournament Director Lindsay Nelson, this golf tournament is the primary source for raising financial



support for the David Eccles School of Business Scholarship Program. The tournament raised over \$70,000, which helps pay for scholarships. According to Doug Snow, with Beehive Insurance, who arranged for Hole In One International to provide the coverage for the event, **"Hole In One International has it down. You have the signs, the extra prizes, everything. It makes arranging hole in one insurance easy."**

\$13,000 HOLE IN ONE FOR ALL

MAN WINS \$10,000 FOR HIMSELF, \$1,000 FOR EACH PLAYING PARTNER



St. Joseph, Mo. - Until recently, Tim Woodruff had never seen anyone make a hole in one, much less made one himself. But that's changed now. Woodruff won \$10,000 for himself and \$1,000 for each of his playing partners, paid for by Hole In One International, after he aced the 175-yard, hole 11 during the Moila Country Club's Patio Fundraiser.

Woodruff, who initially planned to use a 7-iron but switched to a 6-iron at the last second, noted, **"I knew my ball looked good when I hit it, but I didn't actually watch it land. I knew it was on the green. Then one of my playing partners started shouting and acting crazy. The spotters were all jumping for joy. I didn't even realize that it was the money hole. I've never even seen a hole in one, let alone hit one."** But now he knows what it feels and looks like – and so do his playing partners.

According to Randy McGohan, Moila's head pro, the insurance was paid for by an anonymous donor, and the fundraising tournament raised \$15,000 for the club. While this was the club's first hole in one winner, it may not be their last. McGohan hopes to incorporate similar prizes in the coming years.

COUPLE WINS \$40,000 MERCEDES AT BASEBALL GAME



Mercedes-Benz

Foley-Sweitzer Foul Pole Home Run Challenge a Hit!

Marion, Ill. - Thanks to an amazing left field hit by third baseman Brandon Jones, Keith and Debbie Hughes won a brand new Mercedes-Benz C280, courtesy of the Southern Illinois Miners Baseball team and Foley-Sweitzer Motors and paid for by Odds On Promotions.

For the past two seasons, the Miners and Foley-Sweitzer have teamed up to give fans attending games at Rent One Park, the chance to win a Mercedes in the Foley-Sweitzer **Foul Pole Home Run Challenge**. To participate, fans registered prior to each game and if a Miner team member hits a home run off the foul pole, then a lucky fan would win the car. While Miner players have come close to hitting the foul pole over the years, it was Jones that was the first to deliver the right stuff, winning the Hughes a brand new ride.



FURNITURE RETAILER RUNS REBATE BASED ON FOOTBALL GAME

Kickoff Return Promotion Increases Traffic and Sales

Fairborn, Ohio - Morris Furniture Co. Inc., one of the largest privately owned furniture stores in Ohio, gave shoppers the chance to get a full refund on their purchases, paid for by Odds On Promotions, if Ohio State could return the opening or second half **kickoff for a touchdown**.

The 5-day sales promotion, which was advertised in-print and on-air, was designed to increase traffic and sales. Everyone who visited one of the four designated stores had a chance to win a \$100 Morris Gift Card in a "no purchase necessary" register to win contest, as well

as a full refund on all furniture purchases made during the promotional period - up to \$10,000 per household- if one of the designated kickoffs was returned for a touchdown.

While Ohio State didn't return the kickoff

needed, the promotion was still a success. According to Robert Klaben, V.P. of Marketing for Morris Furniture Co. Inc., "We wanted to create a big event, and we saw a very nice increase in sales over the same weekend compared to the prior year."

As for working with Odds On, Klaben noted, "**Insured prize promotions help us to stand out from the clutter of everyone else. Our sales rep, Zak Woodhead, is good. He responds quickly to quote requests and always offers assistance in fine tuning the offer. Making sure the promotion is as cost-effective as possible.**"



Morris Furniture Co. Inc., recognized as Ohio's fastest growing home furnishings retailer, was named 2008 Retailer of the Year by the National Home Furniture Association among stores with annual sales of more than \$10 million based on their service to the home furnishings industry, contributions to the communities where they do business, and creative leadership. The company owns and operates two Morris Home Furnishings showrooms in Dayton, eight Ashley Furniture Home Stores in Dayton, Springfield, Cincinnati, Columbus and Northern Kentucky, one Thomasville showroom in Dayton, and two Midwest Clearance Outlets in Dayton and Fairborn.

BACK TO BLACK: 5 GREAT RETAIL SALES BOOSTERS FOR SPRING

Email Odds On at oopinfo@odds promotions.com for a copy of our TOP 5 RETAIL PROMOTIONS that will help you boost sales, and stay within your current marketing budget.

ANAHEIM DUCKS GET JIGGY WITH IT

Stadium Lofts and Ducks Give Fans Chance to “Win Jiggy’s Loft”

Anaheim, Calif. - Last season the Anaheim Ducks in conjunction with Stadium Lofts, gave 41 lucky Southern Californians the chance to “Win Jiggy’s Loft”, a swank signature loft “designed” by Ducks’ Goalie J.S. “Jiggy” Giguere and paid for by Odds On Promotions, in a **Red Line Hockey shot** contest.

To qualify for a chance to shoot and “Win Jiggy’s Loft”, contestants could tour the Stadium Lofts complex by attending a JackFM radio remote, and by having a lucky program at specified Duck’s games.

Over the course of the season, a total of 41 semi-finalists were selected, with each receiving a J.S. Giguere autographed and numbered puck, two tickets for the Ducks’ final home game,

plus an invitation for two to a pre-game reception and the final drawing.

At the pre-game reception, held poolside at Stadium Lofts, each contestant received a goodie bag - one of which contained a “final” Lucky Puck that would give one lucky semi-finalist the chance to shoot a puck from the Red Line through a template, shaped like the façade of the Stadium Lofts, to win the loft valued at over \$600,000.

While semi-finalist, Dave Robb does coach his kid’s hockey team, he didn’t quite have the skills to make the loft-winning shot. However, the Ducks didn’t send him home empty handed. He won an all-expenses paid trip to the Caribbean courtesy of



Royal Caribbean, amongst other consolation prizes.

According to Bonner Paddock, Director of Corporate Partnerships for the Anaheim Ducks, the contest increased visits to Stadium Lofts from roughly five to 50 per day.



GRAND SLAM INNING LEADS TO \$20,000 PAY DAY

\$10,000 for Lucky Winner, \$10,000 for Charity

Geneva, Ill. - Kristin Lake of Plainfield won \$10,000 for herself and \$10,000 for charity, courtesy of the Daily Herald newspaper and paid for by Odds On Promotions, during a Kane County Cougars’ Grand Slam Inning promotion.

The \$20,000 50/50 **Grand Slam Inning promotion** rewarded both a randomly selected fan and the team’s charitable initiative, Ozzie’s Outreach, with \$10,000 each, if the fourth batter in the sixth inning hit a grand slam. And that’s exactly what happened after Cougars’ slugger, Greg Dowling, strode to the plate and connected with bases loaded, sending 7,330 fans into a fever with the anticipation of winning the \$10,000 prize.

Lake, who had been sitting in Section 104, Row L, Seat 5 in Elfstrom Stadium, was at the game for a company outing and pre-game picnic, but

having two small children, she left just prior to Dowling’s turn at bat. In fact, Lake heard them announce the winning section just as they were leaving. So when a co-worker told her the following morning about her good fortune, she rushed to locate the lucky ticket stub in her daughter’s stroller and made a call to the Cougars about her prize.

“I started shaking, because I never win anything. I was nervous, because I had the ticket but am still in shock!” noted Lake.

According to Jeff Ney, Cougars Assistant GM / Media & Promotions, **“Honestly, we didn’t really think this one could happen. I mean - a grand slam - in the 6th inning - off the fourth batter. What are the odds? Then...well... it did. And the claims process - there was nothing to it really - just a formality. It was very quick and smooth.”**

This is the second big winner for the Cougars. Odds On paid out \$15,000 to another lucky Kane County fan in 2005 after the Cougars scored exactly 15 runs in a single game and went on to win.



Quick Hits

And The Winner Is

Florida's Fox 29 in conjunction with Boca Raton advertiser Royal Palm Place, gave viewers the chance to win a \$29,000



shopping spree if a lucky viewer could predict the order in which the final eight contestants would be voted off American Idol. Everyone who entered the online promotion was also eligible to win a \$2,900 guaranteed consolation prize.

Hot Tip: Consider running a similar promotion for the Daytona 500, the Academy Awards or the Grammy's.

Nissan Shift to Win

This fall Nissan North America teamed up with Greater Media Boston to give radio listeners the chance to log on and win a



2009 Nissan Maxima, paid for by Odds On Promotions. Listeners were directed to a dedicated website where they played a quick interactive game, and registered to see what they had won. In addition to the Nissan, contestants could also win one of four \$250 gift cards. A total of 497 listeners registered for this rewarding online promotion.

Vmark's Vegas High Rollers

Creative Automation, a division of Vmark, gave attendees at this year's Direct Marketing Association convention in Las Vegas, the chance to roll V-M-A-R-K and win a brand new Prius, paid for by Odds On. The roll was promoted online, as well as advertised in the pages of Target Marketing Magazine. According to Bob Rajan, Director of New Business



Development and Marketing, a total of 315 show attendees participated. Self-insured ancillary prizes for getting fewer

letters included a \$100 gas card, gym bags and other logo'd premiums.

www.oddsonpromotions.com

PLAN FOR A WINNING PROMOTION THIS SPRING



feb

- 1 Super Bowl**
- 2 Ground Hog Day
- 8 50th Annual Grammy's
- 8 NFL Pro Bowl
- 14 Valentine's Day**
- 13-15 2009 NBA All Star Weekend
- 15 Daytona 500
- 16 President's Day
- 22 Academy Awards
- 24 Mardi Gras

mar

- 5 210 Markets TV Survey
- 17 NCAA Men's Basketball Championship**
- 17 St. Patrick's Day

apr

- 1 April Fool's Day
- 2 Spring Radio Diary Survey
- 2 LPM Market TV Survey
- 4-6 NCAA Men's Basketball Finals
- 5 Major League Baseball Opening Day
- 6-12 PGA Masters**
- 12 Easter
- 15 Tax Day

may

- 2 Kentucky Derby**
- 5 Cinco de Mayo
- 10 Mother's Day
- 16 Preakness Stakes
- 21-24 70th Senior PGA Championships
- 24 Indy 500
- 25 Memorial Day

\$25,000 WINNER, 41 CARS SOLD

Mailer Nets 6% Response

Quincy, Ill. – Margaret Crabill, of Palmyra, Mo., won \$25,000, courtesy of Dene Lambkin Honda Hyundai, and paid for by Odds On, in a **Lucky Posted Number promotion** developed by the Quincy Herald-Whig and Winters Insurance Agency.

On a specially designed newspaper insert, the dealership advertised a multi-day sales promotion that offered the chance to win five years of free car washes, a laptop, a flat screen TV, as well as one of two \$25,000 grand prizes if the number on the insert matched a series of lucky numbers posted at the dealership.

Crabill, a new subscriber of the Quincy Herald-Whig, saw the insert on the first day she received the paper and took the flyer along with her daughter - who was looking for a new car - to the dealership, never dreaming that she would end up being the grand prize winner.

Crabill presented the flyer to a salesman who verified that Crabill indeed had the \$25,000 winning number. The dealership made the most of their prize-winning opportunity by delaying to tell Crabill that she had won until after they contacted the local TV station, the Quincy Herald-Whig, and their commercial videographer, which garnered the dealership tons of free press.

According to General Sales Manager Scott Davis, the promotion led to over 5,400 people coming to the dealership (a 6% response rate), 41 cars SOLD and 2,600 people registered! In fact, Davis noted, **“We would have sold more cars, but we didn’t have enough staff. We expected a traditional 1-2% response rate. If anyone wants to**

know about how well this promotion worked, just have ‘em call me. We’ll absolutely be doing this again.”



Watch this promotion in action.

**READY TO BOOST RESPONSE RATES ON YOUR DIRECT MAIL, PRINT, ONLINE AND ON-AIR ADVERTISING?
CALL ODDS ON TODAY FOR A CUSTOMIZED PROGRAM.**



6195 Ridgeview Court, Suite D
Reno, NV 89519

www.oddsonpromotions.com

888.827.2249

DO MORE WITH LESS?

**Odds On's Big Prizes
Generate Big Results
For Less Bucks!**

Hockey Contest That Increased Leads
from 5 to 50+ a Day!

Retail Sales Rebate Contest
Increases Traffic

Scratch & Match for \$100K Stimulus

Basketball Contests That Will
Net You More Customers

