



OnTarget

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

Odds On
PROMOTIONS

3rdQ07

ISSUE 15

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Contest Generates 85,000 participants, 56,000 newsletter sign-ups and 21,000 sponsor clicks

CHICAGO BEARS GENERATE FIRST CLASS RESULTS



The "4" team captains on the 50-yard line.

Chicago, Ill. – When Chicago Bears coach, Lovie Smith, coined the phrase "The Fourth Phase" in reference to the unique contribution Bears fans make towards victory, it wasn't lost on the team's sales and communications departments. So is it any wonder that during last season's NFC playoff games at Soldier Field, the Chicago Bears gave fans the chance to win a series of once in a lifetime experiences and the chance to win \$100,000 and a Toyota Tundra, paid for by Odds On.

"Working with Linda Thomson at Odds On was truly a pleasure. She always went above and beyond to help us out. Our success is due in large part to how easy everything was to execute."

Michael White,
Chicago Bears Advertising and Events Manager

Designed to engage fans, entertain the crowd at halftime and sell additional playoff packages, the contest, sponsored by the Chicago Sun-Times, Motorola, 7-Eleven, Comcast and U.S. Cellular, generated 85,000 entries, 56,000 additional Bears e-newsletter subscribers and 21,000 sponsor clicks, not to mention some very lucky fans.

Advertised on television, radio, online and in print, the Bears "Fourth Phase Contest" invited fans to register on ChicagoBears.com for a chance to win

one of several prizes ranging from Fan Convention tickets, Bears gear, pregame sideline passes and playoff game tickets. What surely drove the volume of entries were the "once in a lifetime" grand and first place prizes. Grand prize winners won game tickets, pregame sideline passes, the honor of being named the "Captain of the Fourth Phase" and being alongside team captains Brian Urlacher, Muhsin Muhammad, Olin Kreutz and Patrick Mannelly for the coin toss. First place prize winners received tickets, pregame sideline passes and a shot at taking home \$100,000 and a Toyota Tundra in a halftime skills contest insured by Odds On.

For first place winners Dee Oliver of Mich. and Myles Hillary of N.J., it was the opportunity of a lifetime. Even though neither contestant managed to take home the giant cash prize, Oliver made a point of literally kissing Soldier Field prior to taking her best shot in the \$100,000 **Pass, Punt and Kick** contest, and Hillary opted to don his personal Bears helmet for his \$100,000 **40-yard field goal attempt**. Clearly this was one promotion that resonated with Bears fans.

"The Fourth Phase was something that Coach Smith said in a press conference, and it became a natural theme for the season and beyond. We were part of a great moment in team history and being able to give fans a truly unique experience was an important part of the promotion's success," said advertising and events manager, Michael White.

"Working with Linda Thomson at Odds On was truly a pleasure. She always went above and beyond to help us out. Our success is due in large part to how easy everything was to execute. Linda and Odds On were always able to come through with our demanding deadlines during the playoff run," continued White.



Hot Promotions...

Great Promotions for Fall Holidays, Wedding Faires, Football Season and MORE!

Here Comes The Bride-al Show ...

Attention TV and Radio Stations, Retailers, Jewelers

Do you organize or participate in a bridal expo or wedding faire? This year, attract more happy couples to your event or booth by giving them the chance to win a

free wedding gown, an all-expense paid honeymoon, the ultimate wedding bands, or even a \$100,000 dream wedding, courtesy of Odds On Promotions. One of the most popular promotions for grabbing the attention of brides and grooms is Money Match, a quick-playing

Video Scratch & Win Game where

show attendees try to unveil six matching grand-prize symbols on a table-top touchscreen grid. If they can locate all six symbols, Odds On will pay for the prize—up

to \$100,000! You can award smaller sponsored

prizes for revealing fewer matching symbols.

For more bright ideas, call 888.827.2249 for our Five Ways to Give Away a Wedding.

Rewarding Football Promotions

Attention Bars, Casinos and Auto Dealers

Why not give your customers the chance to win big based on how their favorite teams perform this season?

With **Return for Riches**, you'll choose the prize and the team. If they return a kickoff, punt, interception or a fumble for a touchdown, a randomly selected fan can take our money and run! Or, reward your customers with cars, houses or cash—paid for by Odds On of course—if they can correctly predict how many first downs or rushing yards will take place this season.

Want more great ways to attract and reward football fans? Visit our website at www.oddsonpromotions.com.



Back to School

Perfect for Malls and Retail Locations

Want to add fun and excitement while driving additional traffic to "Tax Free Day" and "Back to School" events this August?

Why not give customers the chance to take home a giant prize or up to \$1,000,000, paid for by Odds On of course, if they can get "Straight A's"?

If one of our contestants rolls "A-A-A-A-A", they'll get "free tuition" and Odds On will pick up the tab. And, it's ideal for handing out sponsored prizes based upon the number of "A's" rolled.



A Spook-Tacularly Easy Halloween Contest

Attention Bars, Radio Stations and Casinos



It doesn't get any easier than this.

Place 20 prize filled jack-o-lanterns on display. Your lucky contestant picks out two. If they locate the two matching

pumpkin halves in the **envelopes**, they win, and

Odds On hands over the dough. Award sponsored

prizes for finding just one half, with contestants keeping the contents of the jack-o-lantern as a consolation prize.

Ho-Ho-Ho! Give Away Some Dough

Attention Everyone

Odds On wants to help you play Santa this year! Drive additional traffic and sales this Fall with a "Win a Home for the Holidays" contest. Boost your business by giving your customers the chance to pluck a brand new car off your prize-awarding holiday tree in a Lucky Holiday Ornament pick. Or, give your customers the chance to win \$1,000,000 for putting a Lucky List of holiday classics (movies or songs) in just the right order. And when one of your customers gets it right, we'll be there to pay for the prize!

Email us today for our Top 5 Holiday Promotions at oopinfo@oddsonpromotions.com.



TeeToGreen

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT



Jessup receives his new ride at the Mountaineer Hyundai, Inc. dealership.

MAN SCORES 2007 HYUNDAI SANTA FE AT GOLF TOURNAMENT \$28,000 RAINY DAY WINNER

Beckley, W.VA. – It may have been a little rainy, but that didn't stop Chuck Jessup from winning himself a brand new vehicle during the Fellowship of Christian Athletes Golf Tournament this May. Jessup won the 2007 Hyundai Santa Fe, courtesy of Mountaineer Hyundai, Inc., and paid for by Hole In One International, after he aced the 185-yard, 3rd hole with his 3-wood playing the Cobb Course at The Resort at Glade Springs.

According to Diana McGraw, General Manager of Mountaineer Hyundai, Inc.,

"The experience of working with Hole in One International is great. We just send in our paperwork, and it gets done. We sponsor approximately three to four hole in one contests each year. The entire process is easy, simple and hassle-free."

“The experience of working with Hole in One International is great. We just send in our paperwork, and it gets done... The entire process was easy, simple and hassle-free.”

Diana McGraw,
General Manager Mountaineer Hyundai, Inc.

PUTTING CONTESTS

Before, during, or after your tournament, our single putt or multiple putt combination contests are sure to create excitement for all your participants. And, you can insure your putting contest for as little as \$150 and give away a great prize like a car or cash.

Log on to www.holeinoneinternational.com today for a free quote.

\$50,000 COMBINATION PUTT WINNER!

Man Wins Big at Chamber Fundraiser

Sturgis, Mich. – Jon Withers is \$50,000 richer this summer, thanks to Hole In One International.



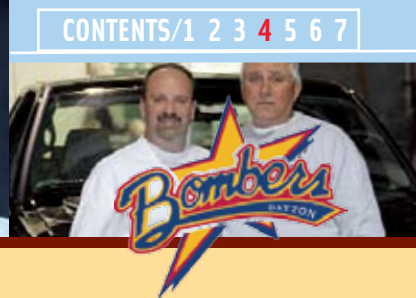
Withers and his \$50,000 check.

Withers won the cash this May at the Klinger Lake Country Club during Spring Swing 2007, the Sturgis Area Chamber of Commerce's annual golf fundraiser. Withers got

his shot at \$50,000 after he and nine other tournament participants were randomly selected to participate in a combination putting contest sponsored by Jeff Brazo with the A.W. Ayers Insurance Agency.

The selected participants, all of whom won a sleeve of golf balls, began by taking their best shot at sinking a 10-foot putt for a chance to win a \$25 Klinger Lake gift certificate. After Withers and Scott Swihart each sunk the 10 footer, the two took aim at a 30-foot putt. Again, both men made the shot winning a \$50 Klinger Lake gift certificate, and a shot at the \$50,000 putt. While the prize was to be split if both men made the 50-foot putt, it turns out that only Withers had the right stuff, winning the \$50,000 prize. According to Brazo, "Hole In One makes it easy to do business. What's more, no one holds a candle to your rates."





PRESTIGE FORD AWARDS \$125,000 IN PRIZES, COURTESY OF ODDS ON!

Auto Dealer Scores Big with TWO Winning Contests!

Dayton, Ohio – Ask Tom Tassie, owner of Prestige Ford of Dayton, why he uses insured prize contests and the answer is clear... it makes for better advertising and increased visibility. Tassie, who first began working with Odds On Promotions when he was a general manager in Michigan, explains, "At a relatively cheap cost I get good exposure. Most of the ads out there are redundant, repetitive. You can't tell one from another. I am saying something totally and completely different than anyone else. It's separated me from the others, which is hard to do with tv, print and radio."



However, in the past year, Tassie's dealership has gotten even more attention than usual as two of his promotions turned out to be winners in more ways than one. In October, Tassie ran a \$100,000 **conditional rebate promotion**

tied to the outcome of a Bengals/Browns football game. Every customer, who purchased a new car between September 19 and October 15, received a \$3,000 rebate, paid for by Odds On, when, on November 26, the Cincinnati Bengals shut out the Cleveland Browns –something that hadn't happened since 1989!

Then, in April, Tassie netted even more free press when he handed over the keys to a brand new Ford truck, again paid for by Odds On, when Jack Chorazewitz at a Dayton Bombers **hockey** game successfully shot a puck from center ice through a template. According to Tassie, "People like to take a little gamble. We use it as a tool. These promotions fit me, fit my store. It's good to get out there and stretch the limits."



Watch retired firefighter Jack Chorazewitz score big from center ice and win a brand new truck at www.oddsonpromotions.com.

Valley Honda Dealers Hand Over Keys to a CR-V

Service Mailer Designed to Drive Showroom Traffic



Scholtz shows readers who's #1!

Buena Park, Calif.- James Scholtz got more than he bargained for when he decided to take his car to be serviced at Right Honda in Scottsdale. In addition to getting his oil changed,

Scholtz won a brand new CR-V, courtesy of the Valley Honda Dealers, and paid for by Odds On. His **lucky number** listed on his service flyer matched a lucky number that was posted on the dealership's showroom floor. According to Doug Pohl, of Westates, who developed and executed the promotional mailing on behalf of the Valley Honda Dealers, "Sweepstakes mailers—whether for service or sales—pull better. It creates excitement. Without it, you just don't get

the same kind of action. And, because this was a metro offer, there was not that much cost per dealer."

As for working with Odds On, Pohl stated, "I wouldn't think about doing business any place else.

Zak Woodhead takes great care of us."

This is the third big winner for Westates in the past five years. In 2003, they had a \$5,000 winner, and in 2005, they handed over the keys to a brand new car, paid for by Odds On, after a direct mail respondent sank a 50-foot putt on a dealer's showroom floor.



"I wouldn't think about doing business any place else. Zak Woodhead takes great care of us!"

Doug Pohl,
Westates

DID YOU KNOW... According to a recent article in Direct Marketing News, 73% of adults who plan to buy a new vehicle respond to automotive direct mail. Now just imagine how many more folks you'll capture when you give them a chance to win a brand new car ... paid for by Odds On!

AutoNation Hands Over Keys to \$18,000 Truck

Sponsors Season-Long Contest for Georgia Tech Fans



Alpharetta, Ga. –Last fall, AutoNation, the world's largest auto retailer with over 300 rooftops, gave Georgia Tech fans the chance to win a brand new truck at every home game. Just prior to halftime, one fan was randomly selected and given the chance to win an \$18,000 truck if they could successfully complete a **35-yard field goal** attempt. On Saturday, October 7, Steven Turner was not only in the right seat at the right time, he had the right stuff. Turner drove home a winner, courtesy of AutoNation, and paid for by Odds On after his kick successfully cleared the goal posts.

According to Terri Bos, Regional Marketing Director – East Central Region "Every store should do at least one promotion each year. It's great for morale and a good brand awareness building opportunity." Ready to get into the game of sports sponsorship? Give Odds On Promotions a call today at 888-827-2249.

Fidelity Bank Makes Big Splash with Scratch and Win

Gives Away Over \$4,500 in Cash, Paid for by Odds On



Wichita, Kan. – During last year's Wichita River Festival, Fidelity Bank, a long time event sponsor, gave thousands of event participants the chance to win up to \$111,000 in \$5, \$35, \$350 and \$3,500 prizes, paid for by Odds On Promotions, in the Fundelity Big Splash

for Cash Scratch 3, Match 3 & Win game. When participants purchased an event button, they received a **scratch card** giving them a shot at winning up to \$3,500, paid for by Odds On. If participants could unveil three matching River Festival logos, they won. Terrance Scott and Tomasa Canas were at the food court when they bought their \$5 event button on the first day of the event. Inside the button package was the Fundelity Big Splash for Cash scratch card. Canas took a penny out of her pocket and scratched. "I was in shock," said Canas, "underneath the silver scratch squares were three Wichita River Festival logos, and in the prize square—\$3,500." While Canas was the festival's biggest winner, there were also 164 \$5 winners and six \$35 winners.

TIP: You Don't Need to Spend an Arm and a Leg to Create a Custom Scratch & Win Promotion!

With Odds On's new **customizable cards**, you can incorporate your logo, a sponsor's logo, bounce-back offers and second chance drawings, all with a quick turnaround! **See the back page for details!**



Hooper hands Anderson the big bucks!

Grad Wins \$10,000

Credit Union Promotion Designed to Drive Traffic and Generate New Accounts

Los Angeles, Calif. –Hildreath Anderson, Class of '07, is \$10,000 richer this summer thanks to the Cal State L.A. Federal Credit Union and Odds On Promotions. Anderson won the money after attending a Grad Fair at Cal State L.A, where she received a goodie bag containing a lucky numbered flyer. The promotion, which was designed to generate new accounts, gave the first 50 students who visited the Credit Union's campus-close location after the fair a chance to win the giant prize if their lucky numbered flyer matched a preselected **lucky number**. Anderson explains, "They asked me to enter the number into a computer...When I did, I thought I had broken it, it started beeping and flashing, and everyone in the office started jumping around and yelling 'You won! You won!' I couldn't believe it, I was in shock."

According to Marketing Manager Kristina Hooper, "I was happy when I found out we had a winner, but a bit scared too. But then here came the U.P.S. man with the check. These kinds of promotions are a useful tool to attract attention and build word of mouth. And of course the free publicity when you have a winner can't be paid for. Odds On was excellent to work with. The process was very easy." As of press time, the Credit Union is planning to run similar promotions this summer tied to new student orientation.



**Cal State L.A.
Federal Credit Union**

Announcing Quick Hits & Coming Attractions



ANOTHER Winner for the Trail Blazers

The Portland Metro Toyota Dealers handed over the keys to a second Toyota Tundra this season, paid for by Odds On, after Evan Powell got nothing but net on at the Rose Garden Arena in the Toyota Half Court Shot for a 2007 Toyota Tundra Promotion.



Triple Play for a Chevrolet

During selected home games during the baseball season, Chevrolet and the Camden Riversharks will give fans the chance to win a 2007 Chevrolet Silverado if the team records a Triple Play.



Hot Deal

Bell Heating in Clackamas, Ore., gave all purchasers of installed Ruud add-on air conditioning systems the chance to be reimbursed 100% of purchase price of their systems if the temperature reached 100 degrees Fahrenheit at Portland International Airport on July 4, 2007.



Nothing But The Net

This season, the Washington Bayhawks, a Major League Lacrosse team, gave fans at every home game the chance to win a \$50,000 Chevrolet for throwing a 95-yard open net goal.



Catch-y Idea

At the 2007 Alabama Celebrity Cobia Classic, the XOXO Stabler Foundation gave participants the chance to win \$250,000 if they could catch an Alabama state record weight Cobia.

Get Ready To Have A Ball (A Football of Course)

Ideas from Coach and #1 Media Cheerleader, Tara McClure, and our man from Band Camp Chris Gardiner

It's July. It's hot. And you know what? It's game time. Football season is here and we both know you need to get out there, boost those ratings and get more listeners tuning in. So, this football season rather than using a target toss or series kick, why not create an engaging, on-air conversation. Here's what I mean. Instead of just settling for the same old listen, dial-in and win contest, give your listeners the chance to win up to \$1,000,000 in my "Pick the Winner Against the Spread" promotion.

Here's how it works: You'll qualify a lucky listener who each week will get to pick—on-air—one football team (college or pro), to win against the weekly spread. With every week they get it right, they'll get a larger sponsor prize. If they can successfully pick the winner for six straight weeks, they'll win the grand prize and Odds On Promotions will pick up the tab. Miss it and they've still got their prior week's winnings or a sponsored consolation prize. And you get to pick a new contestant.

Now, why do I like this so much? Imagine its Friday drive—couldn't your on-air team use a contest like this—not just for rewarding loyal listeners, but as a conversation maker?

Want to know more? Want dozens or more ideas to boost your TSL and CUME this Fall book?

GIVE US A CALL TODAY AT 800-469-4516!

- 5 NFL Preseason
- 9-12 PGA Championship
- 27 US Open Tennis
- Tax Free Days

School Begins

AUG

NCAA Football

- 3 Labor Day
- 6 NFL Season Begins
- 16 Emmy Awards
- 20 Fall Radio Book
- 23 Autumn Begins
- 29 NHL Hockey

SEPT

NBA Basketball

NCAA Hockey

- 8 Columbus Day
- 12 NCAA Midnight Madness
- 19 United Hockey League
- 24 MLB World Series
- 26-27 Breeder's Cup
- 31 Halloween

OCT

Hot Off The Press!

Customizable Scratch Cards

Want to stand out from the crowd? Our new Customizable Scratch & Win Cards not only give your customers the chance

to win up to \$1,000,000, they'll give you the ability to incorporate your 4-color logo, as well as information on bounce-back offers and second chance drawings—for a few cents more—and in a matter of days. Each card is a potential winner and features a registration section printed on the

back, which is the perfect tool for database development and bounce back drawings.

For more information, log on to our website at www.oddsonpromotions.com or call us today at 888-827-2249.



- 11 Veteran's Day
- 18 MLS Cup
- 22 Thanksgiving
- 23 Holiday Shopping Season
- 25 CFL Grey Cup

NCAA Basketball

NOV

**FALL/
WINTER
PROMOTIONS
CALENDAR**



Call one of our promotions specialists today for details and more great ideas.

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THIS FALL WITH A
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