



\$25,000 HOME SHOW WINNER!

Prize Vaults Drive Traffic to Trade Show

Memphis, Tenn. – Truda Milam of Collierville, Miss. recently won a \$25,000 Outdoor Living Package, courtesy of Outdoor Living by Jack Wills and the Memphis Area Home Builders Association (MAHBA*) in a Prize Vault promotion insured by Odds On Promotions.

The promotion, which took place during the 2012 Best of Home Expressions at the Agricenter, was one of four used to showcase selected members and their services.

While thousands of people visited the expo to see the latest in design, products and services, it was Milam who was lucky enough to enter a winning combination of digits – a combination of her birthday, her husband’s birthday and the year they were married.

According to Joe Callaway with MAHBA, the promotion was also a big winner for the participating sponsors. “As each attendee bought their admission ticket, they filled out a registration form and were given a 4-part voucher. As they visited the participating sponsor’s booths, they presented one of the vouchers, entering a 6-digit lucky number into each keypad.”



“Our booth sponsors were delighted. The promotion drove a lot of traffic and provided a great opportunity for each sponsor to have a conversation with each visitor. We had between 1,800 and 2,000 people play each vault. Because of the interest we already have, we may expand the program next year! As for the claims processing, it was wonderful. Odds On does a great job and makes it as easy as possible...which we greatly appreciate...and why we’ll be back,” stated Callaway.

Ready to turn your next trade show, expo or consumer show into a headline grabbing, prize awarding opportunity?

Email oopinfo@odds promotions.com or give us a call today at 888-827-2249.

To learn more about Odds On’s new affordable 2x2, 3x3 and 4x4 custom-built prize vaults visit OddsOnPromotions.com today.

*MAHBA is a proactive, not-for-profit trade association that unites all segments of the housing industry in Shelby, Tipton and Fayette Counties.



LIKE US ON FACEBOOK FOR YOUR CHANCE TO WIN!

CALL ODDS ON PROMOTIONS TODAY AT 888.827.2249 TO LEARN ABOUT FACEBOOK PROMOTIONS.

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Lucky Duck Bucks



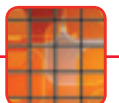
TeeToGreen



Fishing



Baseball



Scratch Cards



QUICK PROMOTIONS for Q2

SMALL BUCKS. BIG BUZZ.

Fire up your traffic and sales this season at an affordable price.

RUN N' ROLL

Planning a poker run or sponsoring a stop? Tossing in a dice roll is an exciting and effective way to raise



additional money! With Odds On's customizable 1",

4" or 8" dice, if one of

your supporters can roll "P-O-K-E-R", "D-O-N-O-R", or a winning combination of sponsor or charity logos, Odds On Promotions will write the check for your prize, which can be split 50/50 with your charity!

SUNNY MONEY

Scratch Cards are a proven promotion for every situation. Odds On now has numerous customizable cards in stock ready to personalize to your marketing campaign. Our cards are secure and offer you the ability to give away up to \$1,000,000 during your next promotion. Each card is a potential winner and gives you the ability to provide a second-chance drawing or bounce-back offer to build a database for follow up and drive traffic to any location.



DECATHLON OF CASH & PRIZES

The Long Jump. The 100 Meter Dash. The Shot Put. Those are just a few of the ten events that are The Decathlon. And it makes for a great promotion! Just select a prize worthy of an Olympic champion, and our team will put the events of the decathlon in a predetermined order. If one of your lucky contestants can put those events in the exact same order, they'll be rewarded with cash and glory, and Odds On Promotions will write the check!



ATTRACT A CROWD!

Need an action-packed promotion for your fan fest, concert, festival, or fair?

Our customizable Zoom Ball games are a fast-paced promotion that gets everyone lining up for a chance to win big! Contestants press a button, activating a ball blower, sending white and colored Zoom Balls flying through the air! If a lucky contestant can fill the Zoom Zone with six winning balls, Odds On will reward them with your grand prize!

GIANT PRIZE GRAND SLAM!

Give baseball fans the chance to win a new car, a new house or even \$100,000, paid for by Odds On, with a Grand Slam Inning, Game or Series promotion. If the selected big play occurs during the selected game, series or inning, a lucky fan will win the big bucks or what ever prize you're giving away, and Odds On Promotions will write the check.



Looking for more promotions that will get fans fired up for the first game this season for an affordable price?

Call 888-827-2249 to request a copy of our [Top 10 Baseball Promotions PDF](#) or email us at oopinfo@odds promotions.com.

SMALL BUCKS



TeeToGreen

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

 Like us on **facebook**
facebook.com/HoleInOneInternational

MAN WINS \$10,000 DONATES HALF TO HOSPITAL FOUNDATION

South Lake Tahoe, Calif. –Briggs Matsko of Rancho Murrieta won \$10,000, paid for by Hole In One International, after he aced the 146-yard Hole 8 at the Genoa Lakes Golf Club in Genoa, Nev., during the Barton Foundation's 17th annual Golf Tournament. According to Denise Earls, Foundation

Coordinator, this year's tournament raised \$24,000 for the Barton Community Health Endowment. Matsko, an avid golfer since age 11, donated \$5,000 of his

cash prize back to the Foundation. "Golf has provided me with hours of enjoyment, wonderful experiences and given me the pleasure of camaraderie with people from all walks of life on courses throughout the nation and around the world," Matsko said. "Anytime you can mix the pleasure of a friendly, competitive round of golf with raising money for the community good – it has to be a home run, or make that a hole in one!" This was Matsko's second hole in one. The Barton Foundation has raised more than \$550,000 over the last 17 years from their annual golf tournament.



WHAT YOU GET WHEN YOU INSURE WITH HOLE IN ONE INTERNATIONAL

HOLE IN ONE INTERNATIONAL OFFERS THE BEST HOLE IN ONE CONTEST INSURANCE IN THE BUSINESS

Add excitement to your company, charity or golf course tournament by offering valuable, attention-getting hole in one prizes without the risk of a payout. With Hole In One International, you offer spectacular hole in one prizes, and we'll assume the risk. We'll insure anything with a cash value up to \$1,000,000! When one of your lucky participants aced the target hole, we pay for the prize, your winner takes home the goods, and you sit back and take the calls from the press. It doesn't stop there either, when you book hole in one insurance with us you also get:

- Hole In One Contest Prize Coverage for your Choice of Grand Prize(s)
- Auxiliary Prizes for additional Par 3 holes:
 - \$500 VISA Gift Card
 - Set of Cleveland CG16 Black Pearl Irons
 - Kindle Fire
- FREE Full-Color Contest Signs and Tee Markers
- FREE Golf Club for everyone in your event
- "A" (Excellent) Rated Underwriting
- FREE Coverage for Multiple Grand Prize Hole In One Contest Winners
- Low Price Guarantee



GRAND SLAM WINNER!

Big Hitter Lands Fan \$10,000!



EVERETT, WASH. – Roger Chester won \$10,000 courtesy of Les Schwab Tire Stores of Snohomish and Island counties, and paid for by Odds On Promotions after **winning a Grand Slam Inning Contest** during a recent Everett AquaSox game. The Grand Slam Inning, which has been running for several years, pays out when a grand slam home run is hit by an AquaSox player in the sixth inning of a home game. Chester won the big bucks after his name was drawn during a game against the Vancouver Canadians. Everett outfielder Jabari Blash hit a grand slam home run over the centerfield fence in the sixth inning at Everett Memorial Stadium, scoring Chester the big bucks.

Big plays such as grand slams, triple plays, no-hitters and yes, even “the perfect game” can all be insured by Odds On Promotions for up to \$1,000,000 in prizes.

Are you ready to play ball and give one lucky individual a chance to “score big”? Email us today at oopinfo@oddsongpromotions.com or call 888-827-2249 to request a copy of Odds On’s Top 6 Baseball Promotions flyer.

\$10,000 WINNER AT FISHING TOURNAMENT

Bluefish Leads To Big Green

Somerville, N.J.—Forked River Tuna Club (FRTC) member James Rogan of Barnegat won \$10,000 this fall, courtesy of Fisherman’s Headquarters, Little Johns Deli, and Towns End Marina, and paid for by Odds On Promotions after he netted a 14 lb 15 oz bluefish during the FRTC’s Fall Bass & Blues Tournament. The big catch made him one of three lucky qualifiers who got to participate in the Club’s \$10,000 High Stakes fishing contest.

Every year the FRTC hosts 4 fishing tournaments from May through November, giving anglers the chance to win \$10,000 in each tournament’s categories. The contest, which draws participants from Egg Harbor Township to Hazlet, gives anglers who capture the top three fish in each of the tournament categories a shot at winning the \$10K bonus prize for picking a lucky “two digit” number from 00-99. Contestants either use the decimal places of the fish weight or a lucky number the angler picks. Rogan opted for lucky number 32—and it paid off, winning him the \$10,000 prize.

According to James Rick, President of Lafontaine & Budd, Inc., who turn to Odds On Promotions to assist the FRTC, “We don’t place a lot of this type of coverage so when we have a customer contact us for something like this, it’s good to have a trusted partner to call on – and for us Odds On is that partner. What really impressed my client was that Zak was able to take their concept and create an organized promotion that made the most of their budget – and the coverage was priced right and the claims process was extremely easy.”

Interested in getting more lines in the water at your next tournament? Give Odds On Promotions a call today at 888-827-2249 or email us at oopinfo@oddsongpromotions.com for a copy of our Top 5 Fishing Promotions PDF.



"LET IT ROLL" PROMOTION BIG SUCCESS

Winning Combination for TV Station & Dealership



MYRTLE BEACH, S.C.—Pat Pattison with Incentive Plus Network, working in conjunction with WMBF News and East Coast Honda Volkswagen, found big success this spring with one of Odds On's most popular promotions: a giant-prize dice roll. To drive increased tune-in during the month of February, Pattison worked with WMBF and East Coast Honda Volkswagen to give viewers a daily chance to win a \$100 gas card and qualify for a chance to win a 2011 Honda or Volkswagen valued at \$35,000. In order to participate, viewers needed to log on and register at the WMBF website. Then, each day, five registered contestant's names were randomly selected and announced on the WMBF morning newscast – where they had 10 minutes to call the station and claim their \$100 gas card and a chance to roll for the \$35,000 grand prize, insured by Odds On Promotions.



At the conclusion of the on-air qualification, the 125 daily winners gathered at the dealership and each received the chance to roll a set of 4" dice for a chance to win the car. While no one took home the new vehicle, Pattison noted, "This win-win

promotion was very effective for both the dealership and the station. It generated online registration data for the station, drove tune in, enhanced the station's relationship with dealers and the dealership was thrilled with the additional exposure."

Interested in creating a win-win for your station and a participating sponsor? Give Odds On Promotions a call today at 888.827.2249.



LUCKY DUCK \$10,000 WINNER

Unique Casino Promotion Generates 8% Increase in Coin-In



Cross Lanes, W. Va. – Kevin Johnson of Huntington won \$10,000, paid for by Odds On Promotions, in an engaging and cost-effective Lucky Rubber Duck promotion.

Johnson, a player's club member at Mardi Gras Casino & Resort, won the cash when the numbers on the Rubber Duck he selected from a giant wading pool matched one of ten lucky numbers programmed into Odds On's number verification machine.

This successful promotion was promoted through the casino's direct mail pieces, and gave players a chance to become one of the 10 lucky finalists for every 100 points earned on their card during the month of July. According to Cathy Brackbill, **"This was our first time using insured prizes – and this**

ended up being our 6th ranked promotion of the year. It was right up there with New Year's Eve and Car Giveaway promotions. Our players loved it. We had an 8% increase in coin-in year over year. We were very happy with Odds On and the turnaround time on the claim was excellent."

In addition to insuring those Lucky Rubber Ducks, the casino insures hole in one contests for player golf tournaments. Want to learn more about creating a custom big prize, big ROI promotion for your business? **Give Odds On Promotions a call today at 888-827-2249.**



Chris Gardiner Says : I'm not surprised this promotion performed so well. It's FUN! The promotion got players engaged, and had great floor presence. I really like how they structured the prizing– rewarding a \$1,000 guaranteed prize for every finalist, instead of giving 1 person a shot at \$100,000, they gave 10 people the chance to win \$10,000, which was a great way to stretch their investment.

Chris Gardiner
Northwest & Midwest Business
Development Manager

Success Stories

Cole's Hardware

With a little help from Odds On Promotions, the Pennsylvania-based US Agency helped a regional hardware store client, Cole's, go from 80 Facebook fans to 1,289 in just a few short weeks. The contest, promoted in both traditional and social media, gave fans who "liked" Cole's the chance to win a \$50 gift card. Cole's experienced well over a 50% increase in fans in just the first seven days of the promotion, with sustained growth and "conversations" over the full 30 days of the contest. According to Randy Kreisher with US Agency, "One of our client's main goals was actually to accrue email addresses. The promotion helped our clients collect 883 completely new addresses. We were all very pleased." Cole's is presently running another contest.



For more information and a complete case study on this promotion contact: Damien Anderson, Internet Business Developer with Odds On.

Diamonds on the Diamond



This spring, the Black Hills Agency helped Riddle's Jewelry give baseball fans the chance to win a 100% rebate on all jewelry purchased between March 22 and April 5 at their Davenport, Iowa store if the Quad Cities Cougars pitched a no hitter against the Kane County Cougars during the opening game of the season. The promotion was a big hit for Riddle's Jewelry generating a big increase in March sales.

For more information on this promotion contact: Zak Woodhead, Risk Manager with Odds On.

SIZZLING HOT OFF THE PRESS...

NEW SCRATCH CARDS!

This summer, give every customer the chance to scratch and win incredible prizes with Odds On Promotion's new Scratch & Win cards. If a lucky player can locate six winning symbols, they'll take home the big bucks, and Odds On will write the check. Every card is a potential winner and can be used to award smaller self-insured guaranteed prizes such as beach towels, can koozies, sunglasses, etc. for finding fewer than six matching symbols.



MAN WINS \$10,000 SHOPPING SPREE

Escanaba, Mich. —Matt Sattlem of Bark River won a \$10,000 furniture shopping spree, courtesy of Heynssens-Selin's and paid for by Odds On Promotions during their October Customer Appreciation Sale. Heynssens-Selin's sent out 6,500 uniquely numbered direct mail pieces to households within a 50-mile radius of their store, tempting recipients with the chance to win a \$10,000 shopping spree or other great prizes, including gift cards, if the number on the mailer matched a lucky number posted at the furniture store.

Sattlem, who had recently considered purchasing some new flooring, was shocked and surprised when he realized that he had won the super-sized shopping spree! According to Heynssens-Selin's Manager Laurie Nelson, **“Our goal with the**

mailers is to drive traffic - offering discounts as an incentive to purchase. We received over a 2% response rate. This was our 4th time using an insured promotion. At first we were very nervous because we'd never had a winner before...but everybody handled it well. Our check came quickly. ”



Interested in giving customers an added incentive to visit your location during your next “Customer Appreciation Event” without breaking the bank? Email us at oopinfo@odds promotions.com or give Odds On Promotions a call at 888-827-2249.

Make Someone a Millionaire this Summer...See Inside for Details.

YOU'LL LIKE THIS!  **ACCELERATE YOUR SOCIAL ENGAGEMENT WITH A CUSTOMIZABLE FACEBOOK CONTEST PACKAGES START FROM \$500**

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