

# OnTarget

OddsOn  
PROMOTIONS

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

THIRD QUARTER 2014

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## \$500,000 BIG WINNER UNDER THE BIG TOP ODDS ON WRITES THE CHECK

**Reno, Nev.** – Just eight days into their \$500,000 Prize Vault Swipe Play & Win Game and the Circus Circus Reno was making headlines.

On Tuesday, July 8, 2014, “One Club” member Andy Towne was the property’s first player to “crack” the winning code on the casino’s Prize Vault, instantly winning \$500,000, paid for by Odds On.

To participate in the promotion, “One Club” members swiped their card at the Prize Vault kiosk, enter their best guess as to the “winning combination” and

receive a two-part ticket featuring an instant win prize coupon and a collection game piece featuring unique symbols that players can collect to win additional cash and prizes. To ensure a winning experience, the casino awarded a variety of instant win prizes including Free Slot Play, \$5 Match Play, food credits, midway coupons, a daily slot tournament entry, a daily surprise gift and of course, the chance to instantly win \$500,000—paid for by Odds On.

Players automatically receive one free swipe every day, and can earn up to five additional plays per day for an hour of tracked pit play, getting a same suit blackjack, placing a minimum \$100 bet in the Race and Sports Book, earning 100 same day points on their “One Club” card, hitting a taxable jackpot, enjoying dinner at The Steakhouse at Circus, Dos Geckos Cantina or Kokopelli’s Sushi, for staying in the hotel or for making a gift shop purchase of \$40 or more.



The casino has already incorporated the big winner into the property’s local marketing to show that players can win big playing the casino’s Prize Vault game.

The \$500,000 Prize Vault promotion, which the casino reinsured for another big winner just a few days after the first win, will run through the end of the year.

“This is our 4th promotion with Odds On. It is an amazing feeling to pay out this kind of prize, but to pay out \$500,000 to a local player – who visits every day – it is worth its weight in gold.”

– Shawna Ridgebear,  
Marketing Director, Circus Circus

Interested in creating increased publicity to highlight your organization’s next event?  
Call (888) 827-2249 » Visit [www.OddsOnPromotions.com](http://www.OddsOnPromotions.com)

### ATTENTION! “CRACK THE CODE” TO MARKETING SUCCESS.



Boost web traffic and build your e-marketing database with an easy-to-implement online Prize Vault game that will get your patrons entering a lucky code for the chance to win cash and prizes.



Drive foot-traffic with a handy countertop Prize Vault. If a lucky consumer can select a winning combination of digits, they’ll win big, and Odds On writes the check for your grand prize.



Grab attention & turn heads at your next live appearance or off-site event. This handheld tablet is an easy and affordable way to give consumers the chance to win a giant, insured prize!

[www.OddsOnPromotions.com/crack-the-code-promotion](http://www.OddsOnPromotions.com/crack-the-code-promotion)



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## AUTO GROUP HAS TWO BIG WINNERS THIS SUMMER

### TWO CHARITY TOURNAMENTS, TWO BIG CHECKS FROM HOLE IN ONE INTERNATIONAL

**Olathe, Kan.** – Karl Kramer, the G.M. of the seven dealership-strong McCarthy Auto Group, may have been Hole In One International's luckiest customer this summer. He not only handed over the keys to a brand new Chevy Equinox in June, he handed over the keys to a brand new Nissan Rogue in September.

Kramer's winning season of sponsorship started at the 300 person Trent Green Golf Classic where Todd Gafney aced the 201-yard 11th Hole at the Shoal Creek Golf Course winning a brand new Chevy Equinox. Then during the 17th Annual Convenience Store Open, which benefits The Dream Factory, Jeffery Brandt nailed the 167-yard Hole 14 at the Prairie Highland Golf Course, winning a brand new Nissan Rogue.



Photo credit: Gallery Portraits

According to Kramer, the Auto Group sponsors about 10-15 events each year. "Hole In One sponsorships just make sense. As dealers we want to give back to our communities and hole in one insurance is cost effective. You choose a vehicle based on the MSRP, then you look at the yardage, the hole, the number of players and really for \$300-\$400 you get amazing community visibility. It's affordable and the organizations are so appreciative. It makes a big impression," explains Kramer.

"I've worked with Evelyn Golding on a number of promotions. She's my go-to gal. The claims process is easy. I never have to worry - not about signs, not about when there's a winner. Working with Hole In One International has been very very good."

— Karl Kramer, General Manager, McCarthy Auto Group



## AMAZING HOCKEY SHOT NETS MAN 2-YEAR LEXUS LEASE

### ODDS ON PROMOTIONS PICKS UP THE TAB

**New York, N.Y.** – Congratulations to Matthew Asaro of Tinton Falls, N.J. who won a two-year lease on a brand new Lexus this April, courtesy of Lexus and Madison Square Garden, and paid for by Odds On Promotions.

The Lexus Shootout promotion, which was designed to generate excitement and increase brand awareness, gave New York hockey fans the chance to take two shots from the Red Line through a template placed in front of the goal to try and win the luxury sedan lease.

Asaro, who was randomly selected by the promotions team to participate in the Red-Line Shootout contest, missed on his first attempt, but nailed the second, leading to



not only a giant roar from the crowd, but perhaps the biggest and best happy dance we've ever seen.

Check out Asaro's amazing shot.

 **VIEW VIDEO ON OUR WEBSITE**  
[www.OddsOnPromotions.com/winners](http://www.OddsOnPromotions.com/winners)

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# BIG IDEAS + BIG PRIZES = BIG RESULTS

**NET MORE CUSTOMERS & SALES THIS HOLIDAY SEASON.  
FAST, EASY AND AFFORDABLE CONTEST IDEAS FOR EVERY BUSINESS.**

## NET MORE CUSTOMERS WITH BASKETBALL

Put your business or cause at center court this season by giving basketball fans the chance to win free tuition, a new car or truck, anything - up to \$1,000,000, paid for by Odds On! From rewarding half-court shot contests that will get your donors digging deep for a chance to win \$1,000,000 to college bracket contests that are designed to drive traffic to your website!

Visit [www.OddsOnPromotions.com/sports/basketball](http://www.OddsOnPromotions.com/sports/basketball) to download a copy of our Top 10 Basketball Promotions.



## BLIZZARD OF CASH

Attract a crowd at your next special event, trade show or pre-holiday sale. Odds On's Blizzard of Cash Zoom Ball will get your prospects lining up for the chance to win up to \$100,000 in cash and prizes with just a quick press of a button! If a lucky contestant lands a winning combination of five or six balls inside the Zoom Zone, Odds On will write the winner a giant check! This Winter-themed Zoom Ball machine comes complete with a customizable backlit sign and 3-sided cabinet wrap.

## LUCKY PRESENT PICK

Give your customers the chance to win gift cards and cash with Odds On's holiday-themed \$100,000 Pick Your Present Lucky Envelopes promotion! You'll put 20 gift bags or presents on display, each corresponding to a Lucky Envelope. Finalist(s) select 3 bags or boxes and if the amounts inside the envelopes add up to \$100, your lucky contestant will win a \$100,000 holiday shopping spree, and Odds On will write the checks! Planning a big event? Ask about our customizable gameboard designs that will give you a professional gameshow-style presentation at a very affordable price.



## BLACK FRIDAY BUCKS!

Reward your customers while driving traffic to your web and social media sites with Odds On's Holiday Cash & Prizes online scratch card promotion. Distribute play codes at your preferred dates or times, directing shoppers to your web or social site to enter their code for a chance to win big playing your customized, online scratch and win game. If a lucky shopper has the winning touch, they'll collect your grand prize (i.e. a Holiday Shopping Spree), and Odds On will pick up the tab. Perfect for awarding discounts and post-sale bounce-back offers.

Visit our website and try the demo at [www.OddsOnPromotions.com/online](http://www.OddsOnPromotions.com/online)

## SANTA STOPS

Increase traffic, fun and excitement at your location with a rewarding holiday Scratch Card promotion! For just pennies per card, you can give your customers the chance to win up to \$1,000,000, paid for by Odds On. 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. Customers simply scratch off a predetermined number of surfaces to reveal underlying symbols. When they unveil all the winning symbols, Odds On will be there to pay for the prize! Both Stock & Customizable Cards options are available.



## TEXAS JEWELER DRIVES \$135,000 IN SALES

### "PRAY FOR SNOW" EVENT INSURED BY ODDS ON

Amarillo, Tex. - A jewelry store in Texas refunded over \$135,000 in jewelry, with a little help from Odds On Promotions.

Customers who purchased jewelry from McFarlin's during the store's Pray for Snow sales event, which was held from November 1st through December 18th, received the chance to get a 100% rebate on their purchases if it snowed one inch or more in Amarillo on Christmas Day. As it turned out, the National Weather Service's Amarillo office recorded more than 2 inches of snow on Christmas Day.

According to Tresa McFarlin, the smallest refund was about \$20 and the largest refund was over \$10,000, with refunds on several engagement ring purchases running between \$3,000 and \$8,000. "It was excellent for our business," noted McFarlin.

Watch Advertisement of How It Works:

**VIEW OUR VIDEO ON YOUTUBE**  
[youtube.com/OddsOnPromotions](http://youtube.com/OddsOnPromotions)



# FEATURED PROMOTION

## ESPN NY ON-AIR TO ON-FIELD CONTEST PASS, PUNT, AND KICK FOR \$500,000

**East Rutherford, N.J.** – Last October, ESPN NY 98.7 gave listeners the chance win \$500,000 in an on-air to on-field progressive Pass, Punt, and Kick contest, insured by Odds On Promotions.

To participate, listeners tuned-in for the Stephan Smith, Ryan Ruocco and The Michael Kay shows where the on-air talent would provide a “clue” about the day’s mystery athlete/coach as well as two trivia questions. After the final question was announced, listeners texted the word “CASH” and their three answers for a chance to be one of three daily \$987 prize winners.

At the end of the qualification period, three daily prize winners were randomly selected to participate in the \$500,000 progressive Pass, Punt, and Kick Challenge contest at halftime during the New York/New England game at MetLife Stadium.

After enjoying a variety of game day festivities with a guest, listeners Chris Collins, Gary Ferrari and Michael Thompson took to the field, as former New York OT Damien Woody and ESPN NY 98.7 FM’s Michael Kay called the action.

While Thompson made a terrific effort with his pass, it was Collins and Ferrari who threw the furthest, qualifying them to punt in phase two. Ferrari sent the ball flying with his impressive punt, but it was Collins who had the biggest foot of the day, scoring the chance to kick for \$500,000.



Unfortunately while Collins gave it a serious shot, he didn’t kick it quite far enough to win the big bucks, but he did receive a hearty handshake and serious accolades from Woody, and other consolation prizes.

Bowl Game season is almost here! Kick your marketing into high gear with a traffic and sales-driving football promotion! From easy to execute in-store promotions to online to on-field skill contests, Odds On can help you get in the game:

[www.OddsOnPromotions.com/football-playbook](http://www.OddsOnPromotions.com/football-playbook) | (888) 827-2249