



CANADIAN WINS \$888,888 ON 08/08/08

Game Shows & Giant Prizes Help Gateway Casinos Cut Through Clutter & Get Results

Vancouver, British Columbia - On August 8, 2008, at 8 p.m. Mr. K.S. Yuen won \$888,888, paid for by Odds On Promotions, during Gateway Casino's **Super 8s Spectacular Promotion**.

The 30-day traffic and play driving casino promotion gave players at nine Gateway Casino facilities a weekly chance to win up to \$8,888, culminating in a final grand prize event on August 8, 2008 where randomly selected contestants at three Gateway Casinos were given a shot at winning up to \$888,888.

In order to win the giant prize, contestants needed to select three **Lucky Envelopes** from the Super 8s Spectacular game board. If the contents of the three envelopes totalled \$1,000, the contestant would win the grand prize. Otherwise, they would receive a consolation prize ranging from \$8,888 to \$28,888.

Mr. Yuen, who qualified for the promotion at Burnaby Villa Casino, chose a winning combination of envelopes taking home the \$888,888.

In addition to the promotion being a rewarding experience for Mr. Yuen, each of the nine

Gateway Casinos benefited from the Super 8s Spectacular promotion. According to Lui Garcea, Manager of Marketing and Promotions with Gateway Casinos & Entertainment, Inc, "Last July we looked at the calendar and realized that we had a big marketing opportunity as the majority of our players are of Asian-descent. But we knew we needed to stand out."

Obviously the choice was a success. According to Garcea, "It was a record day at all properties. I was at Starlight Casino - and of the 850 machines, 846 were in use. The tables were at capacity. The poker room and lounge were full. Odds On's insured prize promotion helped us to achieve the cut through we needed."

As for working with Odds On, "Michele Malchow, our gaming rep, was outstanding. She walked us through the entire promotion and conducted conference calls with us to ensure all of our properties knew exactly how the promotions would run."

As far as other casinos who might be looking to run a similar promotion, Garcea suggests investing in a quality emcee and notes that, "In the event you don't have an insured prize winner, take a few moments to show your audience that a winner was possible."



LOOKING TO CUT THROUGH?
GIVE ODDS ON PROMOTIONS A CALL TODAY FOR CUSTOM PROMOTIONS THAT SPEAK TO YOUR TARGET MARKET.
Learn More! Get a complete case study by contacting us today at 888-827-2249.

inside



Scratch, Match & Win



Online Promotions



Swipe Promotions



Spring for Cash



Promotions Calendar



QUICK PROMOTIONS for Q4

SMALL BUCKS, BIG BUZZ!

Wish you could supersize your marketing budget? If getting more bang from every marketing buck sounds good to you, then it's time to call Odds On. We'll show you how to get maximum results using your existing marketing budget! Here's a few ideas to get you started. Better yet, call today for a custom consultation.

SCRATCH, MATCH & WIN!

Have you been looking for a promotion that every one attending your games can participate in, features an attractive prize and offers your sponsors outstanding value? Here's a brand new promotional concept fans and sponsors are sure to love: **Scratch, Match & Win!** When fans arrive at the stadium, you'll hand them a customized Scratch, Match & Win card



featuring the team's logo, the sponsor's logo and a bounce-back offer on the back. Instruct everyone to scratch and watch the scoreboard for the winning numbers to be revealed on a customized video playback, they'll win the big bucks and Odds On will pick up the tab.

\$100,000 Cash-o-copia! - This November give customers the chance to feast on cash! The **Cash-o-Copia Game Show** features a \$100,000 prize, a Thanksgiving-themed game board and 20 lucky envelopes. You'll choose a great emcee and a lucky contestant to play the game. If your contestant can select the winning combination of envelopes, Odds On Promotions will fork over the \$100,000 prize.



Blizzard O' Bucks: If It Snows On _____, Your _____ is FREE!

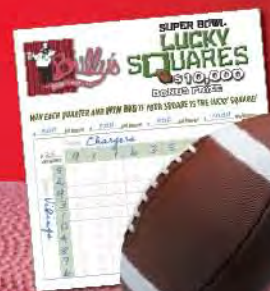
Want to capture your customer's imagination - and a bigger share of their wallet? **Run a sales campaign based on the weather!** It's easy! You'll advertise the chance to get up to a 100% rebate if it snows on Christmas Day, or if you prefer New Year's Eve or New Year's Day. If Mother Nature lets those snowflakes fly, your customers will get their purchase for free, and Odds On will write you a giant check!

\$5,000 Easy Money Holidays & Fast Cash Flurries! - We forecast a big success this holiday season when you give your customers the chance to win \$5,000 or more, with Odds On's Easy Money Holiday and Fast Cash Flurries **Scratch & Win cards.** Every card features a customer contact form and can be customized with your company logo, bounce-back offer and/or second-chance drawing information. Best of all, when your customer finds the winning number of prize symbols, Odds On will pay for the prize!



Win a Million at Midnight! - Kick off 2009 on a winning note by giving your customers the chance to **"Win a Million at Midnight" (MIDNIGHT MILLIONS).** It starts when you advertise the chance to win fabulous prizes and huge discounts simply for stopping in and rolling a set of custom 1", 4" or 8" dice. If a lucky customer can roll "M-I-L-L-I-O-N" or "M-I-D-N-I-G-H-T" or "N-E-W-Y-E-A-R", they'll win the big bucks, and Odds On will write the check!

Play-off Pay Off - This January make the football play-offs pay off for you and your customers! Whether you'd like to give customers the chance to participate in the ultimate football pool with Odds On's \$100,000 **Lucky Squares contest** or you'd like us to create a custom package of promotions that will ensure traffic every weekend until Super Sunday, we're here to help.



Call or email us today for a copy of **Odds On's Winning Football Promotions Playbook** including promotions for the **BOWL CHAMPIONSHIP SERIES** and **SUPER SUNDAY.**

SMALL BUCKS



Hole In One INTERNATIONAL
Tee To Green
 GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

WINNERS TWO YEARS IN A ROW
Man Wins \$10,000
At Hospital Fundraiser

Titusville, Penn. – For the second year in a row at Health Links, the Titusville Area Health Center Foundation’s golf fundraiser, a lucky golfer won \$10,000, paid for by Hole In One International.

Noel Jack, who played on the Universal Medical Services Inc. team, scored the \$10,000 prize on his first shot of the

day when he aced the 172-yard, 3rd hole with a 5-iron at the Cross Creek Resort

Golf Course. This was Jack’s second hole in one.

According to Tournament Director Julie Kunselman, the \$10,000 prize, which was sponsored by Northwest Savings Bank, is the second hole in one winner the tournament has had since the organization opted to award cash prizes rather than cars.

Kunselman, noted that things were even easier this year as they had a winner last year and pointed out that “making sure you have a good hole in one prize” is a key element of success. This year’s Health Links tournament raised over \$27,000 for the Titusville Area Hospital Operating Room Services.



GOLFER WINS BIKE AT REGIONAL 3M CUSTOMER APPRECIATION EVENT
HOLE IN ONE LEADS TO \$20,000 HARLEY

Vancouver, Wash. - Dave Fuller of Yakima recently won a \$20,000 Harley-Davidson, courtesy of 3M, and paid for by Hole In One International, during 3M’s customer appreciation tournament held on The Links Course at The Golf Club at Hawks Prairie.

The scramble-format tournament, featured two hole in one prizes. While players could win Hole In One International’s \$3,000 Hawaiian Vacation package, featuring round trip airfare and 7-night hotel accommodations for two on Waikiki, on the 150-yard, Hole 6; the big prize of the day was a \$20,000 Harley-Davidson featured on the 165-yard, Hole 13. While no one took home the Hawaiian Getaway, Fuller, using a 5-iron, aced the 13th hole, winning the motorcycle.

“The claims process was great,” noted first-year organizer and 3M account representative, Curt Harstad. “Everyone was just fantastic.



Tim Shay, Curt Harstad, Dean Nordstrom and winner Dave Fuller

You know, it can be nerve-wracking. You’re worried... will they pay, will they pay, but of course everything went very smoothly,” Harstad explained.

As for those planning a customer appreciation event, Harstad offers the following advice, “Add a few hole in one prizes. It makes your tournament that much more exciting and fun.”

Winner Dave Fuller astride his Harley.





SUPER SUNDAY ONLINE PROMOTION

TV Station Gives Fans a Chance to Win a Lincoln MKX

West Palm Beach, Fla. – Last February, WFLX-TV Fox 29 and the South Florida Lincoln Mercury Dealers Association gave viewers the chance to win a brand new Lincoln MKX, to be paid for by Odds On, in an online register to win **kickoff return promotion** on Super Bowl Sunday.

In the **Lincoln Big Return Contest**, viewers were invited during 30-second advertisements to visit the WFLX-TV website, view Lincoln's "Sixty Second Test Drive" and register for their chance to win. If either team playing in the big game returned a kickoff for a touchdown, one lucky contestant would win a brand new car.

While neither the Giants nor the Patriots returned a kickoff for a touchdown during the big game, according to Josh Brown, Internet Sales Director for WFLX-TV, the Lincoln



Mercury Dealers Association was quite satisfied with the results. During the week-long promotion, the contest page was viewed a total of 4,122 times, and 915 people registered to participate.

According to Brown, **"In a competitive sales environment insured-prize promotions give us an edge over the competition. Our rep, Chris Gardiner was great."**

Want to craft your own sport-themed online contest to drive in-store and online traffic or develop your email

marketing database? Odds On can help.

Give us a call today at 888-827-2249.



See how easy it was to register for this online promotion.

\$100,000 SANTA'S LIST PROMOTION HELPS ISLAND STATION SELL SPONSORSHIPS

Paradise 93.5 Holiday Contest is a Big Hit With Sponsors and Listeners

Christiansted, U.S. Virgin Islands - With the goals of engaging listeners and increasing advertising sales, Paradise 93.5, ran a \$100,000 **Santa's List Contest**, where if a lucky qualified listener could put a list of holiday prizes in the correct order, they'd win everything on the list (a total prize package valued at \$100,000), paid for by Odds On Promotions.

The promotion began with the sale of advertising packages tied to the contest. Next, the station promoted the contest and qualified 200 contestants via call-ins. Each morning, the station would announce a "Secret Santa" song. Then three times a day, listeners were invited to call in, if the "nth" caller could name the song, they received a glass holiday ornament pin and qualified for the chance to win the \$100,000 prize at the grand prize holiday party at the Sunny Isle Shopping Center.

At the holiday party the 200 lucky qualifiers were narrowed down to 10 finalists via a random drawing. The finalists then got a chance to place the "ten"

holiday prizes on "Santa's List" in the correct order to win the \$100,000 in prizes.

While no one had the winning combination, the station didn't send the finalists home empty-handed, each took home a \$100 prize.

According to Roger Morgan, President of 93.5, who donned a Santa suit in the tropical island heat to run the contest, the promotion helped the station to close roughly \$60,000 in new advertising business. Morgan also noted,

"It's essential that the station staff be enthusiastic and make the final event a party. This year we're looking at running a \$250,000 Santa's List Contest."



LUCKY LIST

Want to know more about creating an attention-getting holiday promotion for your TV or Radio station? Contact **Tara McClure** or **Chris Gardiner**, with Odds On's Media Department.



Watch this promotion in action.

SWIPE PROMOTIONS ACROSS THE COUNTRY

Custom Games Make Running Marketing Programs Effective and Simple.

From Calif. to Conn., casinos across the country have been using Odds On's **Video Scratch + Win (VSW)** and **Swipe, Play + Win (SPW)** games to attract new players and drive increased visits and play from existing ones. Here's just a quick review of a few of the winning promotions that ran this year.

Finger Lakes Casino, in Farmington, N.Y., gave players a daily chance to play and win up to \$100,000 in their **Bank Buster Promotion**. After taking their free daily shot at \$100,000, players received a drawing ticket for a daily \$1,000 guaranteed drawing. The winner's name was announced the following day, giving players an additional incentive to make a daily trip.

Barona Valley Ranch Resort & Casino, in Lakeside, Calif., recently ran **\$150,000 Blinko Bonus**. The custom VSW game gave players a daily chance to play and win up to \$50,000 in cash by revealing 6 Blinko Bonus squares on the touchscreen. Participants also received drawing tickets for the casino's weekly drawings featuring prizes up to \$500, based on the player's club level. According to Tonya Gallegos, Special Events Project Manager with Barona, **"Guests seemed to really enjoy the swipe portion of the promotion. It was a great way to have a promotion constantly running without bogging down Club Barona."**



Recently, two Northern Calif. properties offered players the chance to win big with daily swipes. Thunder Valley Casino ran a customized version of Odds On's SPW **Strike It Rich** to reward members of their player's club up to \$75 in free slot play, based upon their club level. Meanwhile, River Rock Casino ran a custom Asian-themed **\$100,000 Good Fortune** VSW game featuring lucky red envelopes, the casino's logo and a daily chance to win.



Lastly, Mohegan Sun made the most of their sponsorship of the 2008 Traveler's Championship golf tournament by giving golf fans the chance to win \$10,000 with their **Go For The Green**, custom VSW Game. Mohegan's "Street Team" gave visitors to the casino's booth the chance to win a variety of prizes including tee-shirts, lip balms, ball markers - and of course a \$10,000 grand prize.



"While casinos are using these promotions to attract and retain players and drive incremental gaming revenue," notes Zak Woodhead, Promotions Specialist with Odds On, "customized VSW games are also useful in the retail environment. Our holiday-themed **Winning Winter Wonderland** game is sure to boost traffic in any retail environment, and we frequently customize VSW games for trade shows and for use in nearly any setting."

\$25,000 Winning Winter Wonderland

Looking to drive traffic and sales from Thanksgiving through December? Advertise the chance to win up to \$25,000 in cash and prizes for visiting your casino or store and playing Winning Winter Wonderland! Patrons select six spots on a video grid, winning prizes based on how many symbols they reveal! Get all six' and Odds On will be there to shower them in holiday cash!

Download our Top Ten Holiday Promotions for more great ideas.

For more information on a customized or fully custom Video Scratch + Win game, contact Odds On today at 888-827-2249 or email us at oopinfo@odds promotions.com.



Success Stories

What a Deal!

Last March, during the Pac 10 Basketball Tournament, U.S. Bank and Pac 10



Properties / Fox Sports Entertainment gave a lucky fan the chance to win up to \$10,000 in a **Lucky Envelope** promotion that was themed around NBC's "Deal or No Deal" game show featuring both case-wielding cheerleaders and tempting cash prizes.

World's Biggest Little Tailgate Party

On Super Bowl Sunday 2008, the Silver Legacy Casino in Reno, Nev. gave football



fans the chance to win up to \$1,000,000 in a **Target Toss**. The promotion was part of the Biggest Little City's "Biggest Little Tailgate Party" and gave a lucky contestant, randomly selected from all those who had purchased



tickets for a chili-tasting fundraiser, a shot at winning the million-dollar prize, if they could toss a football

through a target template. The casino upped the ante by offering the player smaller guaranteed prizes for successfully completing shorter distance passes.

March Prediction Madness

To boost web traffic and online registrations for their client Jacked™, visual design and web communications firm, Liquid Inc., ran a **bracket prediction promotion** tied to the Men's NCAA Basketball Championships. The March For



Mad Cash \$100,000 Sweepstakes, gave sports fans the

chance to win \$100,000, paid for by Odds On, if they could successfully predict a select number of bracket winners. The contest generated 4000 plays.

PLAN FOR A WINNING PROMOTION THIS WINTER

nov

- 11 Veteran's Day
- 12 42nd Annual CMA Awards
- 13 December Radio PPM Measurement
- 23 MLS Cup**
- 27 Thanksgiving
- 28 Shopping Season Begins!



dec

- 4 December TV Sweeps LPM Only
- 11 Radio Holiday 2008 PPM Measurement
- 21 Hanukkah
- 25 Christmas**
- 31 New Year's Eve



jan

- 1 New Year's Day
- 1-7 Bowl Championship Series**
 - Jan. 1 - Orange Bowl
 - Jan. 1 - Rose Bowl
 - Jan. 2 - Sugar Bowl
 - Jan. 5 - Fiesta Bowl
 - Jan. 8 - BCS National Championship Game (Miami)
- 8 January TV Sweeps 26 Markets
- 8 Winter '09 Radio Diary Measurements
- 11 Golden Globes
- 26 Chinese New Year**
- 26-29 Winter X Games
- 31 Feb TV Sweeps 210 NSI Markets



feb

- 1 Super Bowl**
- 2 Ground Hog Day
- 8 50th Annual Grammy's
- 8 NFL Pro Bowl**
- 14 Valentine's Day
- 13-15 2008 NBA All Star Weekend
- 15 Daytona 500**
- 16 President's Day
- 22 Academy Awards
- 24 Mardi Gras
- 28 March TV Sweeps LPM Only



"SPRING FOR CASH DREAMSTAKES"

Pulte Homes & Minnesota Timberwolves Run a Winning Promotion

Minneapolis, Minn. - Last Spring, the Minnesota Timberwolves and Pulte Homes gave fans the chance to win a brand new home, paid for by Odds On, in the Pulte Homes Spring for Cash Dreamstakes.

Featuring a marketing plan designed to drive traffic to Pulte's 10 metro locations and draw attention to the Timberwolves, the contest featured a chance to take home free Timberwolves' tickets, win a \$25,000 guaranteed prize, and the chance to win a \$450,000 house.

For five weeks leading up to the grand finale event, advertising directed home buyers and basketball fans to Pulte Homes locations to register for a chance to win \$25,000 or a free house. In the days leading up to the game, a total of 50 semi-finalists were selected and invited to a pre-game reception. Once at the reception, the names of five finalists were randomly drawn.

Then, between the first and second periods, the five finalists were given an envelope that corresponded to an envelope held by a dancer. While four envelopes were blank, one contained the \$25,000 guaranteed prize - and the chance to win a free home for successfully completing a **30-second series shoot-out**.

While the lucky contestant didn't quite have the on-court skills to sink a lay-up, free throw, three pointer and a half-court shot in under 30 seconds in order to win the free home, the contest was still an effective and fun event that generated 635 leads for Pulte Homes.

According to Lisa Bennett, Corporate Account Executive with the Timberwolves, **"The Pulte Homes Spring For Cash Dreamstakes promotion was absolutely a success for Pulte Homes and the Minnesota Timberwolves! We enjoyed working with Odds On Promotions and our representative, Linda Thomson, to implement this exciting promotion!"**

To see this contest in action and learn more, contact us for a case study.



**WANT TO HELP YOUR SPONSORS GET MORE OUT OF GAME DAY?
Contact Odds On Promotions today at 888-827-2249.**



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HO, HO, HO

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and Super Sunday Football Contests

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Game Show

Drive Web Traffic
and Build Your Database

