



STUDENT PUTTS & WINS \$10,000 AT BASKETBALL GAME ODDS ON PROMOTIONS WRITES THE CHECK

Greenville, S.C. – Christopher Carns won \$10,000 this past January, courtesy of Roto-Rooter, and paid for by Odds On Promotions, after he drained a 94-foot on-court putt at Littlejohn Coliseum during halftime at a Clemson basketball game.

Carns, who was randomly selected to participate in the fan-friendly on-court contest, had only ever played golf a few times. After he hit the ball, he expected

the shot to veer off at any moment, but as it turned out, the ball rolled right through a template placed at the other end of the court, resulting in a giant roar of approval from the crowd and a big hug from the school's mascot.



franchisee (a Clemson alum) who sponsored the contest. The "drain the putt" story was picked up by ESPN, Fox Sports, CBS Sports, USA Today and all the major golf publications including Golf Digest.

The putt also paid off for Clemson University and the local Roto-Rooter

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“After he made the shot, we were speechless – in shock. We were getting media requests every few seconds for a while after the event. It was a phenomenal experience all the way around. The whole process of working with Odds On was very smooth.”

Senior Account Executive
Clemson Sports & Campus Marketing
powered by JMI Sports



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GOLFER WINS SUBARU AT FUNDRAISER

HOLE IN ONE INTERNATIONAL WRITES THE CHECK



Photo Credit: David Besnette & Jim Mallouk

Glenwood Springs, Colo. – Bob Devan of Basalt not only registered his third hole in one, but also drove home the winner of a brand new Subaru, courtesy of Glenwood Springs Subaru, and paid for by Hole In One International during the 14th annual Vince Gill and Amy Grant Anniversary Gala and Golf Classic.



Devan won the new Subaru Outback Limited valued at just over \$35,800, after he aced the 158-yard 17th hole at the Snowmass Club with a 3-wood and brand new golf ball.

The two-day event raised over \$110,000 this year for Challenge Aspen, a non-profit organization located in Snowmass Village, whose mission is

"Making possibilities for people with disabilities."

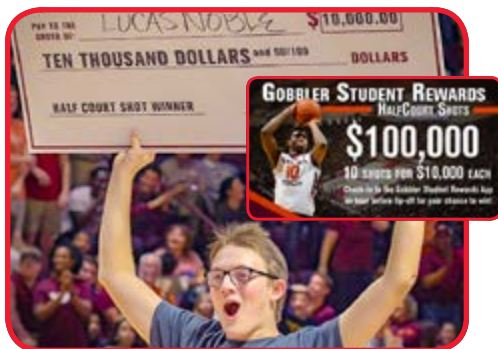


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STUDENT REWARDS APP LEADS TO \$10,000 PRIZE

THE HOKIES HAND OVER THE DOUGH, PAID FOR ODDS ON PROMOTIONS



Blacksburg, Va. – Imagine winning \$10,000 because you downloaded an app. That's exactly what happened to Virginia Tech

Freshman Lucas Noble last February, after he setup a student rewards app, and was then randomly selected to participate in a half-court contest at Cassell Coliseum.

To encourage adoption of, and engagement with the Gobbler Student Rewards app, as well as entertain and reward students, Virginia Tech Marketing and Promotions team crafted a season long half-court shot promotion featuring the chance to win \$10,000 during selected games.

On February 21st, during a game against Clemson, Noble was the first of several randomly selected students to show up at the promotions booth, earning him the chance to shoot for dough.

According to the Assistant Director of Marketing and Fan Experience, "We ran the half-court shot promotion during all of our ACC games. Noble was joking around about making the shot, then he went out and made the basket. It was pretty incredible. He was so excited after the shot, he was already talking about what he was going to do with the money."

"Working with Linda has been awesome. She's super responsive, when we called her the next day after the game, she walked us through everything. Odds On has been great to work with," continued the Assistant Director.

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HOT IDEAS & PROMOTIONS FOR EVERY BUSINESS

STAND OUT FROM THE CROWD THIS FALL AND WINTER WITH AN EYE-CATCHING, GIANT PRIZE PROMOTION FROM ODDS ON.

FALL INTO CASH & REINDEER RICHES

Run your very own custom game show with a traditional Lucky Envelopes or electronic-Game Board promotion from Odds On. Qualify your contestants any way you choose (via online registration, traditional in-store registration, or on-air for TV and Radio stations). If a lucky finalist can find the three lucky leaves or reindeer that add up to 100, they will win \$100,000 or more - paid by for by Odds On.



SPIN & WIN HOLIDAY DOUGH

Give consumers the chance to have a very merry December or a Very Happy New Year with Odds On's holiday themed Super Prize Wheel or Holiday Prize Slot! Customers simply press a button to spin the reels or step up for a chance to spin our oversized mechanical wheel for everyone's favorite holiday treat: cold hard cash! Best of all, when a lucky contestant racks up a winning combination of symbols, Odds On will be there to write a check for your grand prize.

PICK YOUR PRESENT SCRATCH & WIN

Give customers the chance to scratch and win a pile of dough this holiday season with one of Odds On's easy to run Scratch and Win Promotions. Choose from a handy tablet-based Video Scratch & Win, our mobile-friendly Online Pick Your Present game, or keep it super simple with a traditional customizable Scratch Card. When a lucky customer unveils a winning combination, Odds On will be there to play Santa and hand over the dough, up to \$1,000,000.



TEXT 2 WIN

Put the chance to win in every customer's hand with a sports or holiday themed Text 2 Win promotion. Odds On will customize a text campaign featuring your organization. Simply advertise your contest with instructions to text an applicable KEYWORD to "31996" and visit your location, social media channel, or scoreboard at a game - for a chance to win big. If the numbers they receive via text match the ones revealed on a customized video or posting at your location (provided by Odds On), your lucky customer will win the big bucks, and Odds On will be there to pay for the prize.

CASCADING DICE

Introducing our new, easy to run, 1-inch dice roll machine! Simply display the machine at your booth or event and advertise the chance to stop by and win fabulous prizes. Contestants simply place the dice into the hopper, and press the button to release a cascade of excitement. Spell W-I-N-N-E-R, \$-1-0-0-0-0, or use your logos, etc., the possibilities are endless. And, when someone beats the odds, we'll be there to pay for the prize!



WOMAN WINS \$25,000 AT UNITED WAY FUNDRAISER

ODDS ON PAYS THE TAB AFTER BIG FOOTBALL KICK RETURN

Mill Hall, Pa. - Deana Hill won \$25,000, courtesy of the Clinton County United Way, and paid for by Odds On Promotions, during a PSU Tailgate Party at Haywood's On the Green.

To raise some funds (and have some fun), the Clinton County United Way threw a tailgate party during the Penn State vs. Ohio State football game. For \$10, participants could watch the game on two big screens, enjoy a bonfire as well as food and drink specials, and dance the evening away with a live band after the game.

To generate additional excitement and draw an even bigger crowd, the United Way gave everyone who purchased a ticket the chance to win \$25,000 if a Penn State player returned the opening or second-half kickoff for a touchdown.

As luck would have it, Saquon Barkley returned the opening kickoff 97-yards for a touchdown, ensuring one lucky attendee would win the giant-cash prize. After the game, Deana Hill's ticket was randomly drawn and she scored the \$25,000 prize.



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FEATURED PROMOTION

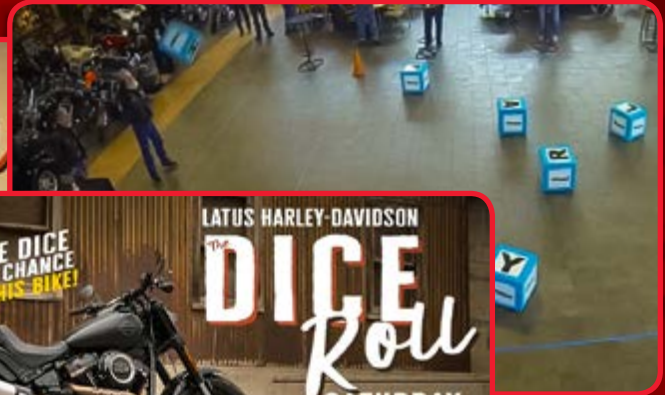
MAN WINS \$25,000 HARLEY IN DICE ROLL PROMOTION ODDS ON PROMOTIONS PICKS UP THE TAB

Gladstone, Ore. - This Spring, Rod Meyer won a 2018 Softail Fat Bob Harley-Davidson motorcycle, courtesy of Latus Harley-Davidson, and paid for by Odds On Promotions.

Meyer won the sweet set of wheels after rolling H-A-R-L-E-Y on a set of enormous customized 16-inch dice. The promotion was open to the first 400 customers to visit the store during their annual special event.

According to the Head of Event and Marketing, with Team Latus Motors, "We had over a 500-person door count - which is a lot for us - folks were lined up out the door waiting for a chance to roll those dice. It was very successful."

 **WATCH THE AMAZING ROLL
AND READ MORE AT:**
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