

BIG PRIZES. BIG RESULTS.

OddsOn
PROMOTIONS



SPORTS | RETAIL | GAMING | MEDIA | GOLF | AUTOMOTIVE | SHOWS/EVENTS | MISCELLANEOUS

PROMOTIONS ARE THE NAME OF THE GAME

INCREASE PARTICIPATION, AWARENESS AND EXCITEMENT
WITH AN ODDS ON CONTEST OR PROMOTION



At Odds On Promotions, we give you the ability to up the ante during your next contest, game, marketing campaign, promotion, etc. You can offer fabulous prizes worth millions of dollars without the risk of a payout. All within your budget.

Use one of our hundreds of proven promotions or create one of your own. We can insure ANYTHING! And, our "A-" (Excellent) rated underwriting gives you peace of mind when someone wins and it's time for us to write the check.

Howard Busse receives a check from Odds On Promotions for a cool million.



Experts have estimated that the average consumer is exposed to more than ten thousand marketing messages, images and icons every day. Ten thousand! And as consumers become more and more media savvy and discretionary with their attention, the challenge for businesses to rise above the clutter has become even more important and elusive.

From sporting events and trade shows to car dealerships and direct mail, promotions not only increase participation and awareness, they also add a tangible level of excitement and momentum to any marketing effort. Thousands of satisfied customers agree, when it comes to breakthrough marketing, promotion is the name of the game.

John Raffealli from Bill Pearce Volvo presents Bill Berrum with the key to a new Volvo S-80. Bill made a lay-up, free throw, 3-pointer and a half-court shot beating the clock and scoring a new car!



Eric Duncan holds his \$1,000,000 presentation check.

high schools
colleges/universities
professional sports teams
auto dealers
insurance agents
fortune 500 companies
real estate companies
marketing/
advertising agencies
direct mail houses
internet companies
radio and television stations
newspapers
non-profit organizations
membership organizations
bars and nightclubs
shopping malls
retail stores
casinos
bingo parlors
lotteries
corporations
supermarkets and
convenience stores
financial institutions



SPORTS



baseball
basketball
bowling
fishing
football
hockey
soccer
motorsports
golf
tennis
volleyball

Sports are big business at every level. From pros to pee-wees, owners, sponsors and fans alike love a great promotion. We have promotions for every sport!



SPECTATOR PARTICIPATION CONTESTS

Get your fans into the game with intermission promotions such as half-court basketball shots, field goal kicks and ball tosses. These are a great way to increase program and concession sales and generate excitement whatever your venue.

BIG PLAY CONTESTS

How about giving away \$1,000,000 the next time your hometown hero hits a grand slam or scores a hat trick? These promotions are ideal for generating foot traffic at your sponsors' retail locations and millionaires at your next game.

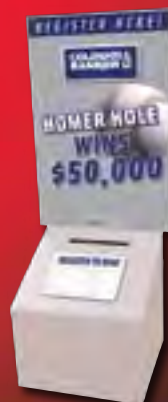
ATHLETE/COACH PERFORMANCE INCENTIVES

Go ahead, pay the big bucks. But make them earn it! Odds On Promotions can help team owners, athletic directors and contributing sponsors by insuring contract bonuses for your big time players and coaches.



SPONSOR INVOLVEMENT

Involve your sponsors. Sponsoring a promotion is a unique way for them to showcase their name and product to a captive audience. Game time intros and signage will provide visibility far beyond the realm of conventional advertising. Odds On has promotional items available to guarantee success.



AUTOMOTIVE



Ready to rev up your marketing? Odds On has great ideas to fill your store with excitement, publicity, and best of all, customers. We've taken the concept of hole in one insurance to a whole new level. A level designed to help you sell cars!

INCREASE LOT TRAFFIC

We all know the goal— increase your “ups.” Promotions are the best way to get potential customers off the couch and onto the lot. Tag your next radio, television or print ad with the chance to WIN a new car. If someone wins, we'll pay full retail.

SPECIAL SALES PROGRAMS

Auto shows, tent sales and satellite locations all need pizzazz. Offer a chance to win “Free Gas for Life” at your next sale. Use one of our proven “Lucky Key” or “Number Match” promotions and watch the line start to form. You won't have to push, pull or drag them in anymore!

SALESMAN INCENTIVES

OK, we can help you get them there, now you have to sell them. We can help you do that too. All salespeople need a little extra incentive. Commissions are great, but throw in a promotion with the chance to quadruple their check, and watch 'em go the extra mile. All at our risk, not yours.

INCREDIBLE TURNOUT

Sponsoring a promotion at a local sporting or community event will not only generate goodwill for your dealership, but also offer a unique opportunity to present your name and product to a captive audience. Odds On Promotions will allow you to sponsor a prize without the risk of a payout. And all for a fraction of the cost of conventional advertising.



**new car sales
promotions**

**used car sales
promotions**

**auto show
promotions**

**direct mail
promotions**

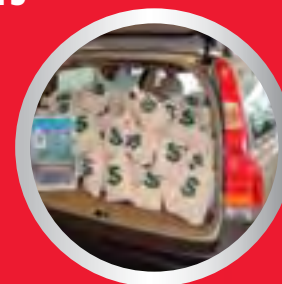
**internet
promotions**

**weather
promotions**

**conditional
rebates**

**sports
promotions**

scratch cards



MEDIA



listen and win

watch and win

boost CUME+TSL

print/newspaper

remotes

direct mail
promotions

weather promotions

sports promotions

scratch cards

online/web promotions

free standing inserts

database building
promotions

You know it, and we know it! Promotions make the world go round! Standard media can become monotonous without a little excitement. Whether you are radio, television or newspaper, the goals are common: increase your market share and advertising revenue. Odds On can help you do just that.

FORCED LISTENING/VIEWING PROGRAMS

Offer a promotion worth \$1,000,000 to a lucky listener/viewer and watch your ratings skyrocket. Consumers and advertisers alike love the excitement of a huge giveaway. We give you the opportunity to captivate your market without the risk of a payout.

REMOTE PROGRAMS

Set yourself apart from the competition by tying in a promotion designed to drive traffic to your advertiser's front door. Remotes are a great call to action. And offering the chance to win a \$10,000 shopping spree makes it an urgent call. We have hundreds of contest ideas designed to spice up your next remote broadcast.



PRINT PROMOTIONS

Newspaper inserts, direct mail campaigns and print advertising can all benefit from promotions. Tell them who you are. Tell them what you do. And ingrain it in their minds with a chance to win fabulous prizes. Your name will be on the tip of their tongue.

LISTENER/VIEWER APPRECIATION PARTIES

What better place to give away a huge prize. Your loyal audience will flock to the party and leave telling their friends about their shot at becoming a millionaire.

These promotions are a great way to involve loyal sponsors and give them the added attention they deserve.

SALES AND MARKETING

Don't go in with the same old song and dance. Arbitron, Nielsen and Scarborough only get you so far. Let Odds On help you create an exciting promotion for your advertiser's next spot. We'll give them a reason to book with you.

SOME OF OUR MOST POPULAR MEDIA CONTESTS AND PROMOTIONS

born to win

wheel or deal

birthday match

crack the code

video scratch & win

dollar bill game

millionaire money bags

classic countdown

sports contests/predictions

phrase that pays

roll for the dough

lucky list

name game

song of the day

GENERATE EXCITEMENT

“Last year I used Odds On Promotions for our Monday Night Football parties and nearly had to turn people away. During the first game of the year, punt returner Az-Zahir Hakim of the St. Louis Rams broke right, and then left, I thought the roof was caving in. He crossed the goal line, and our entire party was doing the funky chicken. Best of all, Brent Hallsworth drove home in a brand new Porsche, paid for by Odds On.”

April Dunn, General Manager, X105 FM



GAMING



Gaming is one thing, promotions are another. We insure both. Our company is designed to help you increase participation, and most of all revenue, in your casino games, lotteries, bingo parlors and poker rooms. You pay a fixed fee, we pay the winners.

FLOOR PROMOTIONS

Traffic, traffic, traffic! Keep them coming back every week with an incentive promotion designed to make you the only game in town. Offer a chance to win \$1,000,000 with an eye-catching floor, paycheck or sports book promotion for as little as pennies per person.

VIP PARTIES

You've gotta keep those high rollers happy. Dinner, cocktails and entertainment aren't enough. We have fun promotions like wheel spins and dice rolls designed to help you give away the house. Our house!

CLUB MEMBERSHIP DRIVES

Sign them up in droves. The more members, the more drop. Build a great database with customer appreciation promotions from Odds On Promotions.

JUMBO JACKPOTS

Set your property apart by offering multi-million dollar jackpots for all your games. You get great response, increased revenue, and front-page publicity without having to write the check. That's our job!

BIG PRIZES. NO PAYOUT RISK.

“We chose to partner with Odds On Promotions to insure our Millennium Madness Parties, and the turnout was incredible! We were able to offer millions of dollars in prizes at our parties without the risk of a payout. The Odds On staff was a pleasure to work with, and the fee was much less than expected.”

Gary Carano, General Manager, Silver Legacy Resort Casino

keno

slots

poker

table games

bingo

race/sports book

lottery

direct mail
promotions

internet promotions

sports promotions

scratch cards

gameshows



RETAIL



Build it and they will come. That's not always true in the world of retail. You need to let them know who you are and what you sell. Conventional advertising is a necessity. Now, tag on a promotion from Odds On and watch your advertising turn into anything but conventional.

TRAFFIC BUILDERS

Our job is to get people to your store. Your job is to sell them. We have promotions guaranteed to increase customer traffic. Offer discounts, rebates or better yet, free prizes without sweating the risk of the payout.

CUSTOMER APPRECIATION

If you give them a good product and give them good service, there are no guarantees you will stand out from the crowd. Thank them for their business with a chance to win up to \$1,000,000 and start becoming the first stop on the trip to the mall.

SALESMAN INCENTIVES

Who doesn't need to motivate their salespeople? Pay raises and increased commissions cut into your budget. Our promotions give you the chance to offer huge bonuses on a fixed budget while driving sales through the roof.



INCREASED RESPONSE RATES

“We used Odds On Promotions to insure a new car giveaway during our last direct mail campaign. Our standard 2% response rate nearly tripled, and best of all one of our lucky customers drove home in a new BMW!”

Brad Mitchell, Marketing Manager, Lakeside Electronics

If the **BEARS**
clobber the
PACKERS next
weekend, your
new furniture is
FREE!

direct mail promotions

weather promotions

conditional rebates

sports promotions

scratch cards

over redemption

internet promotions

trade shows



TRADE SHOWS



pre-show promotions

during show promotions

follow-up promotions

direct mail promotions

sports promotions

scratch cards

internet promotions

free standing inserts

conditional rebates

You have the best product and the best service in the show. Now you need the booth traffic. That's our job. Odds On has promotions guaranteed to make sure attendees know who and where you are. Call us up, budget us in, and start writing orders!

BOOTH TRAFFIC BUILDERS

Line 'em up at your booth for a chance to win the new Harley parked in the corner. A simple roll of the dice or pull of the handle can send your customer home in style! You'll be the most popular booth at the show.

DATABASE BUILDERS

Sure, we all write orders at the show, yet the follow up is twice as effective. Use one of our promotions to not only give away great prizes, but to collect valuable customer data for future sales.

TURNKEY PROGRAMS

Let us do it ALL. Here's how it works. We coordinate a customized pre-show mailing, fax or email to all registered attendees inviting them to your booth for a chance to win up to \$1,000,000 in one of our promotions.

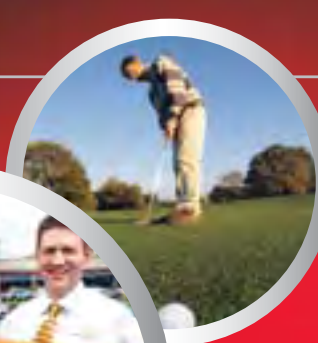
We provide you with all the necessary props and signage to run the promotion. And we write the check if you have a winner. The only thing you do is figure out how to handle the rush!



DRIVE BOOTH TRAFFIC

Pick a cool prize for the promotion such as a motorcycle or a lap top computer. Budget a little extra room to display the prize in the booth. Have your salespeople ready to work the crowd as they gather in your booth to admire the prize and try to drive home a winner.

GOLF



FREE PRIZES

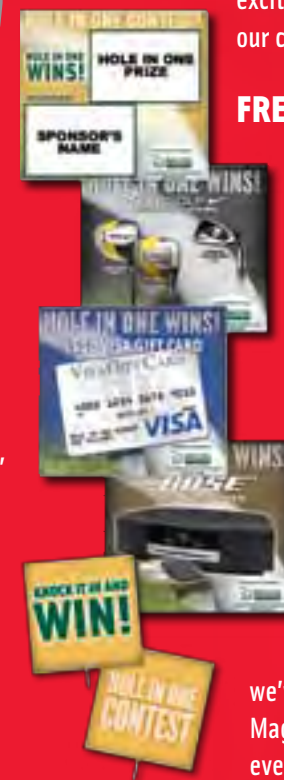
Any player aching a non-target par three during your tournament will receive an exciting auxiliary prize, with our compliments.

FREE SIGNS AND TEE MARKERS

Use Hole In One International and we'll provide you with a tee sign introducing your sponsor to the whole world as well as signs for all of our complimentary auxiliary prizes.

FREE TEE PRIZES

To entice you to insure with us, we've teamed up with Magique Golf to give everyone in your event the choice of a FREE* golf club or golf bag.



HOLE IN ONE CONTESTS

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, Odds On Promotions sister company, you offer spectacular hole in one prizes, and we'll assume the risk.

PUTTING CONTESTS

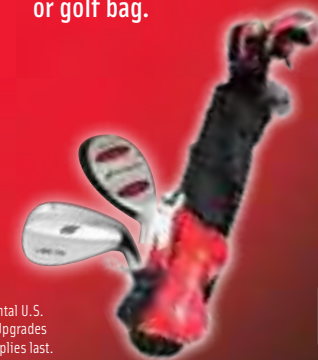
So, you think 135 yards is too long? Well, how about 50 feet? That's right, you can now insure a 50 foot or longer putting contest for as little as \$150.

MILLION DOLLAR SHOOT-OUTS

Imagine the turnout and excitement when you offer a \$1,000,000 prize! Don't worry, it costs as little as \$190. And when your participant knocks it in, Hole In One International pays the price.

www.holeinoneinternational.com

*A \$29.95 charge covers shipping and handling within the Continental U.S. Clubs come with steel shafts. Please allow 4-6 weeks for delivery. Upgrades and rush shipping available. Limit one tee prize per person while supplies last.



CALL 888.827.2249 FOR A FREE, NO-OBLIGATION QUOTE | www.oddsonpromotions.com

MISCELLANEOUS

The beautiful thing about being in the contest and promotions insurance business is just when we think we've insured it all, the phone rings with a new and exciting opportunity. As you've read, we have hundreds of ideas to choose from. But don't forget, we can insure anything you can dream up!



POPULAR CONTESTS

Here are just a few examples of the various contests and promotions we've insured in the past.

frisbee toss

wheel of fortune

indoor/outdoor bowling

disk golf

horseshoes

skeet shooting

pocket billiards

scratch cards

duck races

cow patty parties

horse/dog races

olive in one

indoor putting

guess the "idol"™

poker run

G.I. Joe parachute drop

paper airplane toss

fantasy sports contests

slot machine

guess the dow

miniature golf



Log on to www.oddsonpromotions.com
for hundreds more contest and promotion ideas!



CONTEST SUPPLIES

We've done this a time or two and we know you can't run a good promotion without good promotional supplies. That's why we have become the nation's only full service contest and promotions company. At Odds On, we care about the success of your promotion not just the amount of our fee. Here are just a few of the necessities we have to offer.

SPORTS TEMPLATES

Why go through the hassle and cost of design and construction? We have templates for all contests announcing your prize and sponsor. Many templates are available including baseball, football, soccer, hockey, frisbee toss, paper airplane toss, tennis and volleyball.



MONEY BAGS AND GAME BOARDS

Enhance your next envelope or lucky guess promotion with our money bags or customizable game boards.



VIDEO SCRATCH + WIN AND PRIZE VAULT

Grab attention anywhere! These traffic-stopping products come complete with custom signage.



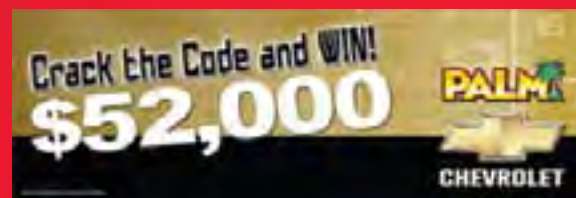
PRESENTATION CHECKS AND KEYS

A necessity for every contest and promotion. Show them what they can win.



SCRATCH CARDS

We have a variety of in-stock cards ready to ship, or we can customize one for your next promotion.



REGISTRATION KIOSKS WITH CUSTOM SIGNS

Customized to your promotion, these are an easy way to register your contestants.



CUSTOM LOGO DICE

Spell out your prize, company name, or call letters. 1", 4", 8" or 16" sizes available.



FLOOR CONTESTS

Everything to run a great indoor putting, horseshoe, shuffleboard, or bowling promotion is included in our fee.



WHO WE ARE

Odds On Promotions is owned, operated, and staffed by marketing enthusiasts. We took our extensive knowledge and affection for promotions, combined them with business knowhow and "A-" (Excellent) Rated underwriting to offer the best rates in the business and service that's second to none.

Coupled with our parent company, Hole In One International, we insure in excess of 18,000 contests and promotions worldwide each year. Our client list includes Fortune 500 companies such as American Express and Texaco, professional sports teams like the Chicago Bulls and Tampa Bay Buccaneers, automaker Mercedes-Benz, gaming properties like the MGM Grand and thousands of marketing and promotion coordinators in every walk of life. Our clients rely on us to help them offer fabulous contests and promotions as a part of their marketing efforts while maintaining a stronghold on their budgets.



888.827.2249
www.oddsonpromotions.com

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Odds On Promotions is a purchasing group operating pursuant to the Liability Risk Retention Act of 1986 (15 USC 3901 et seq) and underwritten by Praetorian Insurance Company



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