



OnTarget

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

Odds On
PROMOTIONS

2ndQ07

ISSUE 14

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\$100,000 PERFECT ATTENDANCE WINNER

Insured Prize Used To Motivate Seasonal Staff at Amazon.com

Campbellsville, Ky. - This past December, Staff Management, a provider of on-premise staffing and management solutions gave team members the chance to win \$100,000, paid for by Odds On Promotions, to attract, hire and motivate seasonal associates for its client, Amazon.com.

Staff Management contacted The Horton Group, specialists in providing insurance, risk management and employee benefit solutions, who contacted Odds On for a program that would incentivize perfect attendance at four Staff Management locations during the peak holiday season.

The solution? **Lucky Envelopes.** For each week of perfect attendance during the contest dates, Staff Management team members received an entry into a \$2,000 drawing and a chance to pick from a set of Lucky Envelopes featuring a \$100,000 prize.

Brad Lackey, a Staff Management employee at Amazon.com's Campbellsville fulfillment center, selected envelope number 49, winning himself \$100,000. "I couldn't believe I won," said Lackey, "I knew that it didn't matter if I won or lost because I am already blessed, but I am grateful for this gift from Staff Management."



Lackey's perfect attendance leads him to a big payday!

"...the client wanted to incentivize greater worker productivity... Zak Woodhead, our Odds On representative was very helpful!"

Fred Garfield
Senior VP and Partner, The Horton Group

According to Peter Doyle, Director of Operations, the four week promotion was not only effective and exciting, the residual marketing has been huge because everyone in town knows Lackey.

Fred Garfield, Senior V.P. and Partner with The Horton Group points out, "We've been insuring hole in one contests with Hole In

One International for years. In this case, the client wanted to incentivize greater worker productivity during the peak holiday season. Zak Woodhead, our Odds On representative, was

very helpful. We did a training conference call to run through what the procedures would be for the drawings at the locations and what to do in the event of a winner.

Our client was a little nervous at the start...worried about the payout, but they followed the instructions flawlessly and everything went smoothly. This kind of promotion could also be used to enhance productivity, safety, and employee wellness programs."



Looking to motivate, incentivize or reward your team? Contact Odds On Promotions today for our Top Five Employee Incentives flyer.

Get Your Summer Off to a Sizzling Start!

Five Hot promotional ideas to **FIRE UP TRAFFIC** and **SALES** this May, June and July!

Summer of Love Attention Everyone

Did you know that this summer is the 40th anniversary of the Summer of Love? Show your customers some love this summer by giving them the chance to win \$40,000, \$400,000 or even \$1,000,000 if they can roll L-O-V-E on our 4" 8" or 16" dice. If one of your hipsters has "an arm", we'll be there to pick up the tab!

Or, give everyone the chance to win the ultimate 60's icon ... a VW Bug, playing 'Bug Win', one of our popular **Video Scratch & Win** games. Customers simply reveal prize symbols on the touchscreen grid using

their fingertips. If they can correctly unveil six matching VW bugs, they win the car, and we'll pick up the tab!



Baseball Bonanza: Give Away the House!

Ideal for Banks, Mortgage Companies, Real Estate Agents, Home Builders, Etc.

A "Win the House" **Homer Hole** contest is guaranteed visibility all season long at a very affordable price! Erect a sign in the shape of a house on the outfield wall. If a big hitter knocks one through the window (a target hole cut in the sign) a lucky fan wins the keys to a brand new house, and we'll cover the mortgage. Want to let someone drive home a winner instead? Why not install a sign in the shape of a car!



Red Hot Poker...

Attention Casinos, Card Rooms, Service Clubs and Fundraisers

Looking for ways to boost your poker revenues or make the most of a summer Poker Run? Our hot new poker-themed game, **Five for a Million Poker**, gives contestants five different ways to win cash prizes ranging from \$1,000 to \$1,000,000 paid for by Odds On. Contestants select five envelopes filled with playing cards from a total of 20 (four Aces, four Kings, four Queens, four Jacks and four 10s). If they draw a three of a kind they win \$1,000, a straight is worth \$2,000, \$3,000 for a full house and a four of a kind is worth \$25,000. But, if your lucky contestant draws a Royal Flush, they win a \$1,000,000 and Odds On will fork over the dough.

Looking for a way to manage your traditional Poker Run and award a giant prize? Check out **Lucky Hand Poker Run**. This fully automated table top machine gives participants the chance to win up to \$50,000 if they have the "lucky hand". Contestants simply enter the cards collected from each of their stops. The machine then tallies and ranks each hand. If one of your contestants has the "Lucky Hand," they win the giant prize.



7-7-7 Super Slot

Attention Retailers, Auto Dealers, and Motor Sports Dealers

This July why not run a "7-7-7" promotion with our giant-jackpot awarding **Super 7's Slot Machine**. Complete with bells, buzzers, flashing lights and spinning reels, this promotion is an easy and effective way to put the thrill and fun of Vegas right on your showroom floor! If one of your lucky customers can line up 7-7-7 on the reels, we'll be there to write them a check worth up to \$50,000. Machine can be programmed to award a variety of self-insured ancillary prizes as well.





Hole In One
INTERNATIONAL®

Tee To Green

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

THE ULTIMATE
TEE PRIZE!



MAGIQUE GOLF
BETTER FIT • BETTER PRICE

NEW FOR 2007: Another FREE Club!

FREE CUSTOM HYBRID CLUB FOR EVERY TOURNAMENT PARTICIPANT!

Here's a deal you can't refuse! Book your hole in one or combination putting contest with Hole In One International and all of your event participants will receive an EC2 custom-fitted hybrid utility club from Magique, a \$150 value, absolutely FREE*!

Here's how it works. We'll send you a package of vouchers for the FREE Magique clubs with your complimentary event signage. Simply distribute vouchers to each player in your event as a tee prize. Your participants then contact Magique

Golf directly for a 12-point custom fitting that takes into account their height, shot pattern, loft preference and more!

How are we able to make this amazing offer? It's simple, Magique wants to prove to you that they can improve your game...immediately!

*A \$29.95 charge covers shipping, handling and a 12-point remote custom-fitting session with a Magique Golf Professional (within the Continental U.S.). Please allow 4-6 weeks for delivery. Club comes standard with a steel shaft. Ask about free rush shipping and upgrades.

"ARMENIAN OPEN" BOASTS TWO \$10,000 WINNERS!



Mike Kourtjian, co-chair of the Armenian Open; Greg Avedesian, winner; Armen Hampar, Hole in one prize sponsor; Joe Elias, winner and Mel Shanoian, co-chair.

Burbank, Calif. - Greg Avedesian and Joe Elias are each \$10,000 richer thanks to a couple of great shots and Hole In One International. Both Avedesian and Elias, members of the Los Angeles Triple X Fraternity, an Armenian fraternal organization, managed to ace the 150-yard, 10th hole at Brookside Golf Course in Pasadena during this year's 51st Annual Trex Armenian Open charity golf tournament.

While Avedesian scored his ace with an 8-iron, Elias made his with a 4-iron, much to the delight of Armen Hampar who sponsored the contest.

When acting agent Paul Abrahamian, who insured the hole with the assistance of Don Aldrich, Jr. and Darrell Taylor of the Aldrich/Taylor Agency, first learned that there were two ace makers he was happy, but concerned, "All I could think was - two? They'll never pay us for both. But when I called there was no problem at all. Hole in One International made the entire process very easy." The Trex Armenian Open is a fundraiser for the Mount Ararat Home for the Aged.

“ All I could think was - two? They'll never pay us for both. But when I called there was no problem at all. Hole in One International made the entire process very easy. ”

Paul Abrahamian, Aldrich/Taylor Agency

TOURNAMENT FEATURES \$750,000 CONDO AS HOLE IN ONE PRIZE

MICHAEL JORDAN CELEBRITY INVITATIONAL RAISES \$525,000



Tournament Host Michael Jordan presents a check to Paul O'Neil, C.O.O. of Kerzner International, for the Butch Kerzner Memorial Fund.

Paradise Island, Bahamas – This January, sports and entertainment celebrities came together for the 5th Annual Michael Jordan Celebrity Invitational at the One & Only Ocean Club on Paradise Island. And, in a manner of speaking, Hole In One International was there. That's because Lauren Elam, Event Manager with All Access Sports & Event Marketing, a boutique agency offering turnkey event management expertise and execution, contacted Hole In One International to ensure a big ticket prize on the 175-yard, 14th hole: a Turnberry Associates condominium valued at \$750,000.

While no one won the luxury condo, the star-studded tournament raised \$525,000, which will go to The Butch Kerzner Memorial Fund, Ronald McDonald Houses of North Carolina, The James Jordan Foundation and 40 additional charities as designated by celebrity participants. According to Elam, "We were very pleased with the service we received from Hole In One International."



Ozzie Smith with Ryan Stuckey and his brand new

"MR. OCTOBER" TOURNEY HAS BIG NOVEMBER WINNER!

\$94,000 MERCEDES AWARDED AT REGGIE JACKSON INVITATIONAL

Las Vegas, Nev. – If you think the only big jackpots you can hit in Las Vegas are at casinos, think again. At the inaugural "Mr. October" Golf Tournament (aka the Reggie Jackson Invitational), Ryan Stuckey from Wichita, Kan. won himself a brand new Mercedes-Benz SL550 valued at \$94,000. The 28-year-old Stuckey won the car after acing the 150-yard, Hole 12 at the Southern Highlands Golf Course. According to Stuckey, "It was unbelievable. I just started laughing. It was the first hole in one I've ever even witnessed." The tournament had a total of 121 participants including Rollie Fingers, Ronnie Lott, Julius Ervin and Ozzie Smith—who was one of Stuckey's playing partners.

DOUBLE HAPPINESS!

Acemaker Takes Home Bose Stereo and Ben Hogan Irons For Acing Two Non-Target Holes

Utica, Mich. – For most golfers, getting a hole in one once in their lifetime is an impressive feat. So imagine how Mark Restum felt when he aced both the 154-yard 3rd hole and the 153-yard 12th hole during the Friends Helping Friends Golf Tournament at the Belle River Golf Club in Memphis. While Restum certainly had game, he wasn't as lucky as he might have been. That's because while he scored those two aces, neither was on the hole that would have won him a \$16,000 Harley-Davidson. However, Hole In One International didn't let Restum go home unrewarded for those two amazing aces thanks to our complimentary auxiliary prizes, which are automatically provided for all non-target par 3 holes, Restum took home a Bose Wave Music System and a set of Ben Hogan Irons for his efforts.

\$40,000 TOYOTA GIVEN AWAY AT TRAIL BLAZERS GAME



Man wins Tundra at Home Opener, courtesy of Odds On Promotions

Portland, Ore. – This season, The Portland Metro Toyota Dealers, the Portland Trail Blazers and Saatchi & Saatchi gave basketball fans the chance to win a brand new truck, paid for by Odds On, in the Toyota **Half-Court Shot** for a 2007 Toyota Tundra.

For a chance to win, contestants registered online at trailblazers.com. Three days prior to the game, a lucky fan was randomly selected and was given two tickets to the game. If the fan could successfully make a half-court shot during half time, they'd win the Tundra and Odds On would pick up the tab. On November 10, the home opener, Tim Chapman stepped onto the



court at half time to give it his best shot and proceeded to get nothing but net, winning himself the brand new Tundra. According to Tracey Hagey, with Saatchi & Saatchi Portland, "The feedback has been very positive. Our client feels they've gotten a lot of mileage out of this promotion. Odds On Promotions had been great to work with."



Visit our website at www.oddsonpromotions.com and see Chapman score big!

\$100,000 Indoor Putt... Hollywood Park Holds Putting Contest on Casino Floor

Los Angeles, Calif. – Who says you need to hold a **putting contest** outside? Certainly not the folks at Hollywood Park Casino who, with a little help from Odds On Promotions, held a \$100,000 putting contest right in the middle of their casino. From July 1-29, Hollywood Park players could earn one entry for each hour of play during the promotional period. Then, on Sunday, July 29, the casino drew the names of two players, who got a chance to sink a 100-foot putt for a \$100,000 prize.

To ensure that the contestants were rewarded for their efforts, even if they missed the grand prize putt, they'd still take home a \$1,200 consolation prize. To further boost attendance and participation, the casino gave two additional players the chance to make a 25-yard putt for \$1,000 and handed out a total of \$9,000 via random cash drawings between noon and 9:00 p.m.

While no one sunk the \$100,000 putt, according to spokesperson Marilyn Brison, "Our customers were very excited about the \$100,000 Big Putt Cash Giveaway. We enjoyed working with Odds On Promotions." In addition to providing the casino with insurance, Odds On provided Hollywood Park with a putting ramp.

Ready to bring the excitement of a big putt to your place of business? Whether you'd like to run one indoors or out, on a golf course or off, give us a call today for a free custom putting contest quote.



\$1,000,000 Bestline Sports Bowl Challenge

Panama City, Panama – With the goals of increasing visibility, interest, sign-ups and account activity during the college bowl season, Bestline Sports International gave customers the chance to win \$1,000,000, paid for by Odds On Promotions.



According to Marketing Coordinator, Jennifer Carrillo, this online contest was a large parlay. Contestants who signed up or re-upped their minimum account balance to \$100 had a chance to pick all 32 bowl game point spread winners to win \$1,000,000. Promoted through paid media and affiliate sites, email blasts and banners, the contest dangled the \$1,000,000 prize to grab interest. Additionally, to ensure the promotion's success, Bestline awarded ancillary prizes to the top three finishers, with \$1,000 Free Play Bonus to the 1st place winner, \$300 Free Play Bonus for 2nd place and a \$200 Free Play Bonus for 3rd.

According to Carrillo, the contest was, "Very successful. Customer response was very positive. The results of this promotion exceeded our expectations. We had a considerable amount of new sign-ups and deposits from existing customers. Odds On had a great working relationship with us. Zak was great. He was easily accessible and available upon our request. We will no doubt consider working with Odds On again."

Announcing Quick Hits & Coming Attractions



Vegas Pool Party

During Boost Mobile's Zo and Magic's **8-Ball Challenge** Celebrity Pool Tournament, Lincoln Mercury gave a randomly selected attendee the chance to win a Lincoln Navigator, paid for by Odds On, if they could, "Sink the 8-Ball on the Break." The tournament, took place during the NBA All-Star Weekend and was a fundraiser for the Alonzo Mourning and Earvin "Magic" Johnson Foundations.



An MGM MIRAGE Property
circusreno.com

Strike Gold

Circus Circus Reno launched a six month run of **Strike it Rich**, joining Black Bart's Casino, Blue Lake Casino, Win-River and Northern Quest in kicking off Swipe, Play + Win games in the first quarter of '07.



Banking on Success

Thirteen U.S. Bank branches are participating in a **prediction promotion** tied to the NCAA Men's Basketball Championship Tournament. Consumers register at the bank for a chance to predict the final score of the final game in order to win a \$50,000 prize.



Big Game, Big Payouts

After Chicago Bears rookie Deven Hestor's historic 92-yard **kickoff return** on Super Bowl Sunday, Odds On Promotions paid out over \$75,000 to winners! One of the happiest? Joshua Martinez who took home \$10,000 after attending Sports 1140 KHTK-AM The Big Game IV party at the Radisson in Sacramento, Calif.



Cure for the Summertime Blues ... Ideas for Media with Tara McClure



Want to make a big splash this summer? How about giving your listeners, viewers and subscribers the chance to win a cool \$1,000,000? For example, how about running **Text 4 the Ultimate Summer Vacation?** If the last four digits of your SMS subscriber's cell number (or their choice of a lucky number) matches a preselected number, they'll win a giant prize and we pick up the tab.

Or how about throwing an Endless Summer Beach Bash and give away a trip around the world if a lucky contestant can put 5-7 of the worlds more popular beaches in the correct order.

And for those of you who simply cannot wait for football season, I want to let you know I'm ready to help you plan a season-long football promotion including **Pick the Pros, Score Predictions** and **Kick-Off Return** contests. Call me today for the best pricing.

BIRTHDAY
MATCH

LUCKY
LIST

BORN
2 WIN

LICENSED
2 WIN

I almost forgot...you asked and I'm delivering!

Odds On Promotions offers instant, online verification for all of our most popular on-air promotions including **Birthday Match, Lucky List, Born 2 Win** and **Licensed 2 Win!**

Email me for more information at tmclure@odds promotions.com

Spring TV Sweeps

- 5 Cinco De Mayo
- 5 Kentucky Derby
- 13 Mother's Day
- 19 WNBA Season Begins
- 19 Preakness Stakes
- 22 Senior PGA Championship
- 27 Indy 500

Kentucky Derby

MAY

NBA Playoffs Miss Universe 2007

- 9 Belmont
- 10 Tony Awards
- 11 US Open Golf
- 15 Daytime Emmy Awards
- 17 Father's Day
- 24 Wimbledon
- 28 Radio Summer Book

JUNE



- 1 Canada Day
- 2 Half Way to New Year!
- 4 Independence Day
- 5 Summer TV Sweeps
- 7 Tour de France
- 14 Bastille Day

JULY

LUCKY DUCK, TURTLE OR FISH

Spearfish, S.D. - Rather than settling for a traditional "Duck Race" the Spearfish Convention and Visitors Bureau held a "Fish Race" to raise funds for the High Plains Western Heritage Center. Executive Director Jo Lutnes lured in 1,000 donors with a "Fishty

Thousand 50/50 Fish." If one of the first four fish across the "fin-ish" line was one of the preselected lucky fish, the owner of the fish and the Convention and Visitors Bureau would split a \$50,000 cash prize (\$25,000 each). While there wasn't a grand

prize winner, Lutnes' hilarious account of the day's events—and her impressive array of auxiliary prizes—makes for a great promotion. Check out the full story at www.oddsonpromotions.com.

SUMMER PROMOTIONS CALENDAR



Call one of our promotions specialists today for details and more great ideas.

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