



OnTarget

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

Odds On
PROMOTIONS

1stQ07

ISSUE 13

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WORLD FURNITURE MALL GIVES AWAY \$300,000 IN FREE MERCHANDISE

Customers and Store Owner Hit the Jackpot when Bears Shut-Out Packers

Plano, Ill. – Randy Gonigam knows who to call when it's time to plan his Labor Day Super Sale...Odds On Promotions. After hearing Chicago Bears middle linebacker Brian Urlacher brag that their defensive line was the best in the league, Gonigam, owner of World Furniture Mall, contacted Odds On for a football promotion that would capture the attention of Bears fans.

"Calls about the promotion came in from every continent except Antarctica."

When asked if he was ready for the avalanche of publicity, his resounding answer was, "Yes. We were prepared. That was the key. We knew exactly what we wanted to do. When you do these kinds of promotions, you have to be prepared. I'm fortunate I was ready to speak to the press. There are radio stations all over the country looking to fill airtime and if you can give them a good story and do it right, they'll give you the free publicity."

The only thing Gonigam wasn't ready for was how quickly it occurred, "Everything happened much faster than we expected it to. We were ready with press releases, but it was 72 hours of stuff going on. From Monday morning at 9:00 a.m. to mid-day Wednesday, I was on the phone being interviewed with a radio station or live on tv. "

While Gonigam hit the PR jackpot, his customers struck it rich as well. Odds On Promotions picked up the tab for nearly \$300,000 in sofas, chairs, loveseats and other furniture purchased on Labor Day weekend.

As for Odds On's service, Gonigam noted, "Zak Woodhead presented me with a variety of options. And even though I kept raising the amount we were insuring, he took care of it. He called me first thing on Monday to congratulate me and he then proceeded to put me in touch with everyone else. Everybody was just fantastic. The process could have been quite complicated, but Odds On made it so smooth. The transition to payment went very well. It was truly painless."



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



Winning Promotion Generated
Tons of Free P.R.

The **Conditional Rebate** promotion gave customers purchasing furniture during Gonigam's Labor Day weekend sale a \$10,000 per household rebate if, on September 10, the Chicago Bears shut-out the Green Bay Packers. Even before kickoff, Gonigam, who promoted the sale and rebate with a 30,000 piece mailer and a press release, knew he had a winner. The contest helped to generate an impressive 37% increase in sales over the prior year.

Then, it happened. On September 10, at Green Bay's Lambeau Field, the Bears handed Brett Favre the first shut-out in his 16-year career, beating the Packers, 26-0. And that's when this promotion really paid out. In addition to appearing on all three networks, plus CNN and MSNBC, as well as doing over 125 radio interviews, the story went international. In fact, Gonigam reported,



For a taste of the media exposure this promotion generated for the World Furniture Mall visit our website at www.odds promotions.com

The Ideas of February, March and April



Here's the five coolest ways to give away **BIG BLING** this Spring, courtesy of Odds On Promotions!

Think Links

Attention Everyone!

Sure there's a foot of snow outside, but Odds On Promotions' sister company Hole In One International is already preparing for the 2007 golf season. If sponsoring (or planning) a golf event is on your "to do" list, call 800-827-2249 for a FREE no-obligation quote. Or for your complimentary copy of **How to Run a Successful Golf Tournament** visit www.holeinoneinternational.com today.

Make April Less Taxing or Give O'Way the Green

Perfect for Casinos, Radio Remotes, Trade Shows and Malls

Drive traffic and sales this Spring with our cash-themed Video Scratch & Win game, **Money Match**. Simply choose a grand prize worth up to \$100,000 and up to six ancillary prizes, then advertise the chance to win!

If one of your contestants can unveil all six prize symbols on the touch screen grid, they'll take home the big bucks, courtesy of Odds On. Perfect for awarding discounts, smaller cash prizes, or even doubling a customer's tax refund up to a preset amount.



Two of Hearts

Ideal for Jewelers, Auto Dealers and Radio Remotes

There's nothing like finding the perfect match – making this "couples" only contest our most romantic promotion ever! Take 20 heart-shaped candy boxes, 20 ring boxes, or even 20 roses and set them on display. Then, give two lucky sweethearts the chance to each choose one lucky "token" of affection. If they can **pick a matching pair**, they'll win your grand prize—be it matching autos, wedding bands, the ultimate romantic getaway or even a brand new home.



Batter Up

Perfect for Auto Dealers, Restaurants and Retailers

Get into the swing of things this spring with a baseball promotion that gives fans the chance to win up to \$1,000,000.

One of the most popular choices this season? **Balls and Strikes**, where if your lucky fan can throw three strikes through a template before throwing four balls, they'll take home a giant prize, paid for by Odds On! What makes this one a winner is that you can hand out consolation prizes based on how many strikes are thrown!

3 Strikes Before
4 Balls



Sweeten the Offer This March

Great for Websites, Nightclubs, Radio Stations, Gyms and Bars

Can your customers predict the future? With our **Championship Challenge** basketball prediction contest, you can give your customers or website visitors a shot at winning up to \$1,000,000 for correctly predicting a select number of NCAA basketball tournament winners.

And don't worry, when a lucky contestant picks them all right, Odds On will pay the price be it for a brand new car, a house or a cool \$1,000,000!



Want more ways to generate increased traffic and sales this Spring? Email us today at etarget@odds promotions.com to receive Odds On Promotions bi-monthly Promotions of the Week e-letter filled with ideas and winning promotions written exclusively for your industry!



Hole In One
INTERNATIONAL®

TeeToGreen

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

PARENT WINS \$40,000 MERCEDES AT SCHOOL FUNDRAISING TOURNAMENT

Playing in 3rd Annual Tournament Leads to 3rd Hole in One



Daugherty and his wife receive the keys to their new car from Rush Creek Golf Club's Head Golf Professional, Derek Stendahl.

Maple Grove, Minn. – While it may have been John Daugherty's first time participating in the Providence Academy Golf Classic, he's no stranger to hole in ones. In fact, when Daugherty aced the 187-yard, 7th hole at this year's 3rd Annual Providence Academy Golf Classic, held at Rush Creek Golf Club, it was the third time in his life he'd made a hole in one.

However, this time Daugherty's shot, which hit the fringe of the green, bounced twice

and rolled into the cup, was far more rewarding than the prior two. This ace not only helped his foursome go on to win the tournament, it landed him a brand new Mercedes-Benz, paid for by Hole In One International.

According to Daugherty, "I remember telling it to go in and then everything was in slow motion. I remember seeing Andy, Paul and Jamie jumping around and yelling 'it went in.' Everyone started giving me high fives. I still can't believe it."

Proceeds from the Golf Classic benefit all of the Academy's athletic programs. The first two Classics raised more than \$70,000 combined to purchase volleyball standards, basketball uniforms and football and hockey equipment.

“ I remember telling it to go in and then everything was in slow motion. I remember seeing Andy, Paul and Jamie jumping around and yelling 'it went in.' Everyone started giving me high fives. I still can't believe it. ”

John Daugherty

Acemaker Wins a MULE

HOLE IN ONE LANDS MARYLAND MAN A 4X4 UTILITY VEHICLE



Roberts and his new ride.

Havre de Grace, Md. – When Robbie Roberts teed off at the 11th Annual Maryland Agricultural Education Foundation's Golf Outing and Fundraiser, chances are he didn't expect to win a MULE. But, after joking with his teammates about what he'd do if he won, turns out that's exactly what happened. Roberts aced the 160-yard, 15th hole, winning himself a Kawasaki 4x4 MULE, courtesy of Ceresville New Holland and paid for by Hole In One International.

According to George Mayo, the executive director of the Maryland Agricultural Education Foundation, the event raised about \$8,000. Mayo noted, "The service from HIOI is excellent and trouble free when setting up an event. The staff was very helpful and responsive. All in all, we are very pleased with the service from HIOI and will continue to use their services again."



Jacoby Ford returns one for 94 yards. Mary Lee getting the keys to her brand new car.

Woman Wins Chrysler In Clemson Kickoff Contest

Clemson, S.C. - On September 30th, when Clemson University's Jacoby Ford **returned the second half opening kickoff 94-yards** for a touchdown during the Louisiana Tech game, he did more than just score six points. Ford's feat won Mary Lee Barton of Lancaster, a brand new Chrysler 300, courtesy of the Carolina Chrysler Dealers and paid for by Odds On Promotions.

The Carolina Chrysler Dealers, working in conjunction with Clemson Tiger Sports Properties, a joint venture between Learfield Communications and ISP Sports, gave Clemson football fans the chance to win a brand new Chrysler 300 in the Chrysler Tiger Kickoff Contest.

Fans were invited to register online, at the first game, or at their local Carolina Chrysler dealership for a chance to win a

brand new car. Then, prior to each Tigers' football game, one lucky fan was chosen, and their name was announced. If the Tigers successfully **returned an opening or second half kickoff for a touchdown**, that randomly selected fan won a 2006 Chrysler 300, paid for by Odds On Promotions.

"Build in as many of these promotions as possible, because fans really get behind them."

Robert Gahagan, General Manager
Clemson Tiger Sports Properties

the season, was worthy of winning a brand new car...turns out she drives 150 miles, each way, to attend every home game.

And it's clear that Barton, who's been a Clemson fan since '78 and heard about the promotion at the first game of



FAST FACT: This is the third year Clemson Tiger Sports Properties has insured this promotion with Odds On.

\$25,000 Winner

Wolffington Group Mailer Leads to Big Traffic and an Even Bigger Winner!



Dealership hands Art Gilbert his giant prize, paid for by Odds On!

Augusta, Maine - What's better than having a \$10,000 winner, paid for by Odds On Promotions? How about having a \$25,000 winner just two months later! In our last issue, you may remember how Roland Dupree drove home a winner after the number on his direct mail flyer, produced by the Wolffington Group, **matched a number posted at the dealership**. Well, it

turns out that Dupree was just the Wolffington Group's first winner this year. Recently, the direct marketing company produced a similar mailer for Sutliff Capital Ford in Harrisburg, Pa. This time

however, in addition to dangling a 42" plasma TV, a getaway vacation, a \$2,500 instant win ticket, and a \$100 airline voucher, the mailer featured a \$25,000 grand prize, paid for by Odds On.

After receiving the mailer, Gilbert Campbell's wife suggested that he respond. Turns out, as it was with Dupree, a spouse's suggestion to act was worth it. That's because the number on Campbell's **mail piece matched a number posted at the dealership**, winning Campbell the \$25,000 grand prize. However, Campbell wasn't the only winner in this direct mail promotion. According to Kate Haiss, office manager with the Wolffington Group, the mailer format, which placed an emphasis on the prizes being offered, generated an impressive 1103 appointments for the dealership—for a 3% response rate.

"As usual, Odds On Promotions did a great job," stated Haiss, "You send over the paperwork, it takes a few moments to fill out, and when we have a winner, the checks come right out. What's better than that?"

Looking to boost your next direct mail campaign stats? Maybe it's time you gave Odds On Promotions a call for a prize offer that will generate increased responses and sales!



Miller Lite Gives Sox Fans \$30,000

Grand Slam Game Leads to Big Pay Out

Itasca, Ill. - For the past two baseball seasons, Miller Lite in conjunction with Chicago's ESPN 1000 gave White Sox fans the chance to win great seats and big cash with a little help from Odds On Promotions. During the season, the station held trivia contests at bars where listeners and patrons could win Sox

tickets to Friday night home games in the Miller Lite Grand Slam Taste Tour section of U.S. Cellular Field. As an added bonus, if one of the Sox hit a Grand Slam during the game, qualified winners would split a giant cash prize. How giant? The prize started at \$15,000 and grew by \$5,000 with every Friday night home game. Half-way through the promotion, on June 23rd when the prize was at \$30,000, White Sox left fielder Scott Posednik hit a grand slam off of Andy Pettitte winning 20 fans a total of \$1500 each, paid for by Odds On.

According to Sherry Courtney, Marketing Manager with Miller Brewing, the promotion was a great success.

Want to sponsor your own Grand Slam Inning or Grand Slam Game for your local team? Why not swing by our website at www.oddsonpromotions.com or better yet give Odds On a call today and let us pitch a few great baseball promotions your way!



FAST FACT: This is the second year Miller Brewing Company ran this promotion with Odds On.

\$100,000 PARTY AT CAHUILLA CREEK!

Casino Uses Swipe, Play + Win to Increase Player Frequency and Membership

Anza, Calif. -Using Odds On's party-themed **Swipe, Play + Win** promotion, **\$100,000 Party Fever**, Cahuilla Creek increased player visits and the size of their database while rewarding players based on their theoretical win during a recent three-month long anniversary celebration.

In addition to dangling a \$100,000 insured prize, the Party Fever game awarded players a prize, based upon their value, each day that they participated and also rewarded them with tickets for weekly drawings. While the daily prizes, which were donated by businesses in the community, including



Cahuilla Creek players swiping for their chance to win prizes.

fitness memberships, free cakes, nursery gift certificates and six packs of soda, the Sunday weekly drawings featured dice rolls to choose from cash prizes placed in gift bags in order to tie back into the "birthday party theme."

According to Marketing Manager Annette Brown, "The promotion really popped our membership numbers. However, the best part of the promotion was that it was very effective at increasing frequency. In fact, one of our top five customers came in daily during the promotion, because she was afraid to miss her chance to win. Just getting that one player in every day during those three months made a big impact."

Looking to make a big impact at your business by driving frequency and membership? Contact one of our Gaming Promotions specialists at 888-827-2249 or email us at gaming@oddsonpromotions.com.

NEW! Swipe, Play + Win games now feature an optional e-Capture add-on giving you a chance to build or update your existing customer email database.



Announcing Quick Hits & Coming Attractions



PALMS
A MALOOF CASINO RESORT
LAS VEGAS, NEVADA • PALMS.COM

Palms Vegas Fantasy...

In November, players at the Palms got a chance to play Million Dollar Fantasy.

This biweekly **Rise to Riches** contest gave 10 players a night a shot at winning \$1,000 to \$1,000,000.

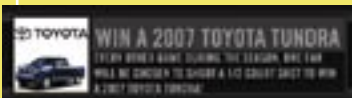
The Eyes Have It!

Dr. Joe Ales, owner of Optik Birmingham, a vintage sunglass dealer outside of Detroit, got great results from a recent **conditional rebate** promotion (\$500 rebate if the Detroit Lions shut-out the 49ers). Ales' promotion generated three newspaper articles plus a 4 ½ minute interview on a popular sports talk radio show. "Publicity wise, which is what I hoped for, it was a success," said Ales.



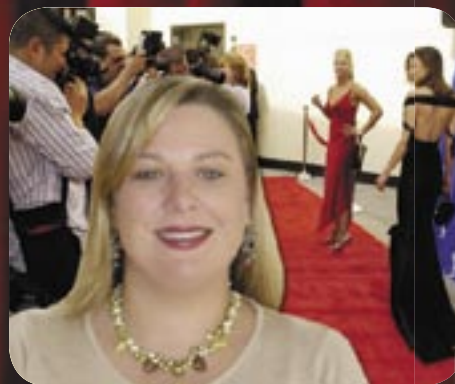
National Champs Choose Odds On!

The University of Florida not only used Odds On for baseball, spring and fall football, and Midnight Madness indoor putting contests, they're running two season-long basketball contests. The Gator's Dodge **Three Point Thrills** contest gives contestants 10 shots to make five 3-pointers at men's and women's games. If successful, they win a Dodge Neon.



Toyota and The Portland Trailblazers

The Portland Trailblazers are giving fans the chance to win a 2007 Toyota Tundra if they can land a **half-court shot**. (They've already handed over the keys to one lucky winner. Read about it in our next issue!)



The Envelope, Please

With Media Maven Tara McClure

Are you ready for awards season? Movie and music awards presentations make for fantastic sales and marketing opportunities. For example, if you're looking to boost readership of your paper or traffic to your website why not give folks the chance to **Live Like a Star** (movie or rock – it's up to you), complete with a tricked out set of wheels, a phat bank account, and one very sweet crib, paid for by Odds On, if a contestant can correctly guess the winners of a select number of categories of an awards show. (Sponsorship opportunities include furniture or appliance stores, banks and auto dealers).

Another great choice is **Cheers or Jeers** (or for music, **Spin or Bin**) where customers can win between 8-10 sponsored ancillary prizes as they work their way up to a \$250,000, \$500,000 or even a \$1,000,000 grand prize. Your lucky contestant simply chooses between envelopes A or B. If they choose correctly, they move up the prize ladder; if not, they win an ancillary prize. If they choose right all the way, they'll take home the giant prize and we'll pick up the tab!

Need more ideas for making the most of "Awards Season"? Call today at 888-827-2249.

- 1 TV Sweeps
- 2 Groundhog Day
- 4 Super Bowl
- 10 NFL Pro Bowl
- 11 Grammy's
- 14 Valentine's Day
- 18 Daytona 500
- 18 NBA All Stars
- 18 Chinese New Year
- 19 President's Day
- 20 Mardi Gras
- 25 Academy Awards



- 1 AFL 2
- 13 NCAA Men's Basketball Championships
- 17 St. Patrick's Day

National Nutrition Month

FEB

MAR

Spring Radio Book

- 1 April Fool's Day
- 1 Major League Soccer
- 1 Major League Baseball Opening Day
- 2 NCAA Men's Basketball Finals
- 7 PGA Masters
- 8 Easter
- 15 Tax Day
- 22 Earth Day

APR

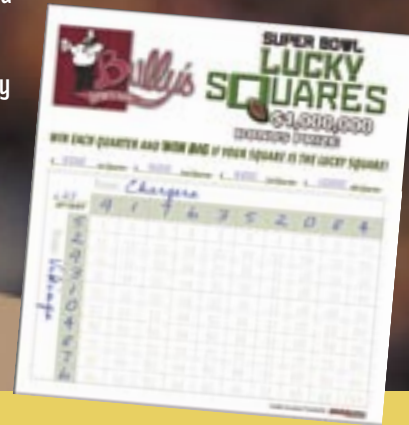
IN THE SPOTLIGHT

LUCKY SQUARES!

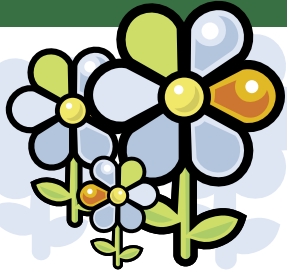
Add excitement to your Super Bowl Sunday by giving your customers the chance to win \$25,000, \$50,000, \$100,000 or even \$1,000,000 with our Super **Lucky Squares** contest. Prior to the big game, we will send you a 100-square pool grid with a

mystery square worth \$10K, \$25K, \$50K or more! If the final score of the game lands in the preselected square, the owner of that square wins the bonus prize - paid for by Odds On!

Looking for more ideas for Super Bowl? Give us a call today at 888-827-2249.



SPRING PROMOTIONS CALENDAR



Call one of our promotions specialists today for details and more great ideas.
888.827.2249



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THIS SPRING GIVE AWAY

\$250,000, \$500,000 OR \$1,000,000

Paid For by Odds On Promotions

Super Bowl • Basketball
Baseball • Awards Shows
Valentines Day & More!



SUPER BOWL